

Design 3 for the Web

Content Summary

topic	Social Media Integration
Data Type	Content Result
User characteristics influence	<p>Data: Mixed group of social media savviness. Generally leaning towards very quick, uninvolved usage such as Twitter and Instagram</p> <p>Design Decision: Include a brief introduction to different platforms of social media and what it is generally used for</p> <p>Data: All answered they prefer learning by doing and direct involvement. Approach to learning is generally visual, physical, and social</p> <p>Design Decision: Provide images and a step by step (or list) to inform the user (link to tutorials)</p> <p>Data: Prefer an easy-to-follow website that is visually appealing and isn't overloading with information</p> <p>Design decision: Provide a glossary and summary of what the page will cover.</p>
Data Type	Content Result
User needs & goals influence	<p>Data: Prefer one-on-one learning. Something more informal and personal.</p> <p>Content Decision: Address the user with the impersonal you</p> <p>Data: Many users would like detailed information on how to do it</p> <p>Content decision: Provide tutorials or a video to teach users how to integrate social media onto their page</p> <p>Data: Many users would like an example of social media integration</p> <p>Content decision: Show them what successful social media integration looks like</p>
	<p>Data: Users have interest on how social media integration benefits a website</p> <p>Content decision: Show statistics of how it benefits web traffic and engagement.</p> <p>Data: Users have interest on how social media integration will benefit me as a designer</p> <p>Content decision: A website is a business tool, and social media is a big part of the business</p>
Website Statements	
website goals	<ol style="list-style-type: none"> 1. Inform in detail how to successfully integrate social media onto a website 2. Show importance of SM integration
website message	Social Media integration cannot be ignored as a web designer.
Look and feel	Clean and easy to follow navigation, that is visually appealing. Bright colors.

Resources



blog.hubspot.com

The Plain-English Guide to Integrated Marketing Communications

Learn why integrated marketing is effective and how to build a campaign that improves brand loyalty, boosts revenue, and delights your customers.

www.socialmediablog.com

7 Creative Social Media Marketing Mini Case Studies : Social Media Examiner

Check out how these businesses are implementing innovative social media marketing practices with great results and pick up a few social media marketing tips.

SOCIAL MEDIA + EMAIL

blogs.constantcontact.com

4 Tools to Help You Integrate Your Social Media and Email Marketing | Constant Contact

Many of you use email and social media marketing to promote your small business. But how many of you integrate social media into your email marketing?



blog.hubspot.com

How to Create Social Media Buttons for All the Top Social Networks

Learn how to create social media sharing and follow buttons for six of the top social networks so you can drive traffic to all your brand's channels.

blog.hootsuite.com

8 Important Social Media Integration Strategies to Implement in 2021

Social media integration gives your audience more ways to engage and interact with your brand. Get the tips and tools to do it right.

www.ecoblogger.com

Integrated social media: case studies

We'll look at what type of content they're sharing and the levels of engagement they're getting from their audience. There are two important things you should do to learn, and become more confident and successful in your social media marketing. The first...



store.magnast.com

The Importance of Social Media Integration and How to Apply It

Here's all you need to grasp about Social Media Integration, and how to incorporate it into your marketing tactics. The most enjoyable part is its simplicity.

embedsocial.com

Examples of Social Media Feeds for Any Website - EmbedSocial

Demos of interactive social media feeds generated by EmbedFeed from Instagram, Facebook, Twitter, Youtube, and other social media networks.



blog.hubspot.com

The Ultimate Guide to Embedding Content on Your Website

Find out how to embed content onto your website from Twitter, Facebook, Instagram, Pinterest, Google, YouTube, and SlideShare.



embedsocial.com

Social Media Integration: how it boosts the results of your business

Wondering how social media integration is going to help your business make more money? Explore it with us for a practical solution.



spoutsocial.com

Social media marketing: What it is and how to build your strategy

Do you know what social media marketing is? Here are the steps to develop a foolproof social media marketing strategy.



spinnmonitor.com

The Best Social Media Platforms for Business: Your Ultimate Guide

When it comes to choosing social media platforms for business, you've got options. Lots of options. Read this to learn which one is best for you!

