



THE ZHIING SEND-TO-PHONE SHORTCODE QUICKSTART

There are three basic methods for incorporating the zhiing Send-to-Phone functionality in your Wordpress content:

- embed the address directly within a post and wrap the address in an enclosing Shortcode,
- embed the Shortcode within a post, page or widget and pass the address as an attribute to the Shortcode,
- create addresses in the Address Book and embed a Shortcode and address_id.

All three of these methods utilize the Wordpress Shortcode [send_to_phone]. The zhiing Send-to-Phone Shortcode works anywhere a valid Shortcode is allowed within the Wordpress CMS. This includes Pages, Posts, and Widgets.

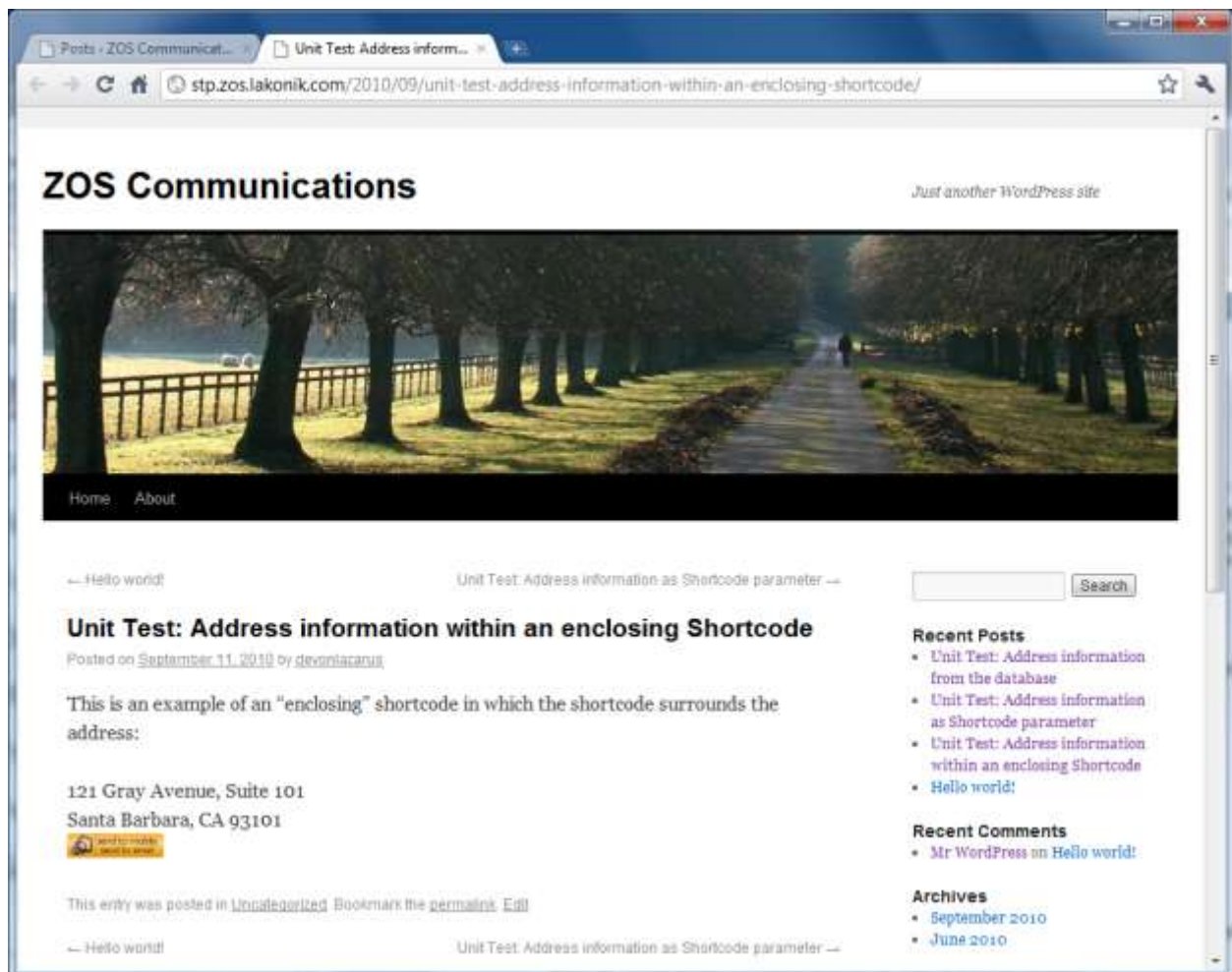
To use the Send-to-Phone Shortcode directly in PHP, please see our FAQ pages.

WRAPPING THE ADDRESS INFORMATION WITH AN ENCLOSING SHORTCODE

The quickest way to incorporate the zhiing Send-to-Phone functionality is to embed the Address directly within a Post and wrap the address in an enclosing Shortcode:

```
[send_to_phone]
121 Gray Avenue, Suite 101
Santa Barbara, CA 93101
[/send_to_phone]
```

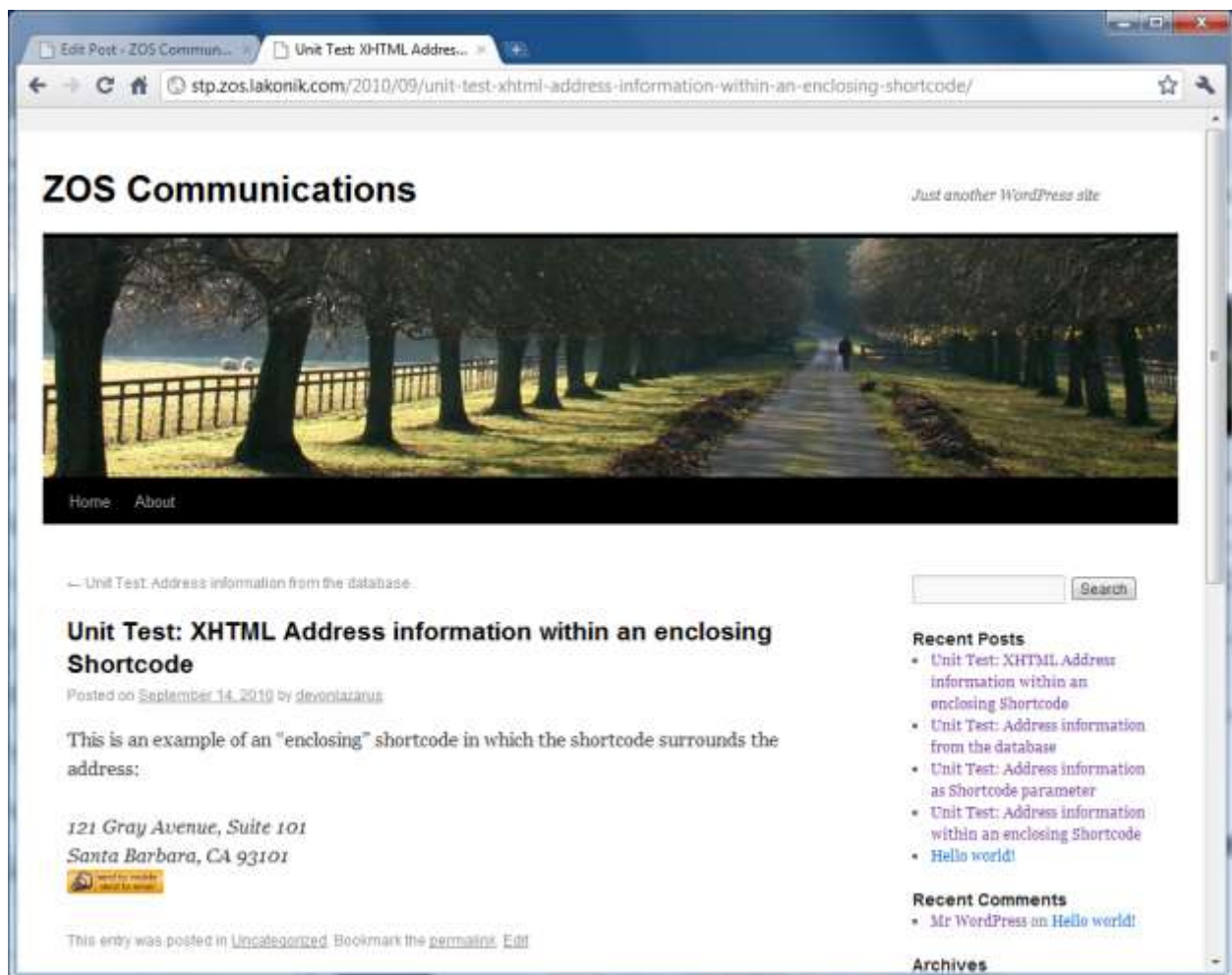
This code above will produce the following output:



