

Social Opt-In Assistant: Project description

Project Goal: Make an opt-in assistant for inviting list members to connect with the Updentity user's social network personas, pages, groups

Social media networks to include:

- LinkedIn
- Twitter
- Facebook

Hurdles/Concerns:

- Should we require a user to have activated the associated integration? This would mean we need to add a Twitter integration.
- It would be really nice if it were possible to send invitations using a social network's "add connection/friend" API method, but they all seem to have too many restrictions on API calls/day.
- Throttling concerns: user-level throttling and general load-balancing
[Ask Amazon for larger send limit → request sent, waiting for response](#)

UI Process:

- Step 1: User chooses Updentity list and selects the Social Media Network to which the invitation will invite the email recipient.
- Step 2: Select company logo or choose No Logo
- Step 3: Enter the Organization name and website url
- Step 4: Specific information about the invitation. Options will depend upon which network was selected in Step 1
 - Facebook (personal): id or reader-friendly URL of facebook account (Pull from integration)
 - Facebook (page): page name
 - LinkedIn (Connection): Profile ID (pull from integration)
 - Twitter: Screen name
- Step 5: Select email template
- Step 6: Confirm the action

Once it has been tested, use this tool to invite non-profit executive directors to connect with us.