

# Social Media Integration Guide

A WebsiteAlive How-To Guide



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## **It's a social world and WebsiteAlive fits in, seamlessly.**

Whether you're doing a marketing blast across the social airwaves, or you're doing a more conventional email campaign, you'll have an edge if your audience can communicate with you instantly and easily about your products or services. WebsiteAlive works well with all your social media, letting you bring customer service to the forefront of your online presence.

- ▶ If you need further assistance, help or support, please feel free to visit us at [www.websitealive.com](http://www.websitealive.com) for more information.

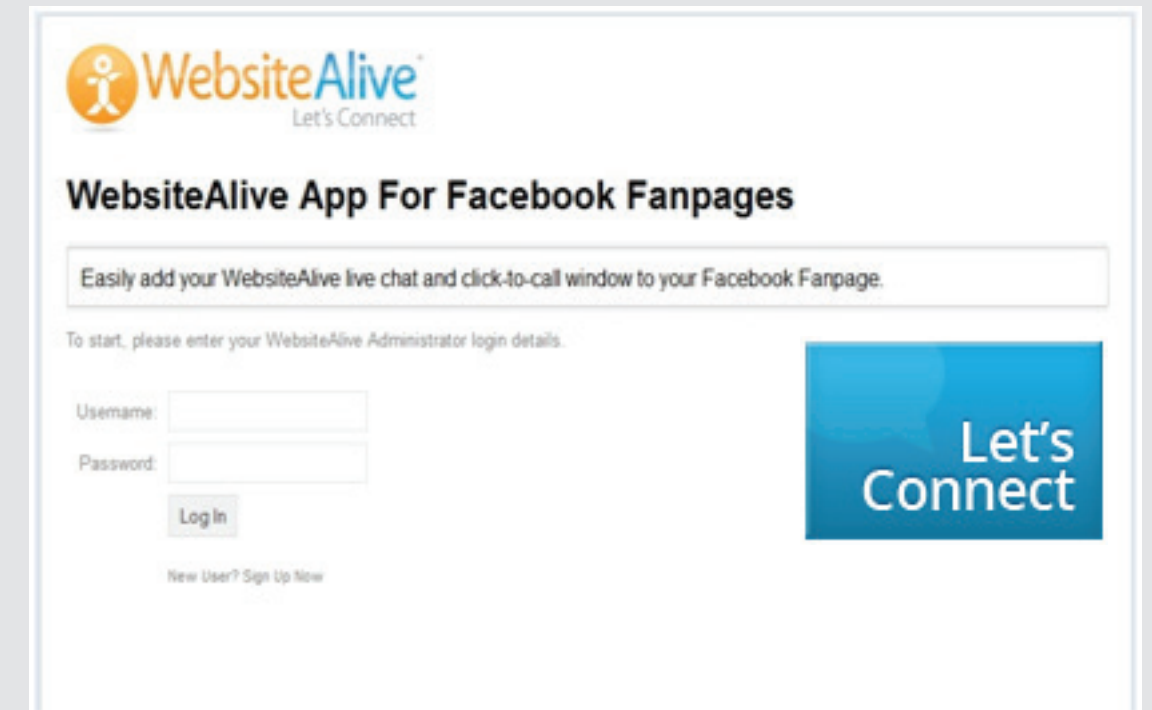
# Facebook

We want to help your business go social! WebsiteAlive integrates easily into your Facebook pages, thanks to our WebsiteAlive Facebook App.

How cool is that? Not only can you reach out to your fans with new posts and updates on your fan page, but your fans and customers can reach out to you via AliveChat directly from your page!

Your customer engagement capabilities just skyrocketed.

- ▶ For detailed installation instructions, please visit:  
[http://go.websitealive.com/downloads/pdf/How\\_To\\_Facebook.pdf](http://go.websitealive.com/downloads/pdf/How_To_Facebook.pdf)



# Twitter

Utilize Twitter's linking structure in conjunction with WebsiteAlive's **shortlink** to launch anything from simple product blasts to large marketing campaigns.