NOTE: THE ADDRESS WITHIN THE SHORTCODE MAY CONTAIN VALID XHTML/CSS. AS AN EXAMPLE, THE FOLLOWING CODE WITHIN A POST:

```
[send_to_phone]
<address>121 Gray Avenue, Suite 101<br />
Santa Barbara, CA 93101</address>
[/send_to_phone]
```

Would produce this:

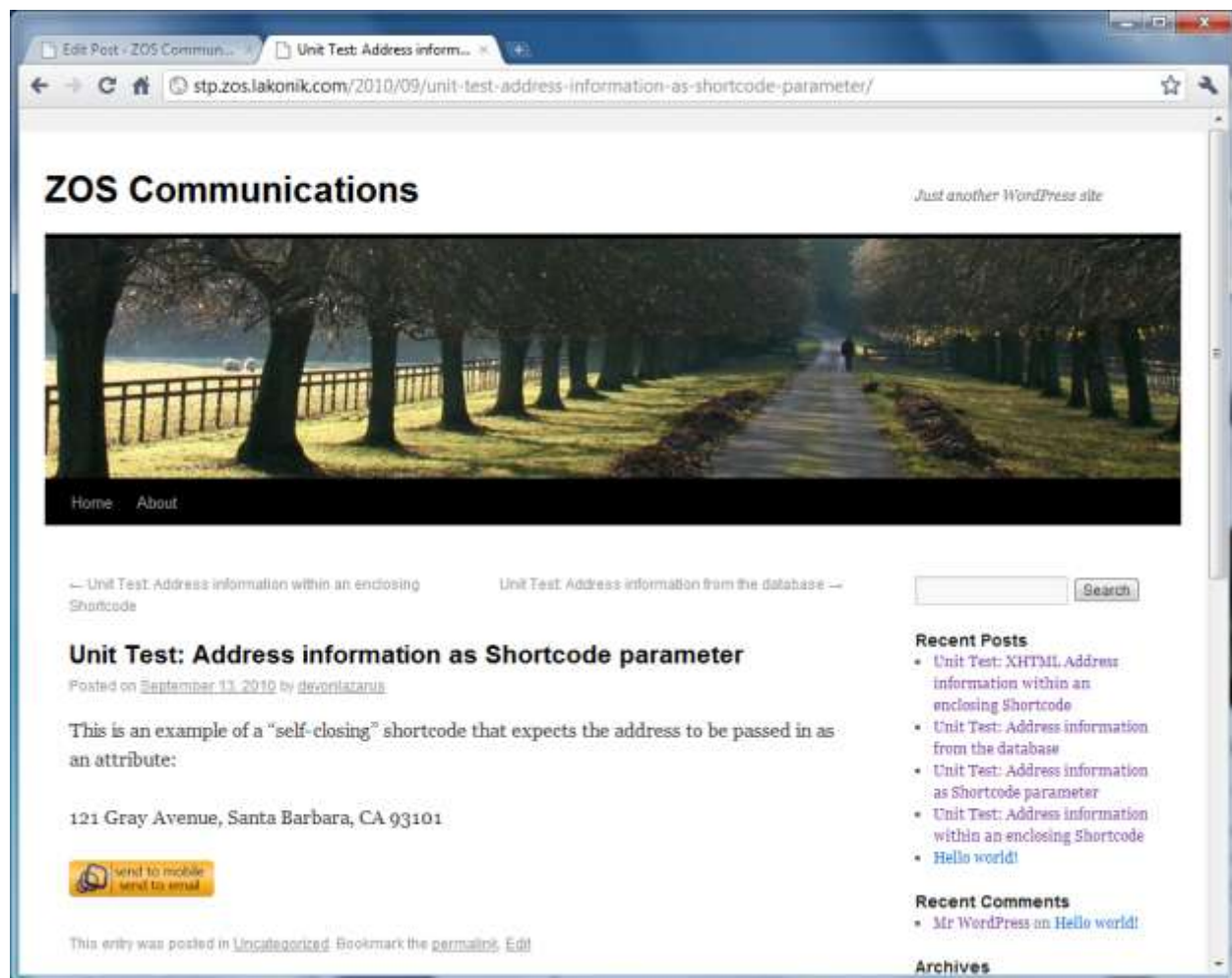


PASSING THE ADDRESS INFORMATION AS A SHORTCODE ATTRIBUTE

The zhiing Send-to-Phone Shortcode accepts several different parameters as Shortcode attributes. (Please see the Appendix for a full list of valid attributes.) You can use the address attribute to pass the address directly into the Shortcode:

```
[send_to_phone address="121 Gray Avenue, Santa Barbara, CA 93101" /]
```

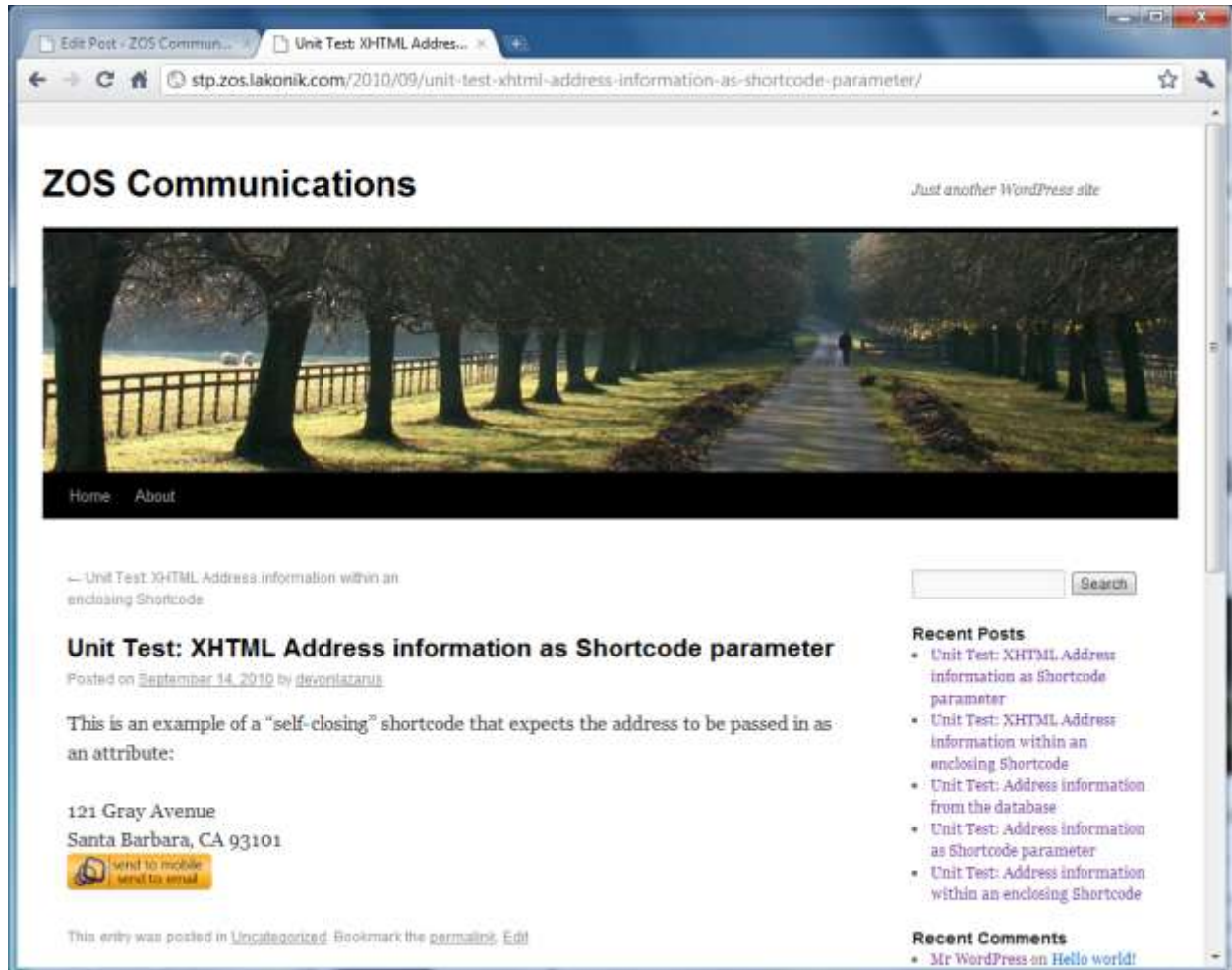
That code will produce this output:



NOTE: AS WITH THE ENCLOSING SHORTCODE, YOU CAN PASS XHTML/CSS INTO THE ADDRESS ATTRIBUTE:

```
[send_to_phone address="<div>121 Gray Avenue<br />Santa Barbara, CA 93101</div>" /]
```

The code above will produce this output:



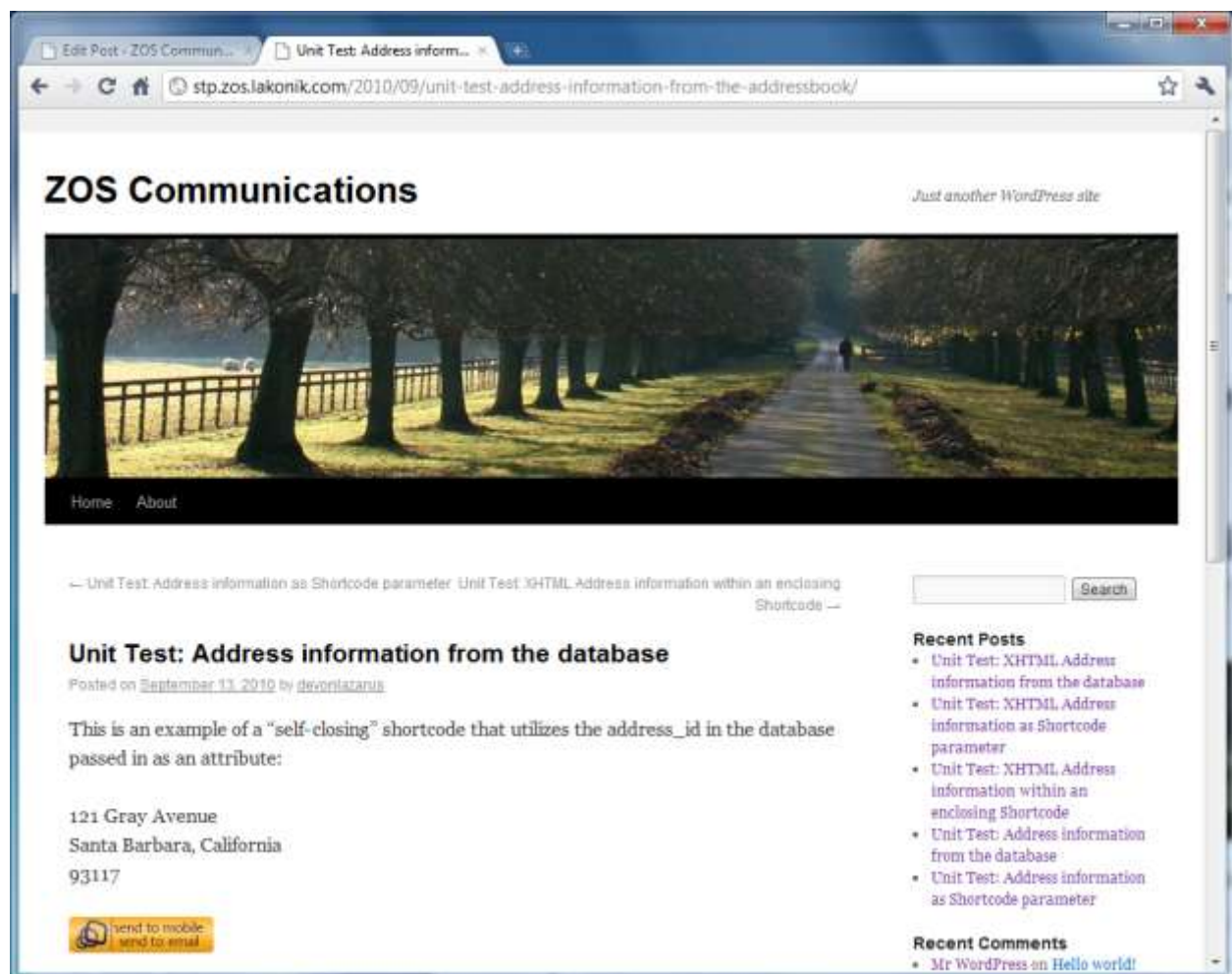
ADDRESS INFORMATION FROM THE DATABASE

While embedding the address within the Shortcode offers convenience, it could create extra maintenance if you need to use the address in multiple Posts, Pages or Widgets. To reduce this maintenance, the zhiing Send-to-Phone plugin offers an Address Book and a method for using an address from the database to display the zhiing Send-to-Phone button.

To use this feature you must first create an address in the Address Book. Please see "Using the zhiing Send-to-Phone Address Book." In a nutshell, however, to use an address from the Address Book within the zhiing Send-to-Phone Shortcode, you simply set the `address_id` attribute on the Shortcode within your Page, Post, or Widget like so:

```
[send_to_phone address_id=3 /]
```

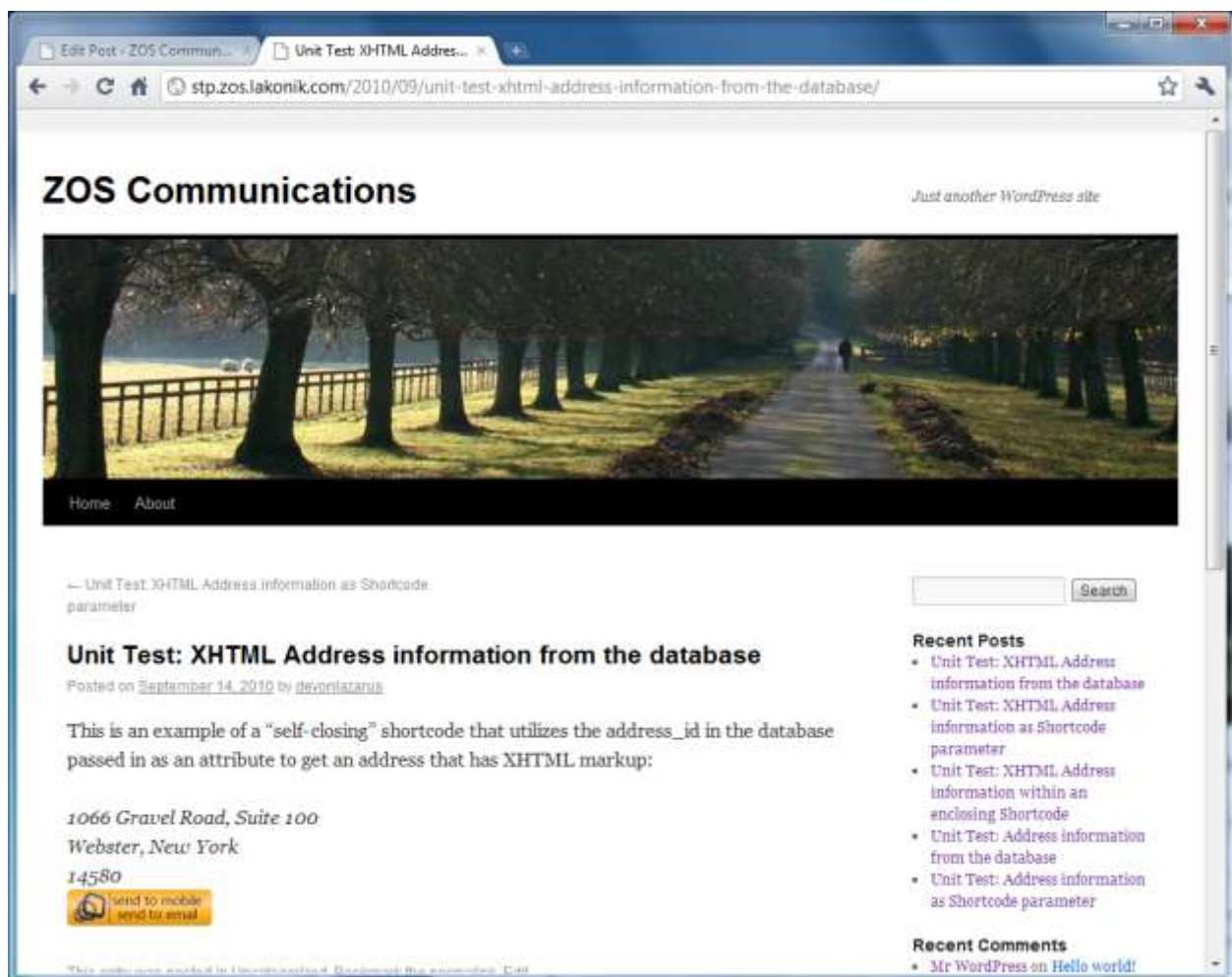
The code above will produce this output:



NOTE: AS WITH THE ENCLOSING SHORTCODE, AND PASSING THE ADDRESS INFORMATION AS A SHORTCODE ATTRIBUTE, YOU CAN ENTER XHTML/CSS INTO THE ADDRESS FIELD OF THE ADDRESS BOOK:

```
<address>1066 Gravel Road, Suite 100<br />
Webster, New York<br />
14580</address>
```

