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# Sitecore. SocialConnect. Social media publishing. Showcase. Hello SUGCH!

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# **Topics.**

5 MIN      **History & overview.**

10 MIN      **Implementing SocialConnect.**

15 MIN      **Hands-on showcase.**

# History & overview.

# History of social integration with Sitecore.

**Official module "Social Connected"** [1]

– introduced for **Sitecore CMS 6.5** & supported **up to 8.2**

– supported Twitter, Facebook, LinkedIn and Sitecore-internal workflow

– covered mainly **3 use cases**:

  – #1 allows website visitors to **log in using social network credentials**

  – #2 supports **putting «Like» and «Tweet» buttons** on the webpage

  – #3 **posting messages to social networks** along with publishing Sitecore items

– **But: the module is <u>deprecated</u> since Sitecore CMS 9.0 initial**

  – confirmed by Sitecore that it "won't come back". Vanished from Release notes.

1) https://doc.sitecore.com/SdnArchive/Products/Social%20Connected%20Module.html

# Solving past use cases.

#1 Allow website visitors to log in using social network credentials

− **Do it yourself**; no rocket science

#2 Put «Like» and «Tweet» buttons on the webpage

− **Do it yourself;** usage has shifted to prefer "share"-buttons anyway

#3 Post messages to social networks along with Sitecore items

− **The "SocialConnect"-module by Addact**[1] **works great for this**

1) https://addact.in/addact-socialconnect/

# (current) limitations of SocialConnect.

− Only Twitter & Facebook networks are supported – as of today

− There is no workflow support
(e.g. for approving social messages before posting)

− The Page URL (link to be shared) has to be entered manually
Although the advantage is, that this allows using shortened URLs, like bit.ly etc.

− Images for a Social post have to be provided via OpenGraph tags on
the linked page – no custom image can be included for sharing

− Timed publishing of Twitter posts is a little buggy

# Implementing SocialConnect.

# Requirements and supported versions.

| | |
|---|---|
| **sitecore**® | − Sitecore 9.0.x<br>− Sitecore CMS 9.1.x<br>− and newer (let's see) |
| **For oAuth with social networks** | − the Sitecore website must have SSL enabled (https)<br>(not that there would be any reason that it wouldn't anyway…) |
| **Social Connect** addact | − Download the latest module package from Addact[1] or via the Sitecore Marketplace[2]<br>− Follow the installation guide included in the ZIP<br>− Once the item package has been applied, you have to create "Applications" for each Social media account under<br>`/sitecore/system/Social/Applications/` |

1) https://addact.in/addact-socialconnect/

2) https://marketplace.sitecore.net/Modules/S/Social_Connected.aspx

# Social media networks pre-requisites.

- Access to a **Facebook useraccount**
- If you want to post to a Facebook Page:
  **access to that Page with the given useraccount** in the role as "`Editor`" or "`Admin`"
- A **Facebook App from developers.facebook.com** with the **"Facebook Login" product enabled**. Also, the useraccount must have "`Admin`" or "`Developer`" permissions on the App.
- For extensive use (a lot of API calls), you should pass your App through Facebook's app review.

- Access to a **Twitter useraccount**
- That useraccount must be **enabled as "`developer`"** under developer.twitter.com
- A **Twitter App from developer.twitter.com** with access permissions "`Read and write`"

# A complete tech guide in this blog post:



«Publishing to Facebook & Twitter from Sitecore: bringing back the Social Connected module functionality for Sitecore 9»

# Hands-on showcase.

# I need you for this demo

- Prepare your **mobile phone / laptop**
- Login to **Twitter** or **Facebook**
- stay tuned…

# Your part in the hands-on.



twitter.com/**namics_sitecore**

facebook.com/
**sc91addactdemo**

# Let's do a hands-on in Sitecore!

1.  SocialConnect in the **Sitecore CMS backend**

2.  Connected **Social networks**

3.  **Campaigns & personalisation** configurations

4.  **Publishing to Social accounts** from Sitecore

5.  **Measuring** the Social campaign traffic

Further information
nam.to/sconnectsugch

# Happy social publishing with Sitecore :)

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