SOCIAL FORTUNA

Introduction to Social Fortuna
What is Social Fortuna?

The Social Fortuna is a set of configurable social media buttons for your website that helps your website users or visitors easily share your website URL with their social media connections and networks. Also, you can attract users to follow your social media pages to keep them updated about your business.

So, you can provide both share and follow options.

To learn about the configuration, see Configure Social Fortuna and Publish, and for the dashboard see *Social Fortuna* Dashboard
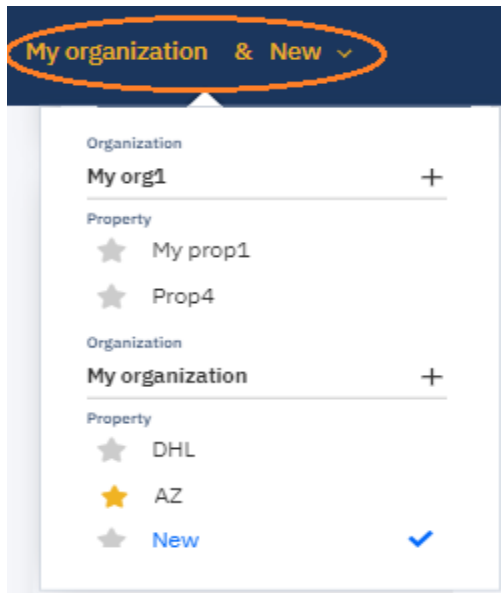
Configure Social Fortuna and Publish
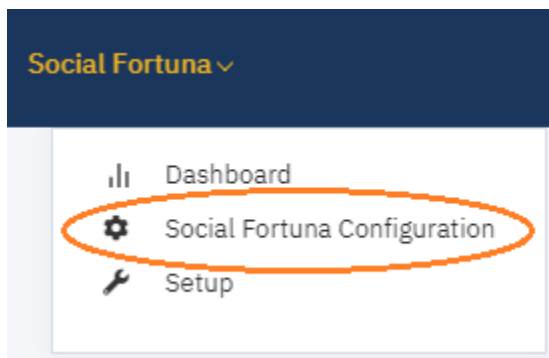
Configure Social Networks

In the following way, you can configure the set of social media buttons for your website.
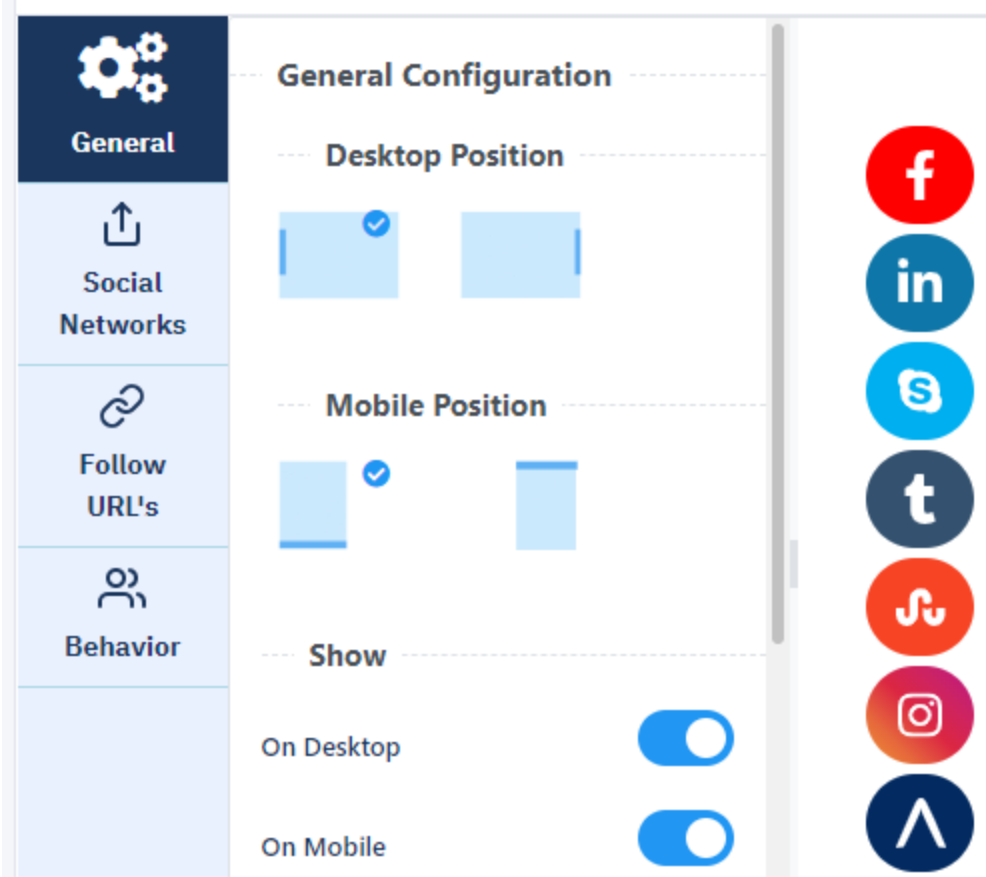
General Settings