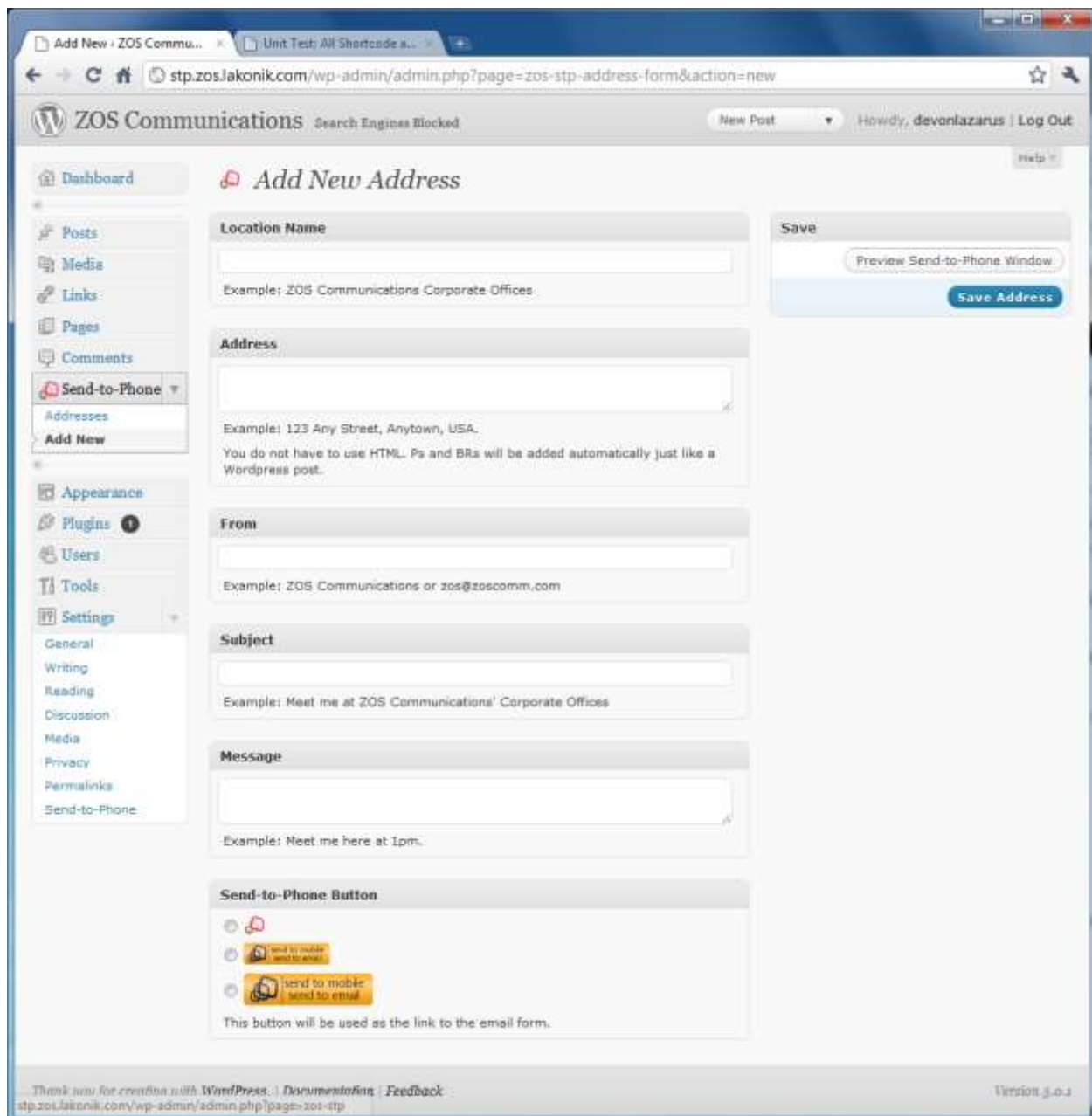
The code above will produce this output:



USING THE ZHIING SEND-TO-PHONE ADDRESS BOOK

The zhiing Send-to-Phone plugin offers an address book in which to store and manage your addresses. Using the address book, you can use the same address in several locations.

To access the Address Book, click the Send-to-Phone button in the Wordpress toolbar and click "Add New". You will be presented with the following form:



The screenshot shows the 'Add New Address' form in the ZOS Communications WordPress admin interface. The form is titled 'Add New Address' and is located at the URL 'stp.zosjakonik.com/wp-admin/admin.php?page=zos-stp-address-form&action=new'. The form includes several input fields and a 'Save' button.

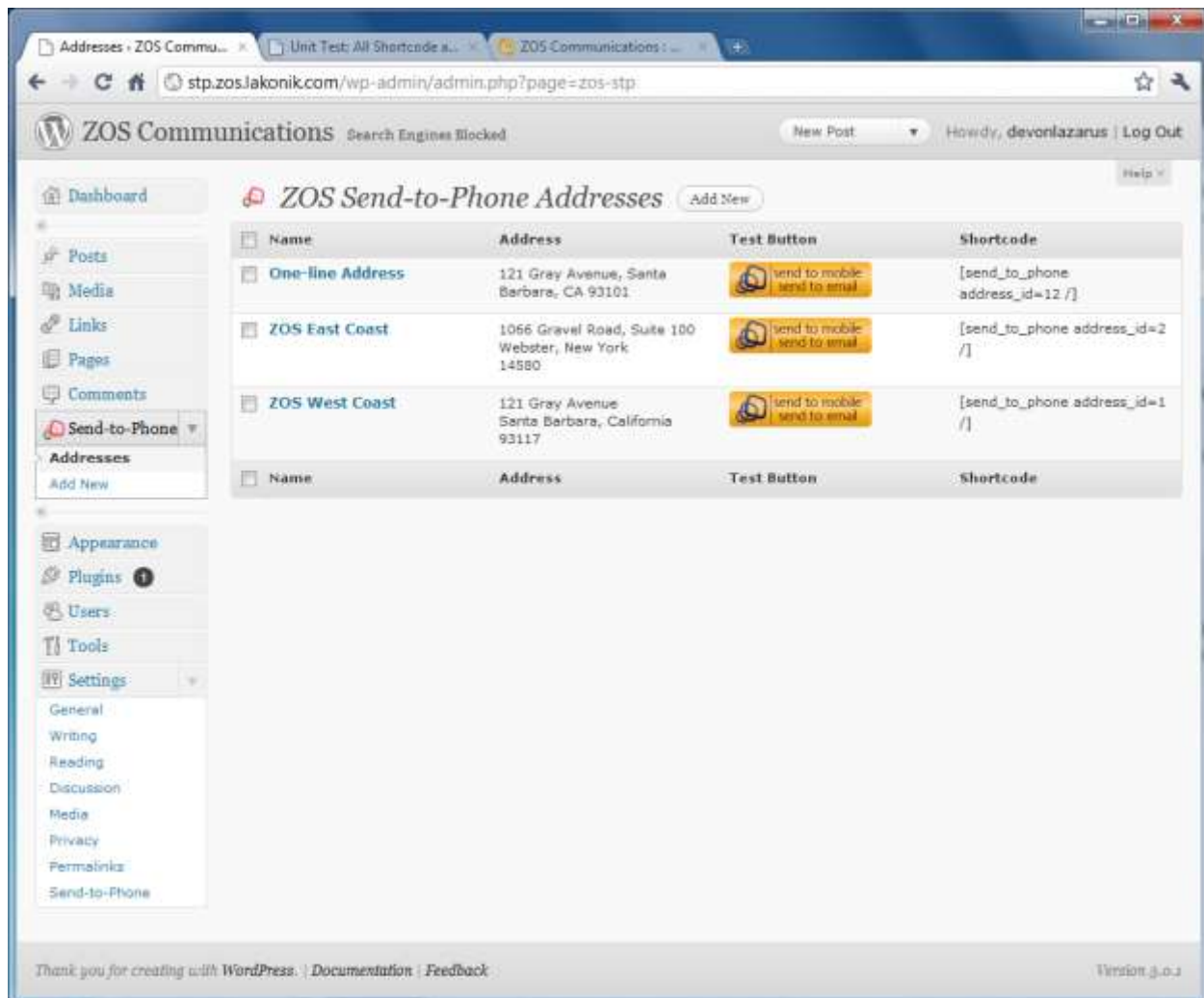
- Location Name:** A text input field with an example: 'ZOS Communications Corporate Offices'.
- Address:** A text input field with an example: '123 Any Street, Anytown, USA'. A note below the field states: 'You do not have to use HTML. Ps and BRs will be added automatically just like a Wordpress post.'
- From:** A text input field with an example: 'ZOS Communications or zos@zoscomm.com'.
- Subject:** A text input field with an example: 'Meet me at ZOS Communications' Corporate Offices'.
- Message:** A text input field with an example: 'Meet me here at 1pm.'
- Send-to-Phone Button:** A section containing three radio button options: 'send to mobile', 'send to email', and 'send to mobile send to email'. A note below the options states: 'This button will be used as the link to the email form.'

The form also includes a 'Save' button and a 'Preview Send-to-Phone Window' button. The left sidebar shows the WordPress admin menu with 'Send-to-Phone' selected. The top of the page shows the ZOS Communications logo and navigation links.







At a minimum, you must enter a name for the Address, the address itself, and you must select a button style for the Send-to-Phone button.