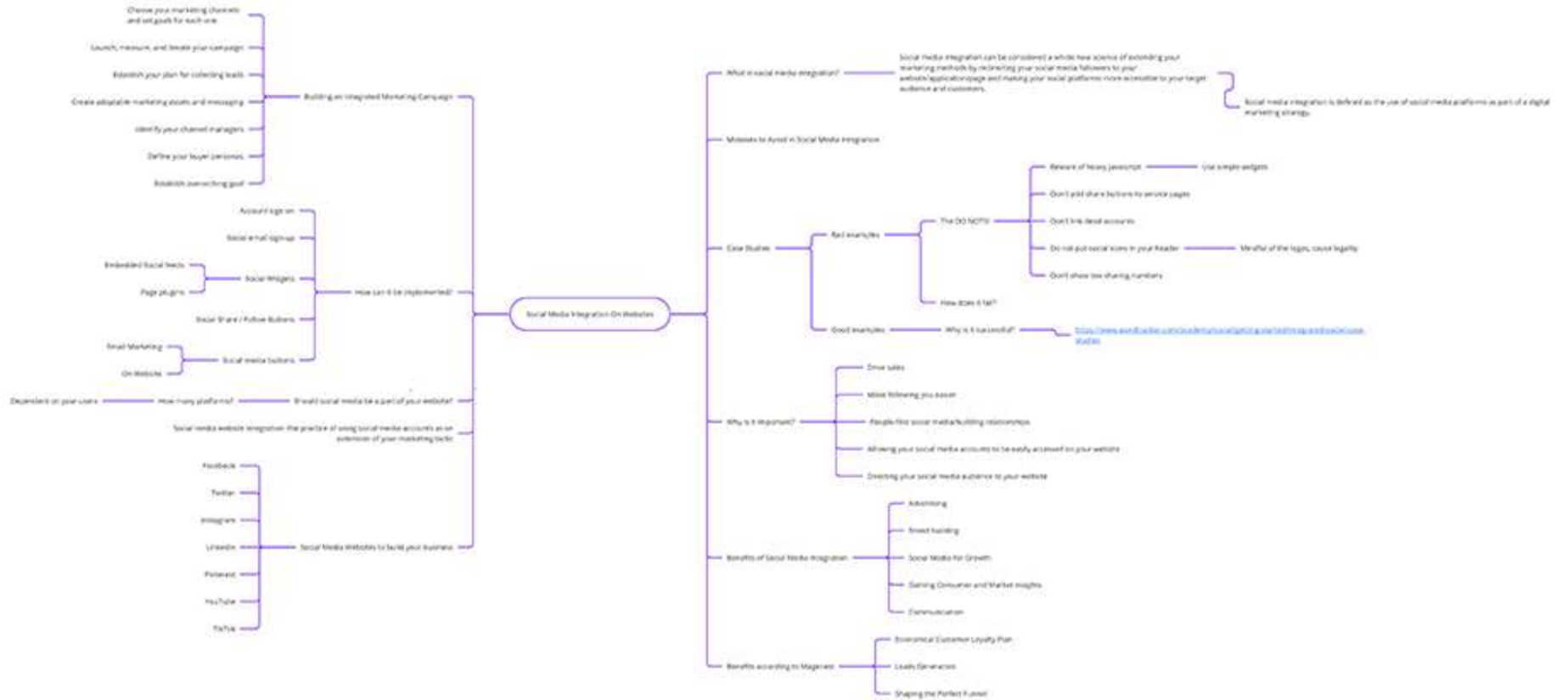


www.orbitmedia.com

The Top 5 Social Media Integration Mistakes on Websites (with examples) | Orbit Media Studios

