

ICTWEB417A

Integrate social web technologies

Learner Guide



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Date last saved: 11 November 2015 by Amanda Walker	Version: 2	# of Pages = 31
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Getting Started

About this unit

This unit describes the performance outcomes, skills and knowledge required to successfully develop and integrate social networking code into new and existing websites.








It applies to individuals working as web developers who apply a wide range of knowledge and skills across a range of general information and communications technology (ICT) environments and support small to medium enterprises (SMEs) that require broader, rather than more specialised, ICT support.

Elements and performance criteria

Elements define the essential outcomes of a unit of competency. The Performance Criteria specify the level of performance required to demonstrate achievement of the Element. They are also called Essential Outcomes.

Follow this link to find the essential outcomes needed to demonstrate competency in this Unit: <https://training.gov.au/Training/Details/ICTWEB417>

Icon Legends

	<p>Learning Activities</p> <p>Learning activities are the tasks and exercises that assist you in gaining a clear understanding of the content in this workbook. It is important for you to undertake these activities, as they will enhance your learning.</p> <p>Activities can be used to prepare you for assessments. Refer to the assessments before you commence so that you are aware which activities will assist you in completing your assessments.</p>
	<p>Case Studies</p> <p>Case studies help you to develop advanced analytical and problem-solving skills; they allow you to explore possible options and/or solutions to complex issues and situations and to subsequently apply this knowledge and these newly acquired skills to your workplace and life.</p>
	<p>Discussions/Live chat</p> <p>Whether you discuss your learning in an online forum or in a face-to-face environment discussions allow you to create and consolidate new meaningful knowledge.</p>
	<p>Readings (Required and suggested)</p> <p>The required reading is referred to throughout this Learner Guide. You will need the required text for readings and activities.</p> <p>The suggested reading is quoted in the Learner Guide, however you do not need a copy of this text to complete the learning. The suggested reading provides supplementary information that may assist you in completing the unit.</p>
	<p>Reference</p> <p>A reference will refer you to a piece of information that will assist you with understanding the information in the Learner Guide or required text. References may be in the required text, another textbook on the Internet.</p>
	<p>Self-check</p> <p>A self-check is an activity that allows you to assess your own learning progress. It is an opportunity to determine the levels of your learning and to identify areas for improvement.</p>
	<p>Work Flow</p> <p>Shows a logical series of processes for completing tasks.</p>



Topic 1 – Analyse social networking needs

In this part of the materials you will learn about how to:

- 1 Evaluate different popular social networking websites
- 2 How a business should use social networking sites

A social networking service or social network is an online service, platform or site that focuses on facilitating the building of social networks or social relations among people who share interests, activities or backgrounds or have real-life connections.

A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services such as email, chat and file/video/image/audio sharing.

Most social networks are web-based and provide means for users to interact using some or all of the following methods:

- > e-mail
- > instant messaging
- > comment based conversations
- > video
- > blogging

Online community services are sometimes considered as a social network, though in a broader sense, a social network usually means an individual-centred service whereas an online community is group-centred. Social networking sites allow users to share ideas, activities, events and interests within their individual networks.

According to Kaplan and Haenlein in Business Horizon (<http://www.scribd.com>), there are six different types of social networks:

- 1 Collaborative projects (e.g. Wikipedia)
- 2 Blogs and microblogs (e.g. Twitter)
- 3 Content communities (e.g. You Tube)
- 4 Social networking sites (e.g. Facebook)
- 5 Virtual game worlds (e.g. World of War)
- 6 Virtual social worlds (e.g. Second Life)



LEARNING ACTIVITIES

ACTIVITY 1

Social networks

Research, using the Internet or other sources, and try to find one other example of each of the six kinds of social networks.

These technologies include: blogs, picture-sharing, wall-postings, email, instant messaging, music-sharing, crowdsourcing and voice over IP, to name a few.