You can preview the Send-to-Phone window that your users will see by clicking on the “Preview Send-to-Phone” button. Clicking this button will not save any changes you have made. To save changes, you must click the “Save/Update Address” button.

Once the Address is saved to the database, you will see a list of Addresses, similar to the list of Posts Wordpress provides by default:



The screenshot shows the WordPress admin dashboard for 'ZOS Communications'. The left sidebar contains standard WordPress menu items: Dashboard, Posts, Media, Links, Pages, Comments, Send-to-Phone (expanded), Appearance, Plugins, Users, Tools, and Settings. The 'Send-to-Phone' menu is expanded, showing 'Addresses' and 'Add New'. The main content area is titled 'ZOS Send-to-Phone Addresses' and features an 'Add New' button. Below the title is a table listing saved addresses.

| Name | Address | Test Button | Shortcode |
|------------------|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| One-line Address | 121 Gray Avenue, Santa Barbara, CA 93101 |  send to mobile  send to email | [send_to_phone address_id=12 /] |
| ZOS East Coast | 1066 Gravel Road, Suite 100 Webster, New York 14580 |  send to mobile  send to email | [send_to_phone address_id=2 /] |
| ZOS West Coast | 121 Gray Avenue Santa Barbara, California 93117 |  send to mobile  send to email | [send_to_phone address_id=1 /] |

At the bottom of the page, there is a footer with the text 'Thank you for creating with WordPress. | Documentation | Feedback' and 'Version 3.0.3'.



The following is a description of each field in the form:

| Form Field | Purpose |
|----------------------|-----------------------------------------------------------------------------------------------------------------------|
| Name | A description for the address. (Only used in the Address Book in version 1.0) |
| Address | The actual street address for the Location. Currently, this is restricted an address in Canada and the United States. |
| From | This is the "from" portion of the zhiing message that the user will see. |
| Subject | This is the subject of the message that will be sent. |
| Message | This is the message body to be sent to the device. |
| Send-to-Phone Button | The image used in the display of the zhiing Send-to-Phone button. |



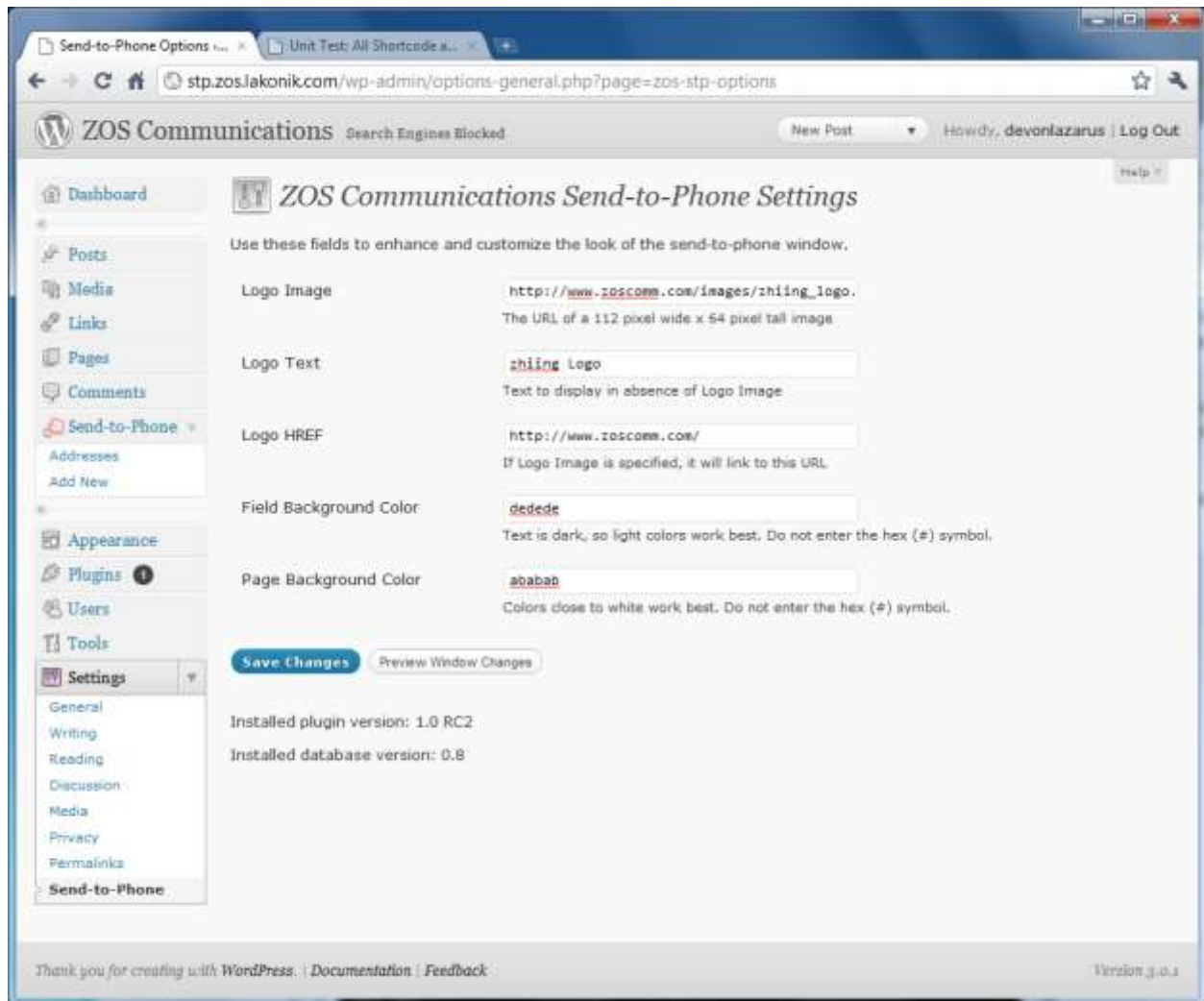
USING ZHIING SEND-TO-PHONE SHORTCODE ATTRIBUTES

It is possible to fully configure a Send-to-Phone button using the shortcode without setting global options or using the Address Book. There are 12 attributes for the Send-to-Phone shortcode and they are explained below:

| Attribute | Purpose |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| address_id | An address stored in the Address Book |
| address | The actual street address for the Location. Currently, this is restricted to an address in Canada and the United States. |
| email_from | This is the "from" portion of the zhiing message that the user will see. |
| email_subject | This is the subject of the message that will be sent. |
| email_message | This is the message body to be sent to the device. |
| stp_button | The image used in the display of the zhiing Send-to-Phone button. Valid options are: <ul style="list-style-type: none">• buttonv1• buttonv2• buttonv3 |
| show_address | Show the address with the Send-to-Phone button. Valid options are PHP Boolean values. |
| logo_image | The URL of an image you wish to use as a logo. This image must be available to the public. |
| logo_text | ALT text for the logo image. |
| logo_href | URL that your logo should point to when clicked. |
| field_bgcolor | Sets the background color of the form fields in the Send-to-Phone window. Form text is dark so lighter colors work best. Any RGB hex color is valid. Do not enter the # character, just the 6 character string. |
| page_bgcolor | Sets the background color of the Send-to-Phone window. Text is dark so lighter colors work best. Any RGB hex color is valid. Do not enter the # character, just the 6 character string. |

SETTING THE ZHIING SEND-TO-PHONE OPTIONS

The zhiing Send-to-Phone plugin offers several global options for configuring the zhiing Send-to-Phone popup window. To set then, select Send-to-Phone from the Wordpress Settings menu:



You can preview the changes by clicking the “Preview Window Changes” prior to saving the changes to the database.

FAQ

HOW CAN I HIDE THE ADDRESS BUT STILL SHOW THE ZHIING SEND-TO-PHONE BUTTON?