1. In the property selection menu, select the desired property.

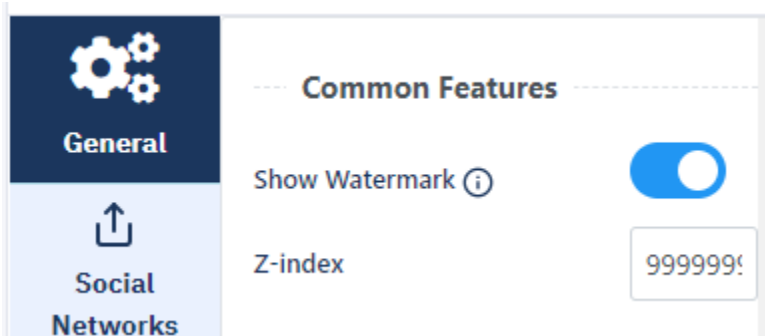2. In the Social Fortuna menu, click Social Fortuna Configuration.

3. Under the General tab, you can select the buttons' Position on your website.
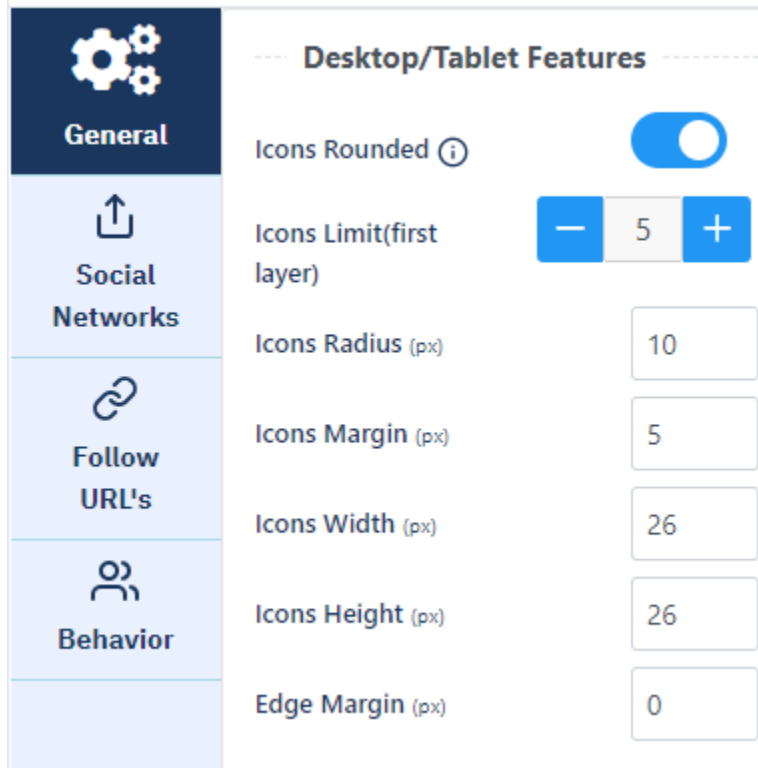
Also, you can select the position for the Mobile version.