Many of these social media services can be integrated via social network aggregation platforms like Facebook, Twitter, LinkedIn and MySpace.

There are various statistics that account for social network and online usage and effectiveness for individuals worldwide. Some of the most recent statistics are as follows:

- > Social networking now accounts for 45% of all time spent online in Australia.
- > Smartphones are the most popular device to access social networking – in Australia this grew from 53% in 2012 to 67% in 2013.
- > In 2013 76% of Australians accessed the Internet via some sort of mobile device – a staggering growth of 208% since 2010.
- > Twitter processes an average of 1 billion tweets every 5 days
- > Nine million Australians check Facebook each day – 7.3 million of these use a mobile device such as a Smartphone or Tablet.
- > In December 2010 Australian Facebook statistics were as follows:
 - > 21% or almost 2 million users fell into the 13 to 19 year old category.
 - > 35% or roughly 3.2 million users fell into the 20 to 29 year old category.
 - > 21% or almost 2 million users fell into the 30 to 39 year old category.
 - > 13% or more than 1.2 million users fell into the 40 to 49 year old category.
 - > 8% or 732,000 users between the ages of 50 and 59 year old category.
 - > The remaining 210,000 are aged 60 and above
- > Facebook represents almost 1 in every 5 pages viewed on the web by Australians during September 2010.
- > Facebook's 19.3% share swamps Google.com.au's 7.4% share of page views.
- > If Facebook were a country it would be the world's 3rd largest in terms of population, that's above the US.
- > YouTube is the 2nd largest search engine in the world.
- > In four minutes and 26 seconds 100+ hours of video will be uploaded to YouTube.
- > In 2013 one in every three married couples in the United States met online.
- > 1 in 6 higher education students are enrolled in online curriculum.

**Social Networks**

Research the Internet and fill in the list below. Classify each Social Network by what it does and what you feel that it's capable of doing.

Social network	Classification	Uses/capabilities
Facebook		
MySpace		
Digg		
Google+		
Facebook Places		
You Tube		
Last.Fm		
Pinterest		
Linkedin		
Twitter		
StumbledUpon		
Reddit		
Blogger		

Evaluate different popular social networking websites

You have your own website design business. A new client has asked you to produce them a website and they say to you "I want to add some social networking stuff".

- > What do they really want?
- > Do you connect them up to everything or do you give them a bare basic social networking setup, is there such a thing?

- > What does the business want to get out of it?
- > How much time each day do they want to spend dealing with the social media/networks that you have implemented?
- > Will they do all the updates themselves or is someone such as a staff member going to help?
- > Will it affect your design?

All of these questions need to be asked before you can start to understand how to give the client what they want. For example if someone wants a blog for their site do you change the way you are building the website and build it using a Content Management (CMS) System.

Once you have decided roughly what you want to put in you need to break it down to find out exactly what is going to work for the client, their customers and the people maintaining the updates on social networks.

Whether it's Facebook, Twitter, LinkedIn or Google+, your client's online presence and brand will often be enhanced through interaction on such social networking sites.

There are a number of questions that need to be asked when evaluating the right Social Network.

1 Who is using that social network?

You need to be able to answer 6 basic questions:

- a Who is using it?
- b What are they using it for?
- c When are they using it?
- d Where are they using it (mobile vs. desktop)?
- e Why are they using it?
- f How long are they using it for?

For example: Pinterest is dominated by female users. It has an estimated 10.4 million users - eighty per cent are female, almost thirty per cent are between the ages of 25 and 34 and the average user spends nearly 98 minutes a day using the site.

So you need to ask yourself if this audience is a relevant target for your clients business. If your answer is no, is there a way for their products to meet a need for this particular demographic? Yes, No? Either way, carefully consider all aspects, before reinventing the site model just so you can say you use Pinterest.