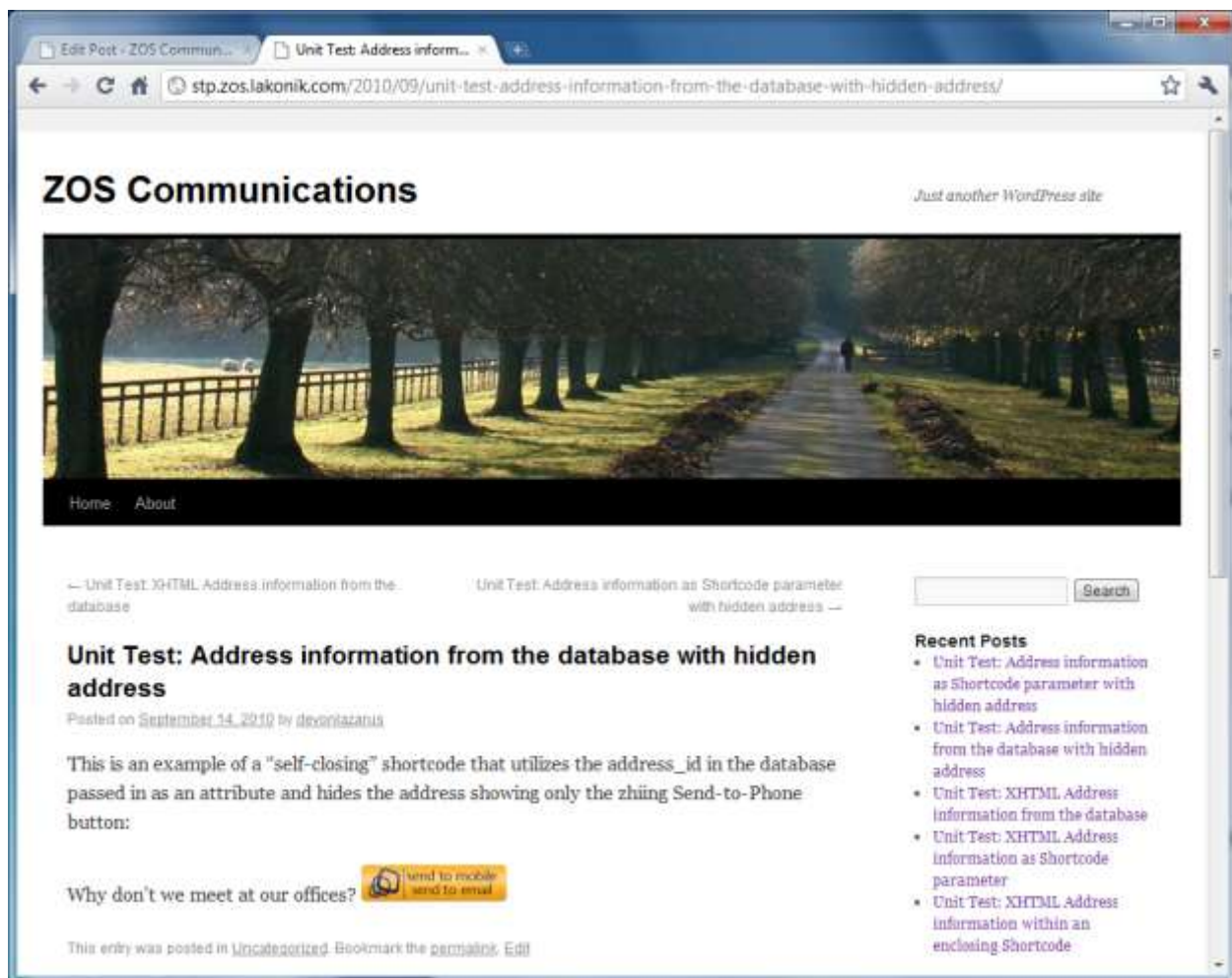
You can hide the address in a zhiing Send-to-Phone Shortcode by setting the `show_address` attribute on to 0 (false). This attribute works when you are setting the address attribute, and when you are using an address from the Address Book by setting the `address_id` attribute.

E.g.:

USING THE ZHIING SEND-TO-PHONE ADDRESS BOOK:

Why don't we meet at our offices? [send_to_phone address_id=1 show_address=0 /]

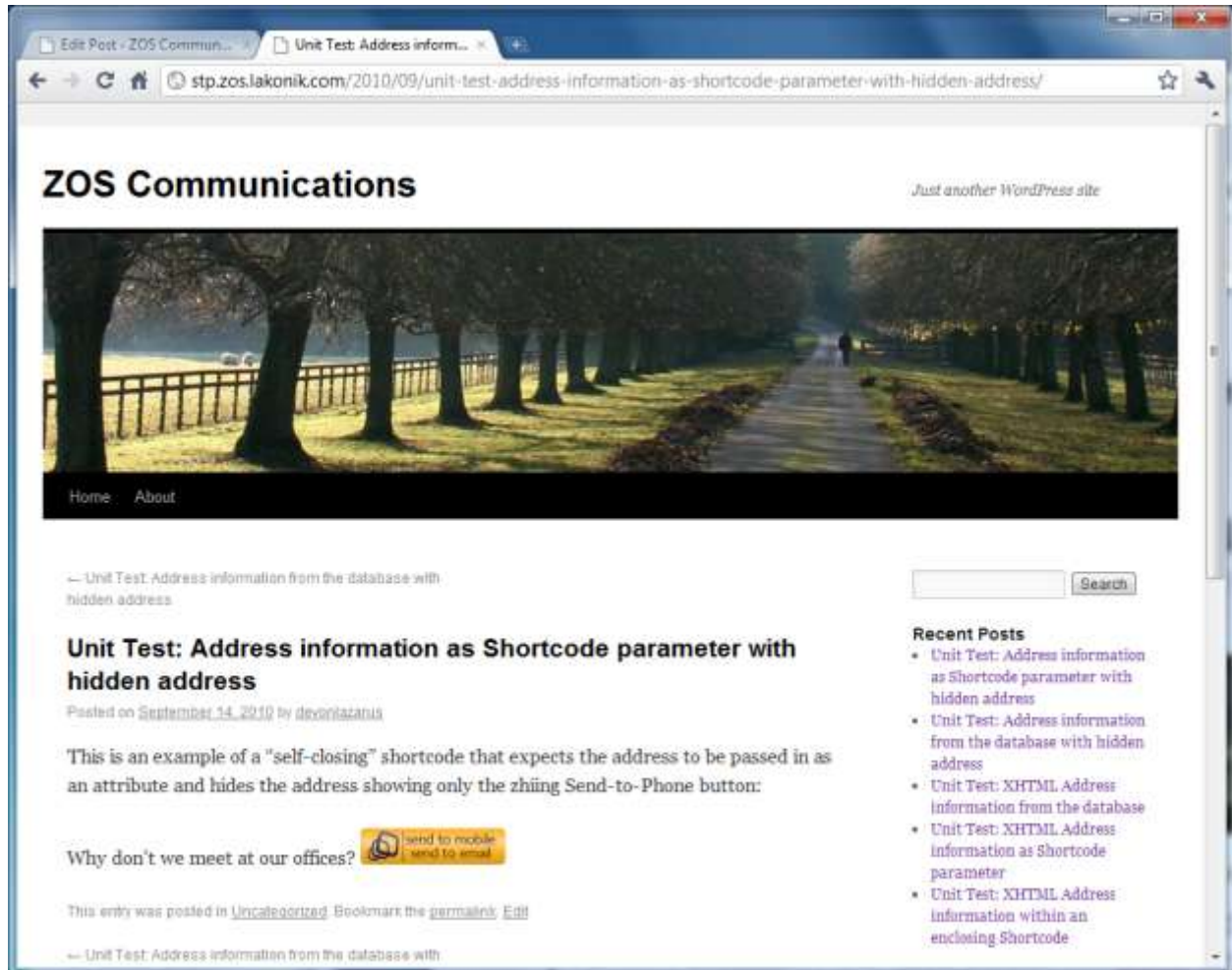
The code above will produce this output:



USING THE ADDRESS ATTRIBUTE OF THE ZHIING SEND-TO-PHONE SHORTCODE:

Why don't we meet at our offices? [send_to_phone address="121 Gray Avenue, Santa Barbara, CA 93101" show_address=0 /]