4. Under Show, toggle off the respective switch if you want to hide social media buttons on any version.

5. Under Common Features, if you want to hide the Adzapier website button, toggle off Show Watermark. You can adjust the z-index of the social media icons as per your requirement.

6. Under Desktop/Tablet Features, if you don't want the social media icons to be rounded, toggle off Icons Rounded, following which the icons will be shown in squares.
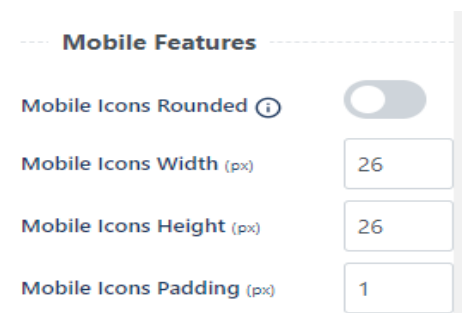
7. You can configure the number of icons that will be displayed on your website. The default number is 5.

8. You can adjust Icon Radius (To modify the icon's shape), Icon Margin (In between-icon distance), and Edge Margin (Space between the icons and the page's edge) to suit your needs.

9. You can adjust Icon's width and height according to your needs.

10. Under Mobile Features, if you don't want the social media icons to be rounded, toggle off Icons Rounded, following which the icons will be shown in squares.

11. You can adjust Icon's width, height, and padding according to your needs.

12. You can add CSS code to your banner to improve its aesthetic appeal in the Custom CSS area. An example is given below.

```
ul{
margin-left:30px !important;
}
li[title='facebook']{
background: red !important;
```
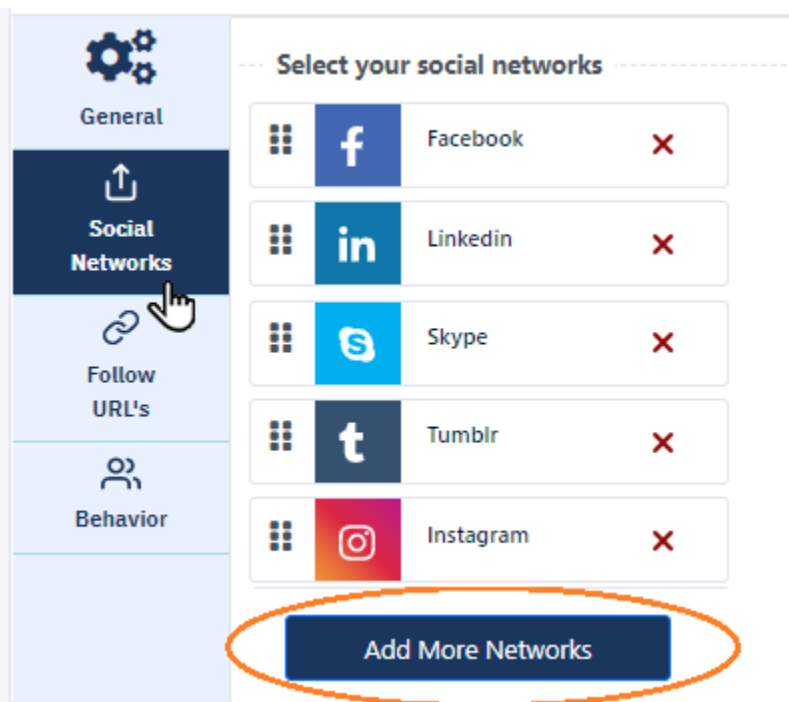
13. This code will change the Facebook icon's color to red, and it will leave a 30-pixel space between the left margin and the icons.