2 Is the use of this social network going to change over time?

Early adapters of a social network are a good indicator to the user base that will become that network's primary users. Although, these initial users tend to be more tech smart and cutting edge than the average user. Sometimes you need to do a little research, and try to glance into the future or at least make an educated guess where the future of that network might be going and how it may increase or decrease its effectiveness for your client.

There are always exceptions to the rule, and some social networks have been known to take the world by storm. At the start not many would have thought that Facebook would become the social network leader that it is today. In its early days, it was strictly a social networking tool for college students. Today, Facebook boasts more than 800 million daily users, with nearly two-thirds of small businesses using Facebook in their marketing program.

Facebook has created a network for social engagement, allowing businesses to communicate directly with its customers, helping facilitate direct interactions and build brand loyalists. Considering this, it's important to keep an eye on the evolution of those popular social networks. Initially you might decide it isn't the best fit for your client but someday, it could be!

3 Are these users potential customers, or can they influence your client's potential customers?

Word-of-mouth marketing is one of the most effective forms of marketing, when evaluating a social networking site, investigate how users will be able to use their sphere of influence on their networks by sharing their voice along with your clients content and products, think of things like Twitter follows and re-tweets, Facebook shares and likes, or Pinterest repins etc.

When you start investigating a site for a client you will find that nearly every social network provides some sort of digital word-of-mouth equivalent. For instance, Google is making word-of-mouth more relevant to its Google+ users. Google +1s are becoming more influential in the search giant's algorithms, with notifications at the top of the results page showing content that has been +1'd by others in a Circle. It helps users to recognize when friends and colleagues have found useful content or noteworthy products.

Typically, the social networks that have worked these sorts of word-of-mouth, social sharing components into their system will provide better marketing opportunities than others.

4 What types of content are the networks users passionate about and how likely are they to share?

It's also important to know what is popular amongst a chosen network users.

- > Is your client's content, products, or services the same as those that are trending on this particular social networking site?
- > Are there forums or groups with similar interests to your client's?
- > Browse the site to work out where and if the client's site will fit in.

Sites like Facebook and Twitter seem to cover this when it comes to content shared on their respective sites, which is why they're such a great choice for a lot of cases.

But, for speciality business, using LinkedIn or other industry-specific social networks may be the best choice. They are often used as a networking tool for industry insiders; information that is shared on these types of networks are usually more specific as compared to the other social networking tools. Groups and Answers on LinkedIn are very industry-specific, providing wonderful opportunities for networking/connecting with others in your industry.

Understanding this differentiation will help you determine which site is best for the content your client wishes to share.

5 How does content get exposed to other people on the network?

When deciding on a new social network, you should take into consideration the level of exposure your clients business and its content will gain. Joining a new network should help them expand their reach and help them stand out among their competitors.

For instance, Facebook's EdgeRank algorithm, (it decides what and where something appears on your Facebook newsfeed, see more information at <http://edgerank.net>) is a huge factor in whether or not a business's content will reach the news feeds of your fans.

Pinterest, on the other hand, is unique in the fact that photos are placed chronologically, making their way back to the top whenever someone re-pins it. This gives small businesses a unique opportunity to be next to major brands and well-known thought leaders. And thanks to Pinterest's integration with Facebook and Twitter, it's easy for users to also share their latest finds across all three networks, exponentially expanding the potential reach of any given pin.

By including social sharing buttons on their blogs, web pages, and other content, makes it easier for their audience to share their content to their favourite social network/s. When establishing a web presence, be sure that users can easily share your client's content to any and all social networking sites that are within their interests.

6 Can your client create new types of content for your business to influence a popular new social network?

Knowing the limitation of your clients business is vital, but there are always ways to stretch the boundaries and take their products to a new demographic. By asking your client to be creative and thinking of the possibilities to come up with new ideas and new uses for their products or reinvigorating their brand, or possibly even expanding to new target markets by using the Internet as a testing ground. Think of ways you might be able to adapt your client's content creation, to accommodate the types of content that tend to work in that particular environment.