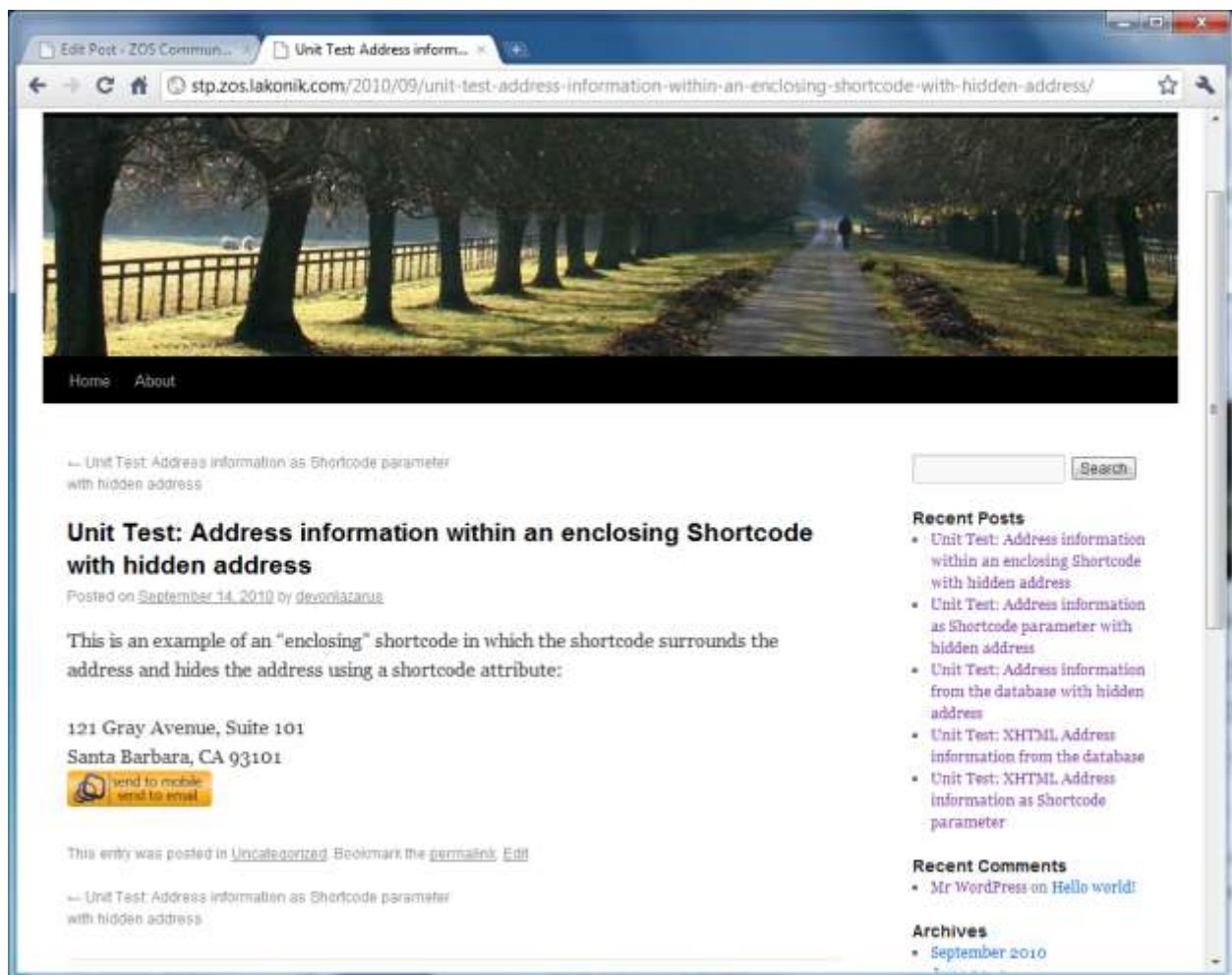
The code above will produce this output:



NOTE: CURRENTLY, YOU CANNOT HIDE AN ADDRESS THAT HAS BEEN WRAPPED WITH THE ZHIING SEND-TO-PHONE ENCLOSING SHORTCODE:

```
[send_to_phone show_address=0]
121 Gray Avenue, Suite 101
Santa Barbara, CA 93101
[/send_to_phone]
```

The code above will produce this output:

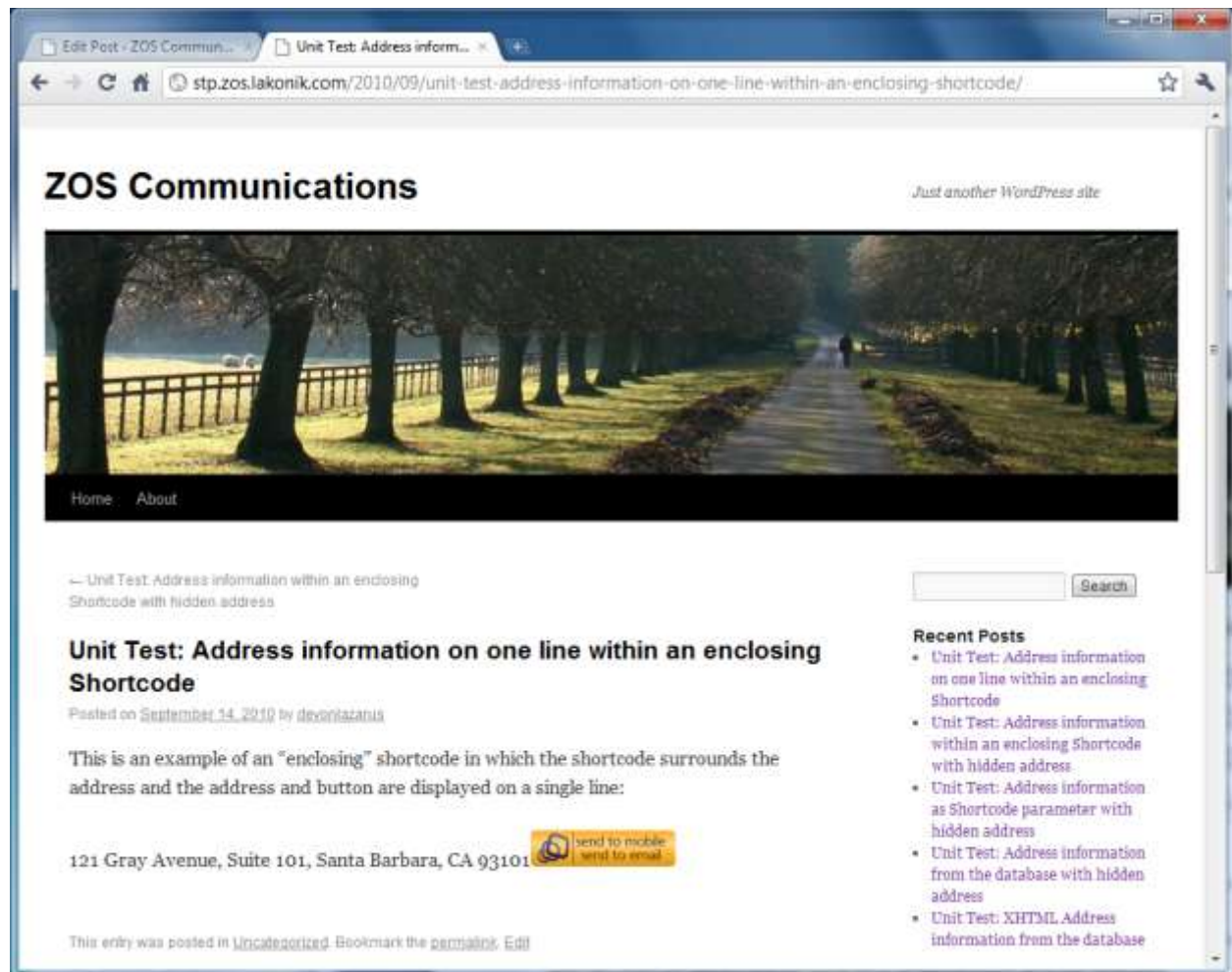


HOW CAN I HAVE THE ADDRESS AND THE ZHIING SEND-TO-PHONE BUTTON ALL ON THE SAME LINE?

USING AN ENCLOSING SHORTCODE, THE FOLLOWING CODE:

[send_to_phone]121 Gray Avenue, Suite 101, Santa Barbara, CA 93101[/send_to_phone]

Will produce the following output:



USING THE SHORTCODE AND PASSING THE ADDRESS AS AN ATTRIBUTE, THE FOLLOWING CODE:

```
[send_to_phone address="<div class='alignleft'>121 Gray Avenue, Santa Barbara, CA 93101</div>" /]
```

Will produce the following output:



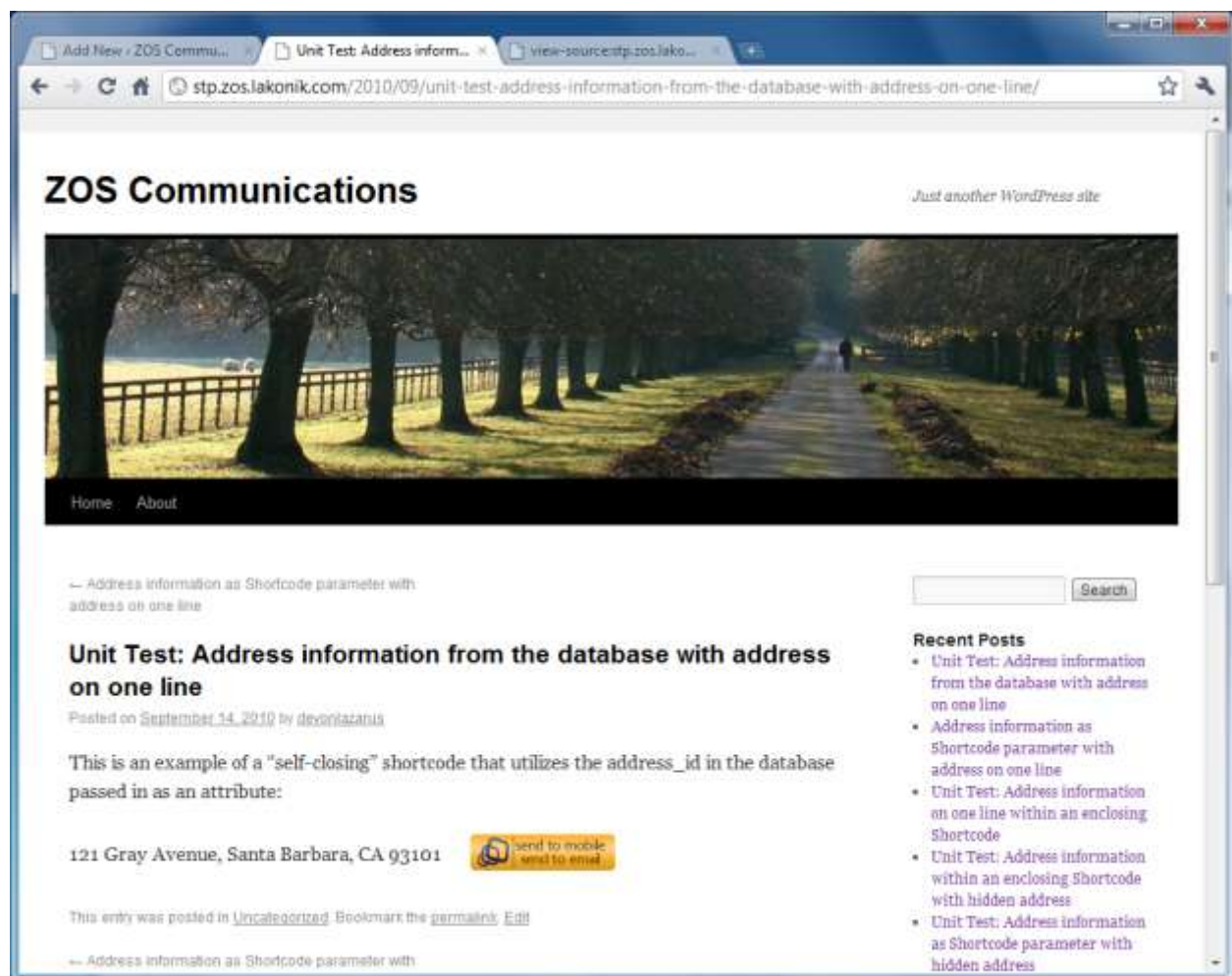
If you're using an address from the database, you must add specific XHTML/CSS to the address in the address field.
The following address:

```
<div class=alignleft>121 Gray Avenue, Santa Barbara, CA 93101</div>
```