Social Networks

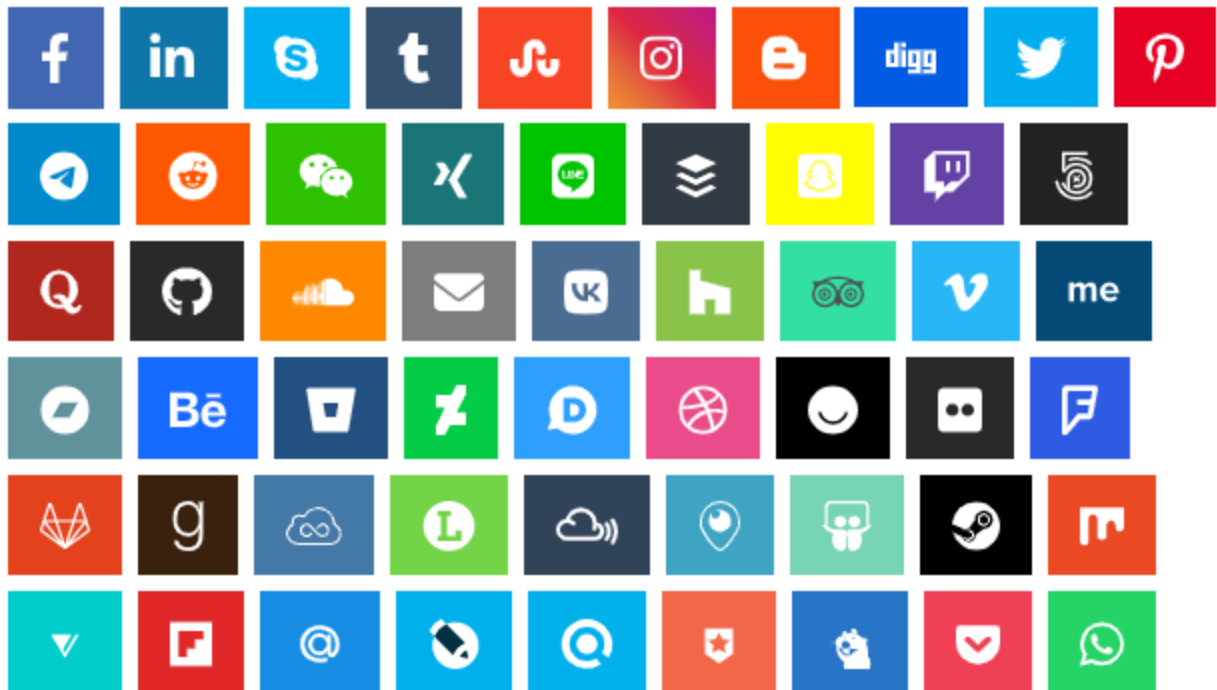Under this setting, you can add or remove social network buttons.

1. Click Add More Networks.

A network gallery appears. Click on any network you want to add, then click on Ok. You can see the name of any network by hovering your cursor over it. You can also search for a network by its name and add it.

Add More Networks

Search for social network

*Click on a network to add or remove it from your preview.

✓ Ok

2. If you want to add Email or LiveJournal social networks, you must enter the subject in the subject field. Then click Submit.

livejournal ✕

Subject

Submit

3. We currently offer 55 social networks to you, with many more on the way.

4. To remove any network, click on ✕ .

5. To change the button position, click ⠿ and drag to the desired position.

Follow URLs

You can add the URL of your social media page to the button that enables your visitors to redirect to follow you on social media like Facebook, and Instagram. Or, if you don't add follow URL, visitors can share your website URL through the respective social network.

1. Click the Follow URLs tab.
    Under each social network, two options are available.

2. To enable sharing the website URL through the corresponding social network, select ⇗ Or, to add your page URL, select 👤 then add your page name or username.