For example: One of the most difficult sites to create content for is YouTube, but remember, it doesn't have to be a video production worthy of an Academy Award. Converting content into a PowerPoint Presentation with a voice-over is a great way to take advantage of this network and then they could even repurpose that same PowerPoint presentation for a slide-sharing social network like, SlideShare or Prezi. How-to videos are another great example of a quick and easy way to add to their website.

When Pinterest continued gaining popularity, websites started embracing the visual content revolution that seemed to be taking hold, investing more of their efforts into visual content creation. This emphasis on visual content was also a welcomed addition to a sites presence on other visual-friendly social networks like Facebook and Google+. Bonus!

7 How much time and resources are required to participate in this social network?

Does your client have the time to devote to embracing a new social network? Consider that your client may already be overworked; will adding one more job to their daily tasks be the straw that breaks the camel's back?

You will want to avoid spreading your client too thin by adding them to, to many networks. The more networks they belong to, the greater the total time and money spent, and the more likely they are to post only sporadic content across each. They'll achieve a better return on their money by you helping them select a few key networks that are right for them and putting the necessary effort into really utilizing the full power of the chosen social networks. Knowing the required investment in advance may make it a little easier for the client to swallow.

The four main social networks -- Facebook, Twitter, LinkedIn, and Google+ -- have all made sharing content fairly easy. But the key to sharing is having a solid set of quality content with which to share.

Business blogging and creating other types of content such as eBooks, webinars, and other content offers all offer perfect opportunities for sharing. Google loves new, quality content and if content production is not your client's skills, there is no reason why they can't share some share-worthy content from their own social network group.

Another factor to consider with being involved in a social network is the time you'll need to spend monitoring the conversation and engaging with your audience. Luckily, there are a variety of social media management tools that can allow your client to schedule posts throughout the day and monitor activity on multiple accounts.

Don't forget to factor this type of maintenance into the decision-making process.

For more information, look at these sites:

www.jeffbullas.com

https://en.wikipedia.org/wiki/Social_media

<http://edgerank.net>

<http://onlinelibrary.wiley.com>

www.factbrowser.com/tags/social_media

<http://thesocialskinny.com>

https://en.wikipedia.org/wiki/Social_media_marketing

<http://www.alexa.com>

https://en.wikipedia.org/wiki/Social_networking_service

https://en.wikipedia.org/wiki/Distributed_social_network

http://en.wikipedia.org/wiki/List_of_social_networking_websites

http://en.wikipedia.org/wiki/List_of_virtual_communities_with_more_than_100_mil_users

http://en.wikipedia.org/wiki/Mobile_social_network

Example of evaluating for a social network site

Below is an example of how the 1st assessment will be broken down. It can be done in different ways but using the above questions and the information given you will have to breakdown the information and use that information to choose various social networks that is suitable to that business's site and explain why you have chosen those sites.

For the purpose of this breakdown a fictional website fictional has been used and shows how the information breakdown, along with research, has been used to select the sites social networking use.

Scenario

You have been approached by the Slippery Catch Snake (SCS) catching company to build them a website for their durable tough tested product. All of their products have been professionally photographed and videoed and the content is all written.

They would like a website where they could sell and show off their products. They want to put the video on the website but have heard that it may cause high bandwidth usage from their web hosts and want to keep costs to a minimum.

Being in their words "outdoor people" they would like to keep their computer time to a minimal where they can check emails once a day for orders and once every month for compiling the SCS Rescue newsletter.