**Use it your way:** let your followers communicate instantly with your company or organization, directly from a Twitter post!

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While you can post links to various place as an annotation within a youtube video, you are only allowed to post links to certain, verified places like the home page of your website, your youtube channel or even another video. You can still post links within your video description and even in the comments section.

1. Log in to your Administrator Panel.
2. Click on **Basics** in the left menu.
3. Click on **Websites, Code & Customize** in the submenu that appears after clicking Basics.
4. Under the section Links, you'll want to **copy the shortlink** you'd like to use to your clipboard.

Within your description, **paste your shortlink**. Make sure that the link is clean and clear and not within the body of a paragraph, so that it is not easily missed. You may also want to make a comment with a Live Chat shortlink. Comments from the video's author remain at the top of the comments list.

*Another great source is posting an annotation within the video as a call to your viewers to Live Chat with you. "If you'd like to Live Chat with me about my services at any point during this video, please feel free to click the Live Chat link in the video description below."*

# Instagram

**With Instagram you are not allowed to post any sort of links in photos, photo descriptions or in the comments section. You are however allowed to post a text-link within your profile description.**

1. Log in to your Administrator Panel.
2. Click on **Basics** in the left menu.
3. Click on **Websites, Code & Customize** in the submenu that appears after clicking Basics.
4. Under the section Links, you'll want to **copy the shortlink** you'd like to use to your clipboard.
5. Log into your Instagram account and **click on Edit Profile**.
6. Under your profile, **paste your shortlink**.

Now when you post your photos to Instagram, you can comment each photo, directing users to click the shortlink within your profile to live chat instantly.

1. Log in to your Administrator Panel.
2. Click on **Basics** in the left menu.
3. Click on **Websites, Code & Customize** in the submenu that appears after clicking Basics.
4. Under the section Links, you'll want to **copy the shortlink** you'd like to use to your clipboard.

## Posting a Link in a Tumblr Post

Once your photo is uploaded or added, **hover on it** until the link icon appears, once it appears **click the icon. Paste your shortlink** here. Now when a person clicks your photo, they will be directed to live chat with you.

## Posting a Link in a Tumblr Description

When you are adding a description to a post, **paste your link** anywhere you prefer. Now when a person clicks this shortlink, they will be directed to live chat with you.

# Pinterest

1. Log in to your Administrator Panel.
2. Click on **Basics** in the left menu.
3. Click on **Websites, Code & Customize** in the submenu that appears after clicking Basics.
4. Under the section Links, you'll want to **copy the shortlink** you'd like to use to your clipboard.
5. Click on the + button located in the top right next to your username.
6. The Pinning options will be displayed. Click on **Upload a Pin**.
7. A window will open, **choose an image** that you'd like to associate with your live chat.
8. After uploading your image, **edit the Description and add your shortlink**.

Whenever a Pinterest user clicks your shortlink, they will be directed to live chat with you.



# LinkedIn

1. Log in to your Administrator Panel.
2. Click on **Basics** in the left menu.
3. Click on **Websites, Code & Customize** in the submenu that appears after clicking Basics.
4. Under the section Links, you'll want to **copy the shortlink** you'd like to use to your clipboard.
5. On your LinkedIn page, **click on the Share an update...** form.
6. Write your post and **paste your shortlink.**

Whenever a LinkedIn user clicks your shortlink, they will be directed to live chat with you.

# Emails

Our shortlink lets you reach more of your contacts by offering easy, instant communication directly from your emails.

Dear Customer,

We appreciate your business. Please contact us directly by clicking the shortlink below. Once the link is clicked a Live Chat session will instantly begin with a Live Agent.

[alivec.hat/34lfo2](https://alivec.hat/34lfo2)

Thank you,  
Management and Support  
[Live Chat With Me Now!](#)



WebsiteAlive<sup>®</sup>  
*Let's Connect*

## WebsiteAlive Operator Panel

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