Behavior

Under this tab, you have two settings.

1. If you enable the Follow on the home page, only the "follow" option for each social network works on your website's home page only, and the "share" option will remain on other pages.

2. If you want to exclude Social Fortuna on any specific pages, you can add a URL to those pages.
Click Add a URL, then enter the endpoint URL of the desired page. By selecting the add or remove icons, respectively, you can add or remove any page.

3. If you want to exclude Social Fortuna from your website's home page, then enter only /
in the text field.

Do not show widget on pages

/

4. If you want to include Social Fortuna on any specific pages, you can add a URL to those pages.
   Click Add a URL, then enter the Path (endpoint URL) of the desired page and enter the Type (Follow, Share or Share/Follow). By selecting the add or remove icons, respectively, you can add or remove any page.

Show widget on pages

Path

Ex: /about-us

Path is required

Type

Follow

Note: If you select the Show widget on pages, follow on the home page only will be disabled, and vice versa.

Save and Publish

1. If you want to save your configuration, click Save at the top-right of the page.

| Reset to Default | Save | Publish |

2. Once you have completed all the configurations, click Publish to implement.
3. A Production CDN script pop-up will appear.

How to integrate Adzapier scripts to:

⬤ Go to Dashboard   🔧 Implementation

4. On the other hand, you can proceed to the Implementation page by clicking the Implementation button or the Implementation option in the Social Fortuna menu.

5. Click Copy Script, the script is copied to the clipboard. Now you can add this JS code to your website code.

Note: On the webpage of your domain where you want to implement the Social Fortuna configuration, you must insert the CDN script before the </head> closing tag.

6. If you want to learn how to integrate the Adzapier script into your website, click on the respective site and follow the steps.

How to integrate Adzapier scripts to:
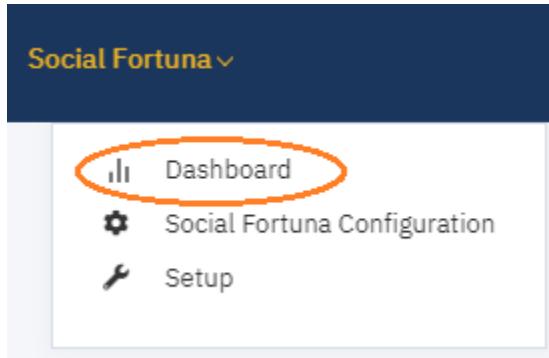
⬤ Go to Dashboard   🔧 Implementation

Note: If you want to reset the configuration to the default, click Reset to Default and click I Agree.

Note: After publishing Social Fortuna on your website, you must publish to reflect the changes if you modify any configurations.
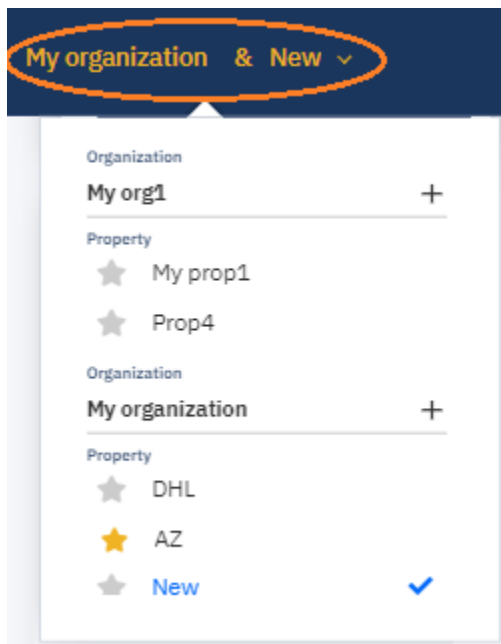
Social Fortuna Dashboard

The Social Fortuna Dashboard shows the information and analytics on share and follow performed by your website users.

- To view the Social Fortuna Dashboard, click the Social Fortuna menu and click Dashboard.