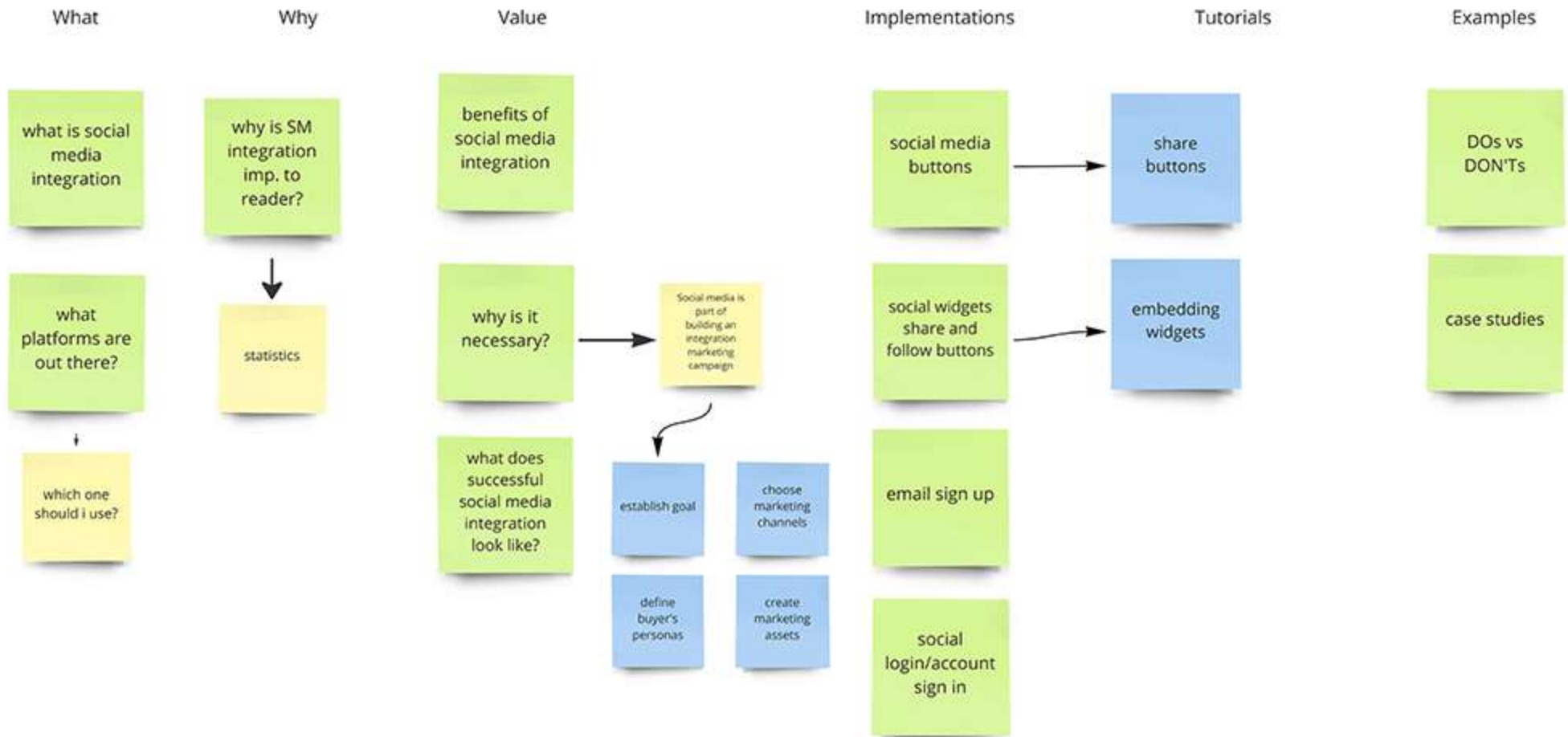
From the simple link to the embedded feed, millions of websites integrate with social media. These are the five main types of social media integration for websites.