Used with the following Shortcode:

```
[send_to_phone address_id=<insert address_id here> /]
```

Will produce the following output:

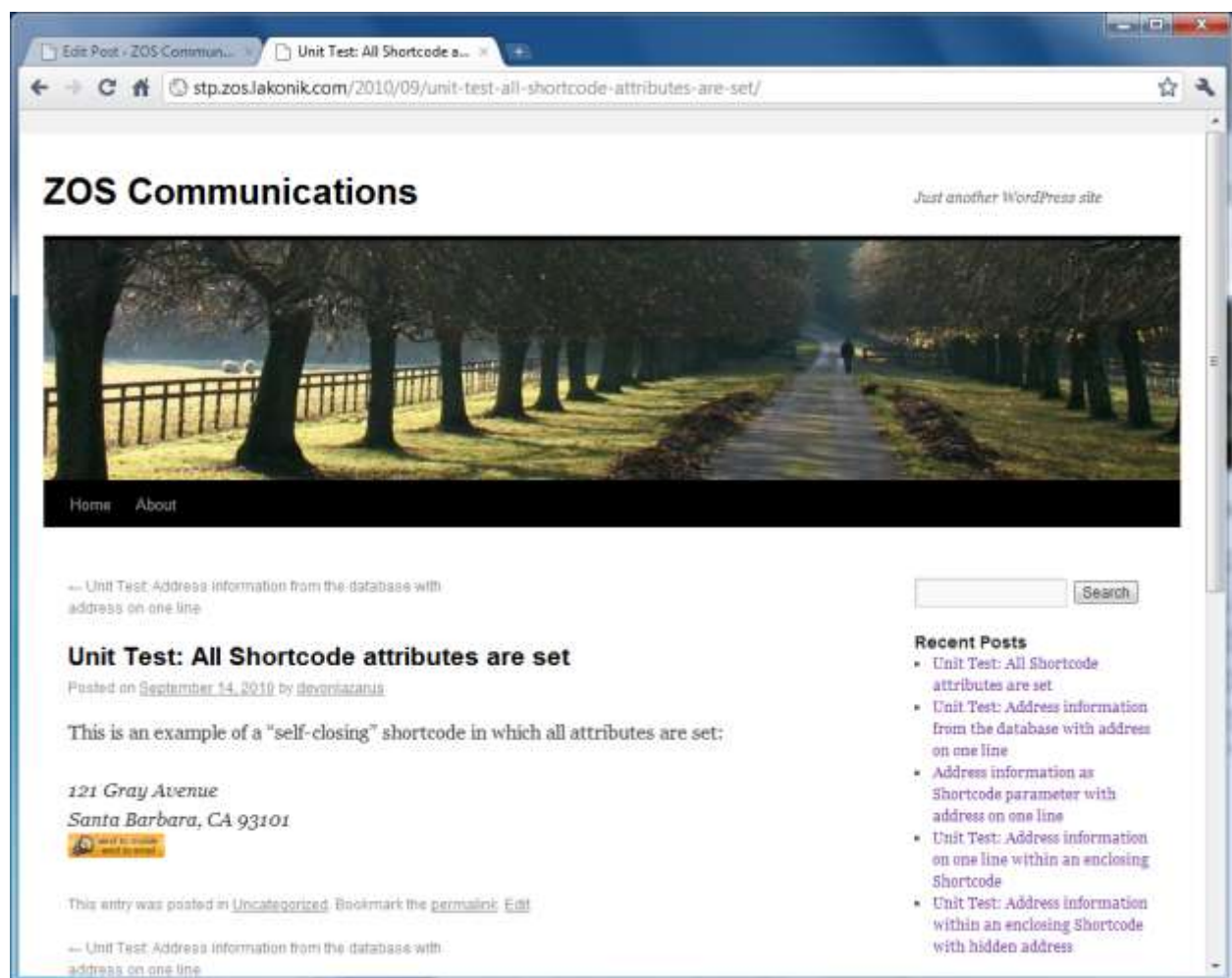


CAN YOU SHOW ME AN EXAMPLE OF A SHORTCODE WITH ALL ATTRIBUTES SET?

The following Shortcode:

```
[send_to_phone address="121 Gray Avenue, Santa Barbara, CA 93101" email_from="Kyle Ashby"
email_subject="Directions to our office" email_message="This is the location of our corporate offices."
stp_button="buttonv2" logo_image='http://sbmtd.gov/favicon.png' logo_text='This logo alt text'
logo_href='http://zoscomm.com/' field_bgcolor=ebebeb page_bgcolor=ff3366 show_address=1 /]
```

Will produce the following output:



HOW CAN I USE THE ZHIING SEND-TO-PHONE SHORTCODE IN PHP (LIKE FOOTER.PHP)?

To use the Shortcode within PHP, you should call the Wordpress `do_shortcode()` function:

```
<?php echo do_shortcode('[send_to_phone address_id=<insert address_id here> /]'); ?>
```



SHORTCODE ATTRIBUTE REFERENCE

| Parameter | Purpose |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| address | To specify an address for display in the HTML content and/or zhiing Send-to-Phone window. Example: address="121 Gray Avenue Santa Barbara, CA 93101" |
| address_id | To identify an address that should be retrieved from the database for display in the HTML content and/or zhiing Send-to-Phone window. Example: address_id=3 |
| email_from | To specify the sender of the zhiing Send-to-Phone location. Setting this option overrides the option that may be set with the address in the address book. Example: email_from="Kyle Ashby" |
| email_subject | To specify the subject of the zhiing Send-to-Phone location. Setting this option overrides the option that may be set with the address in the Address Book. Example: email_subject="Directions to our office" |
| email_message | To specify the message accompanied with the Send-to-Phone location email. Example: email_message="This is the location of our corporate offices." |



| | |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| stp_button | <p>To specify which of the Send-to-Phone buttons should be used in the display.</p> <p>Example:</p> <p>stp_button="buttonv2"</p> |
| show_address | <p>To tell the Shortcode whether to show or hide the address in the HTML.</p> <p>The default is to show the address.</p> <p>Example:</p> <p>show_address = 0 (hide the address)</p> |
| logo_image | <p>To display a custom logo in the zhiing Send-to-Phone location window.</p> <p>Example:</p> <p>logo_image="http://mywebsite.com/logo.png"</p> |
| logo_text | <p>To set the alt text for the image set in the logo_image attribute</p> <p>Example:</p> <p>logo_text="My Business Name"</p> |
| logo_href | <p>To set the URL for the image set in the logo_image attribute</p> <p>Example:</p> <p>logo_url="http://mywebsite.com/"</p> |
| field_bgcolor | <p>To set the background color of the text fields within the zhiing Send-to-Phone location window.</p> <p>Example:</p> <p>field_bgcolor="dedede"</p> |
| page_bgcolor | <p>To set the background color of the text fields within the zhiing Send-to-Phone location window.</p> <p>Example:</p> <p>page_bgcolor="ffffff"</p> |