Figure 1 – Breakdown

Information	Description
Site name	Slippery Catch Snake catching equipment
Site description	<p>Slippery Catch Snake catching equipment has been specifically designed for animal welfare and is being used by RSPCA and National Parks & Wildlife Rangers in New South Wales.</p> <p>Animal welfare is our top priority and the main influence on the design of our products.</p> <p>SCS Rescue coordinates the relocation of errant snakes throughout North Eastern New South Wales.</p>
Age demographic	All ages

Information	Description
Sex demographic	Male/Female
Website user average age	None
Can products be branched out into other areas?	A niche product that may have uses in other areas that haven't been explored
Is there a likelihood of it being passed around a large group on other social networks?	Being a niche product creating an online presence may be harder than some but could have potential to have a solid core member group.
Would this group grow from being promoted among its members' networks	Growing an online group from a core group again would be hard but not impossible. Members may know other members from other groups or state groups could grow the online group.
Will being part of a social network change or expand this business in any way?	Slippery Catch makes a strong well-made product. Although it is a very niche market recommending the product and having an online presence may help, but the return business may be slow due to the quality of the product.
Maintained by	Owner maintained & operated
Site changes	Rarely > once every 6 months
Site type	Product Sales, information, blog feed site for SCS Rescue
Amount of time owner wants to spend working on the site	4 - 5 hr's per week.

Figure 2 – Social networking proposed

Blogger	Used to keep SCS Rescue group members in contact, it was found that the newsletter was mostly emailed out to members. This will save postage and printing costs as well and the newsletter can still be done and imported and exported from blogger to word and vice versa.
---------	---

YouTube	YouTube will be used to demonstrate products that they sell. Also by using YouTube to stream the video the bandwidth usage to the client will be greatly reduced.
Facebook	Facebook will be used to create an online presence for the business. A share button will be added to each product so that users can share not only with other Facebook users but also with other social networks people viewing the product might be members of.



Topic 2 - Implementing social networking

There are usually 2 different ways to implement Social networking on a website. You can either:

- 1 Use a button set from sites like AddThis.
- 2 Insert feeds, specific panels, buttons or other widgets into the site.

Some of the widgets from other sites can be a lot harder than others. What you are going to be shown is how to implement both the Facebook and Twitter feed panels. This will give you a feel on how to implement other site enhancements from other sources that you can use later on.

Guidelines for implementing social networking on a website

Social networking is a very powerful tool; it can be integrated to promote a business, to enable communication with customers, support feedback, to provide a collaborative space and much more. The problem is that the power is in some cases unable to be controlled, the negative customer feedback that spreads like wildfire is an example of the potential negative impacts (risks) of social networking on a business.

Given the power of social networking it is advisable to have some guidelines associated with the implementation of social networking within an organisation. This will ensure that those tasked with analysing requirements and creating code, as well as the business team responsible for the ongoing monitoring and maintenance of the integration will know the expectation of management and be guided where they might otherwise overlook an important aspect of the integration (e.g. the cost of having a monitor/mediator).

The Guidelines can also address practical things like what social networking is approved for use and how/where that social networking features may be integrated with business interfaces (e.g. website, White Pages listings).

Guidelines are "Recommended practice that allows some discretion or leeway in its interpretation, implementation, or use."

Read more: www.businessdictionary.com/definition/guideline.html

The basic steps involved with implementing social networking are:

- 1 Identify a business need
- 2 Analyse specifications and requirements (as per topic 1)
- 3 Document guidelines
- 4 Implement solution
- 5 Monitor solution

Guidelines should provide those responsible for integration of social networking with an understanding of the process and the responsibility of the stakeholders in the process.

**Social media guidelines**

There is a detailed guideline at <https://publicsector.wa.gov.au>

Take a look at that guideline and answer the following:

- 1 List 4 goals that the Public Sector Commission WA considers might be associated with inclusion of social networking to meet a business need.
- 2 Can social media be used as an internal (e.g. staff only) tool?
- 3 What are two possible times you might use Blogging according to these guidelines.
- 4 List 5 different potential risks associated with the use of social media
- 5 What are two potentially significant ongoing costs of integrating social media with your website?
- 6 What are some reasons you might have a product review cycle?

Note that the WA Government is a very large body with diverse functions and needs. Most businesses have a single website and perhaps some other social media (e.g. a Facebook page) which is designed to have a very limited purpose and which has some quite distinct risks and rewards. When preparing a Guideline for a specific business, limit your content when developing guidelines to relevant details considering the clients specific needs.