Mind Map



Content Card Sorting

Ideas and Supporting Details

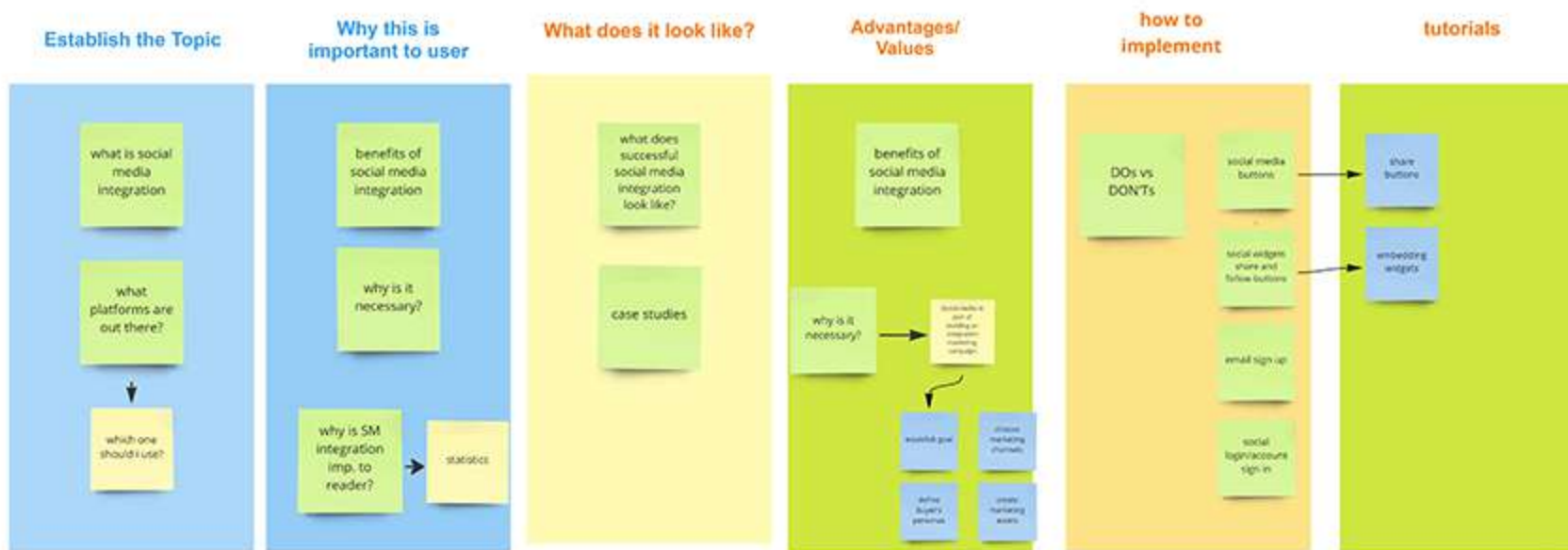


Content Organization

Organization - These are the sections on the webpage

Each column is a main idea (h2). Pull the cards over from the previous step (h3s and h4s)