- The Social Fortuna Dashboard page appears.
- To change the property, click the property selection menu and select any property.

- The dashboard shows the personalized information for each property.
- You can change the date range to view the analytics for a particular period.
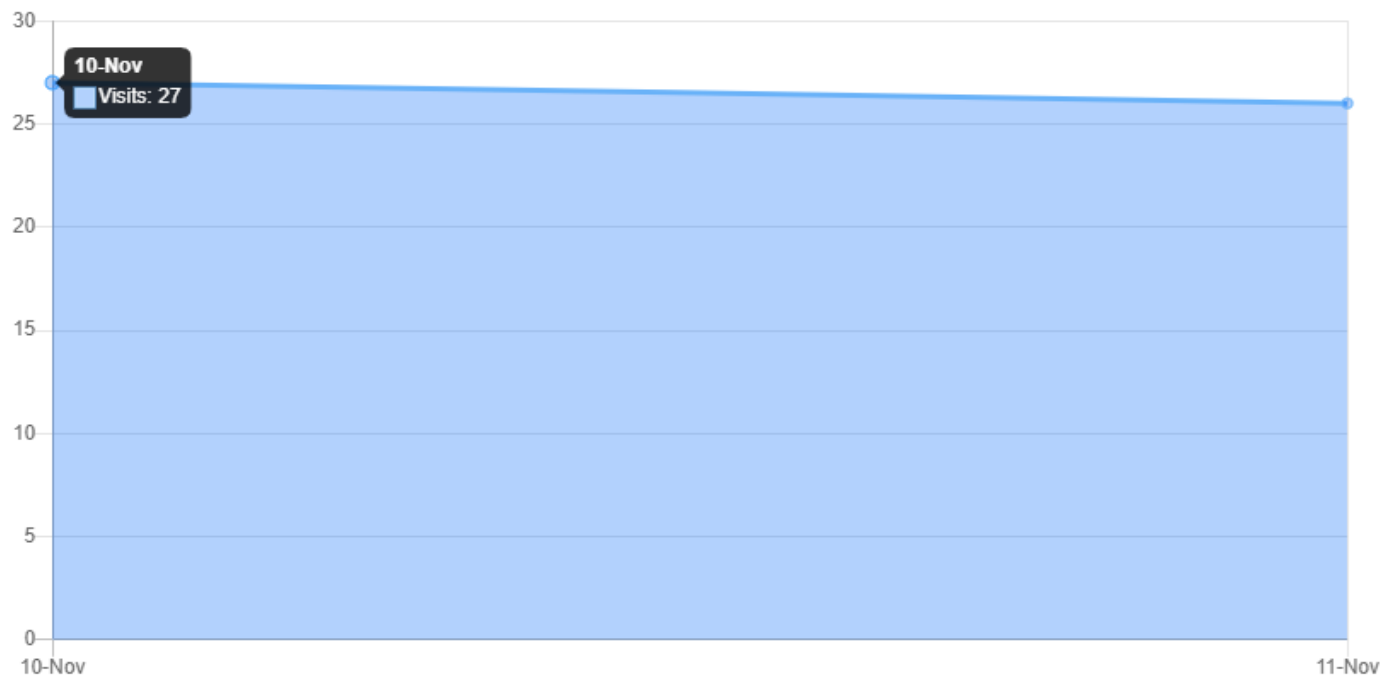
Social Fortuna Dashboard

January 1, 2022 - May 18, 2022▾   ⟳ Refresh

- The Dashboard shows the following information.

-Counts - Total count of user actions and the counts of shares and follows.

Total Visits	Total Shares	Total Follow
53	24	29

-Daily visits - Line chart of total actions from users for the selected date range.

Activities

10-Nov
Visits: 27

-Networks pie-chart - analytics of networks selected by the users.

Networks

instagram: 31

Legend: instagram, facebook, skype, linkedin, stumbleupon, tumblr