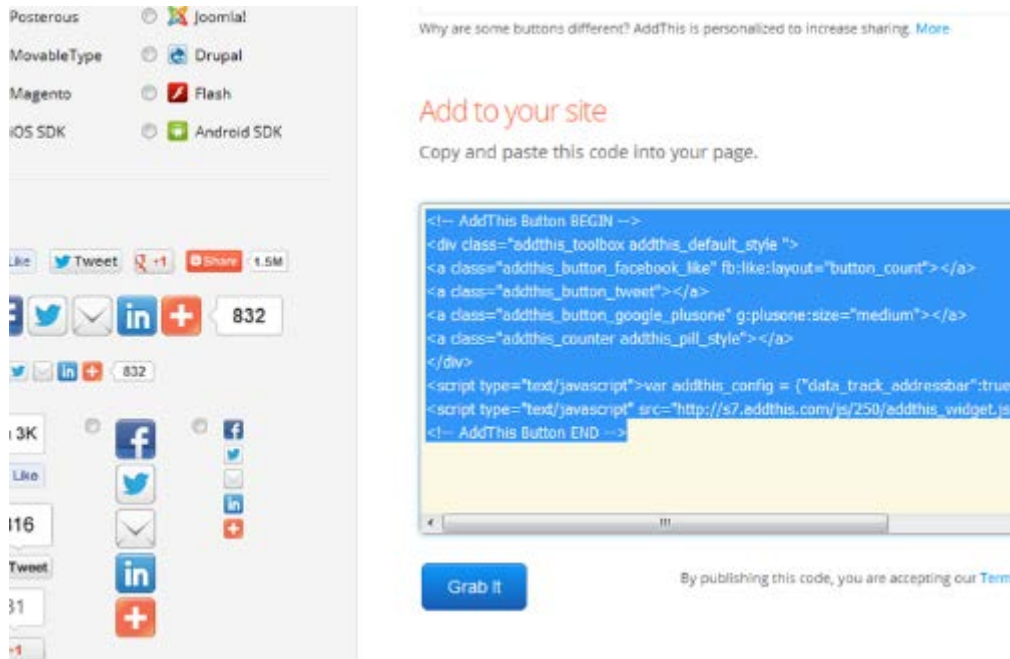
Using a button set

- 1 Open the [Rock Wallaby website](#) in Dreamweaver. (In this unit references are to Dreamweaver however if you have a preference use an html editor of your choice).
- 2 Login to <http://www.addthis.com>
- 3 Make your own account that you can use for this unit of study
- 4 In this example you will insert the share button set. If this URL doesn't work <https://www.addthis.com/get/sharing> then click on Get the code then click on Share.

You should be at this page:

- 5 On the left hand column under 'Get AddThis' for select 'A website'.

- 6 Next, select a style. In this example just take the 1st one but click on each button to see what it can do.
- 7 Making sure you have selected '**A Website**' & the 1st style radio buttons, click on the '**Grab It**' button. This will select all the code you need.



- 8 Right click on the highlighted code and select 'copy'. Go to Dreamweaver and open the **events.html** page
- 9 Switch to '**Split View**', click under the 'Schedule' and before the 'Categories'. Look in the code and find the code **5:30 - 6:00 Overall Presentation</p>**, click after the </p> and press '**enter**' then paste the code in under it.



- 10 Save the document.

NOTE: DO NOT PRESS F12 TO SEE IF THE CODE WORKS! DOING THIS WILL FORCE DREAMWEAVER TO CRASH AND PROBABLY YOUR BROWSER AS WELL.

- 11 If you have installed XAMPP, run the site on the webserver. (Note that this is available for you if you use the TAFEnow hosting detailed below). If you haven't there are a number of options that you may consider for hosting your site, social_media folder. You'll only have to upload the events file; leave the rest of the files in there so you can see it works.
- 12 Refer to the FTP Guide for the TAFEnow web server contained in the [Additional Resources](#) in the Learning and Content section of this unit.
- 13 Check the file at `http://<site URL>/social_media/events.html`

That's it. The AddThis bar has been installed.

You would have seen various other buttons and types of social media feeds. Please go back and try those out as well and get a feel for how they can be integrated into a website.



LEARNING ACTIVITIES

ACTIVITY 5

Adding a feed panel – Twitter

- 1 Open Dreamweaver and open index.html.
- 2 Delete the image on the right side of the page.
- 3 Insert a div above the H1 tag with an inline style to float it right and give it a margin on the right of 70 to 80 pixels. The code looks like this `<div style="float:right; margin-right:70px;"></div>`

- 4 Open your web browser to <https://twitter.com/about/resources/widgets>. If you're not logged in, login. If you don't have a twitter account you should go ahead and create one to complete this unit. Even if you have an existing account you might prefer to create a separate account for completing this unit of study. You will then be presented with this screen:



- 5 Click on **'My Website'**
- 6 Click on **'Profile widget'**, this will just display the latest Twitter updates on your page.
- 7 Add your username (be sure to use the account you want to use for this unit)
- 8 Click **'Test settings'**. The panel on the right will update to show the latest feed.
- 9 Click on the other settings on the left menu to change preferences, appearance and dimensions.
- 10 When done click **'Finish & Grab Code'** & copy the code from the box that appears.
- 11 Switch back to Dreamweaver and click in between the div tags and paste in the code.

```
51         </table>
52     </div>
53 </div>
54 <div id="content"><!-- InstanceBeginEditable name="Page_Content" -->
55 <div style="float:right; margin-right:70px;"><script charset="utf-8" src=
56 "http://widgets.twimg.com/j/2/widget.js"></script>
57 <script>
58 new TWTP.Widget({
59   version: 2,
60   type: 'profile',
61   rpp: 5,
62   interval: 30000,
63   width: 250,
64   height: 300,
65   theme: {
66     shell: {
67       background: '#333333',
68       color: '#ffffff'
69     },
70     tweets: {
71       background: '#000000',
72       color: '#ffffff',
73       links: '#4aed05'
74     }
75   },
76   features: {
77     scrollbar: true,
78     loop: false,
79     live: false,
80     behavior: 'all'
81   }
82 }).render().setUser('CertIV2444').start();
83 </script></div>
84 <h1>Welcome</h1>
85 <p> We at Rock Wallaby Mountain Bike Club (RWMB) aim to share with you all the
86 fun and excitement that this sport has to offer. RWMB is made up of enthusiastic
87 riders who enjoy the social, recreation and sporting aspects offered by mountain
88 biking.</p>
89 <p> Riders of any age are welcome to join. Our current membership includes riders
90 from age nine through to fifty eight. </p>
```

12 You can preview this code on your computer. Just save and press F12.

**Facebook**

- 1 Remove the code that you have just put in, make sure that you keep the div tag though.
- 2 Login to Facebook using your account or an account you create to use for this unit of study
- 3 Then go to <https://developers.facebook.com/docs/plugins>. This is the current list of feeds that can be put on your website.
- 4 This will show you how to put the **Activity Feed** onto the website.
- 5 Click **Activity Feed**.
- 6 We are going to use a site with content on it rather than just put a blank feed up. The address is **mtba.asn.au**
- 7 Scroll down the page until you get to the configuration panel shown below:

Domain

By specifying a domain to show activity for, we will display all global actions for the specified domain: like, read, watch, play. The domain is matched exactly, so a plugin with site=facebook.com would not include activity from developers.facebook.com. You cannot currently aggregate across multiple domains.

```
<fb:activity
  site="jerrygale.com">
</fb:activity>
```

The plugin is available either via a simple iframe you can drop into your page, or if you are using the new JavaScript SDK, via the <fb:activity> XFBML tag.

Domain (?)
mtba.asn.au
Associated App ID
App ID (?)
Action (?)
Width (?)
300
Height (?)
500
Header (?)
☒ Show header
Color Scheme (?)
light
Link Target (?)
_blank
Border Color (?)
#000000
Font (?)
tahoma
Recommendations (?)
☒ Show recommendations
Get Code

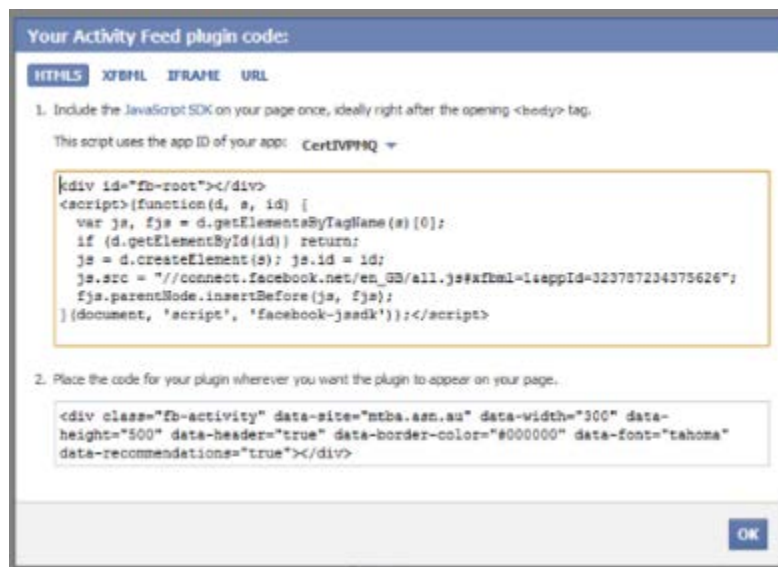
Recent activity

- Mountain Bike Australia congratulates selected Olympic riders - Mountain Bike Australia
24 people recommend this.
- Mountain Bike Australia congratulates selected Olympic riders - Mountain Bike Australia
18 people recommend this.
- MTBA statement concerning the death of a competitor at the 2012 Australian MTB Marathon Championship
3 people recommend this.
- 2012 Australian MTB Marathon Championships - Mountain Bike Australia
19 people recommend this.
- Henderson and Fry deliver in La Bresse - Mountain Bike Australia
3 people recommend this.
- Rename and design the brand for the DirtHuster membership level - Mountain Bike Australia
One person listened to this.

Facebook social plugin

- 8 In the domain name, put in the domain name **mtba.asn.au** - the code doesn't require the www or the http://
- 9 The application ID is only needed if you are making an application. For more information see the Apps drop down menu.
- 10 Actions leave blank, again it falls into making an application.
- 11 Width, change to 250 to make it fit in with the site.
- 12 Make the height 450.
- 13 Header, it's up to you. You can turn it on or off, toggle it to see the effect.
- 14 Colour Scheme again up to you but light is best for the site

- 15 Link target. Leave as is the links will open in a new window.
- 16 The border and font are up to you.
- 17 Click **Show recommendations**.
- 18 Once done click **Get Code**.
- 19 A window will pop up and give you 2 sections of code, shown below:



- 20 Put the top part of the code as close to the <body> tag as possible & the bottom part of the code where you want to put it on the page. With the design we want to use it can be put back where the Twitter feed code went. Just paste it in there.
- 21 Again don't try to run this directly from your computer as it will cause lockups and other problems.
- 22 Upload the file to the server you used previously.

A more complex method can be followed at <http://johndoesdesign.com/blog/2011/php/adding-a-facebook-news-status-feed-to-a-website> this is more detailed way of doing it and also complicated. Please feel free to try it but you need to have a webserver that will handle JSON (JavaScript Object Notation) & working knowledge of PHP.