 = general website items  = user based for your topic

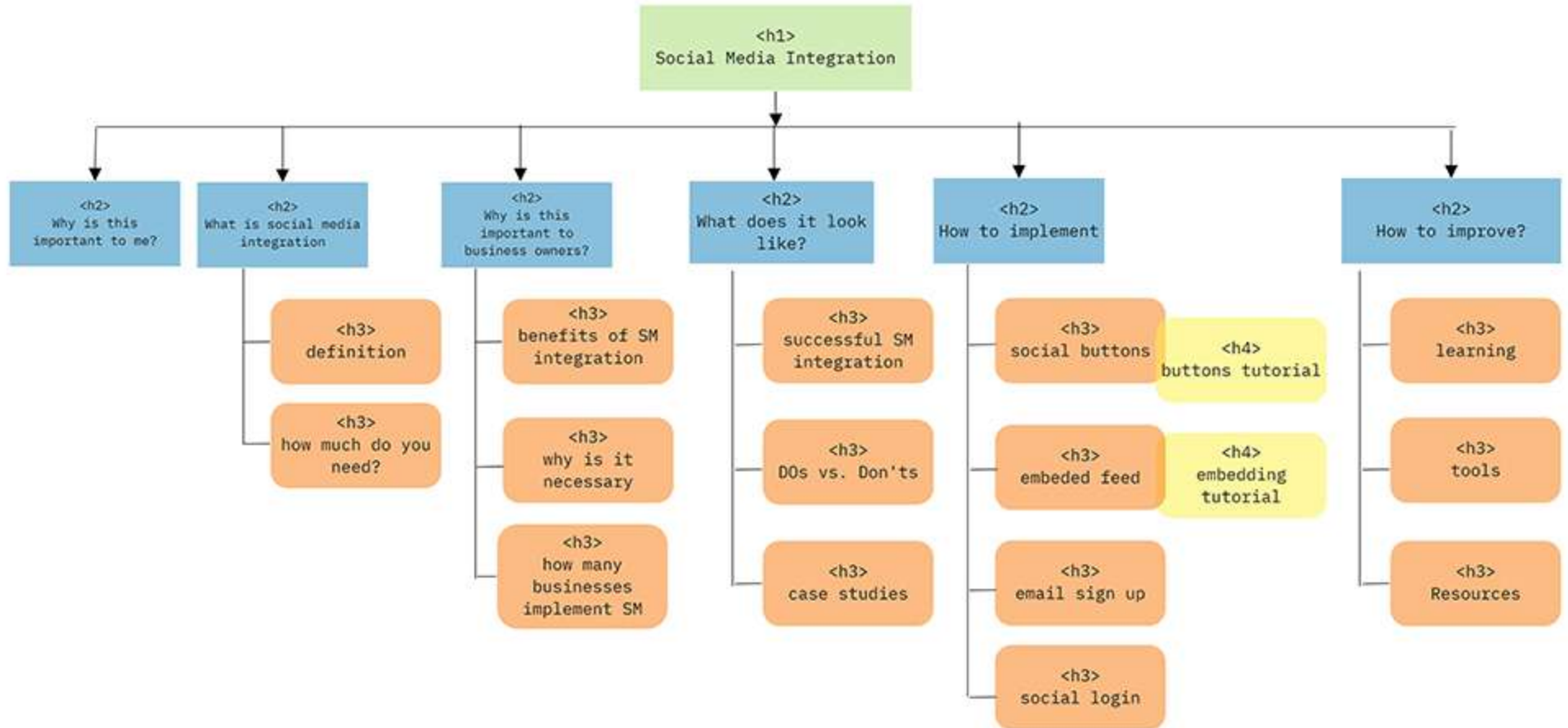


Notes Notes Notes Notes Notes Notes Notes



assets

<h> tag chart



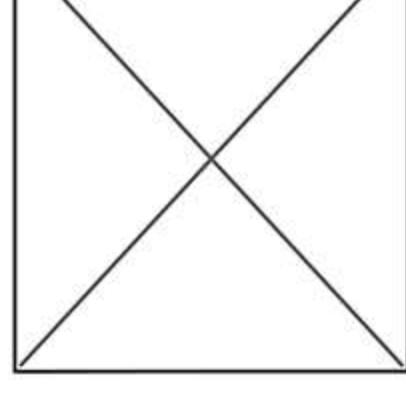
Social Media Integration

Social Media Integration is the act of using social media platforms as part of your or your client's digital marketing strategy. That means having active social media accounts and linking them with the brand website.

What's here?

What is social media integration?
Why is social media integration important to me and business owners?
How do I implement social media to my website?

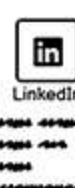
Importance of Social Media Integration



Why is this important to me?

Placeholder text for importance of social media integration.

Social Media Platforms



Why is this important to business owners?

Placeholder text for importance to business owners.

Benefits of Social Media Integration



DOs

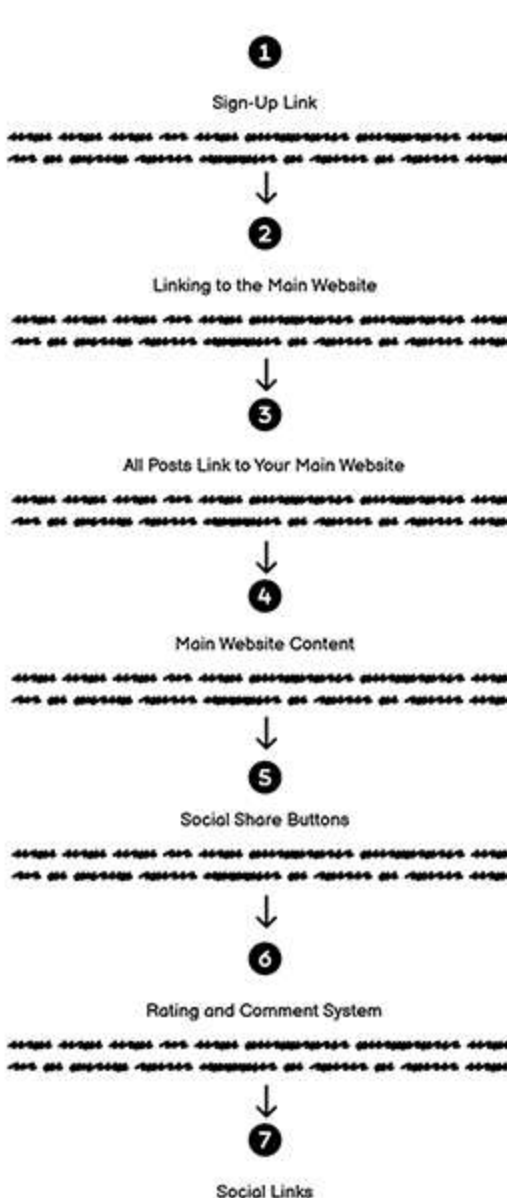
Do not put social media in the header
Do put them in the footer with a prominent email sign up button
Do not link dead Accounts
Link to active ones
Do not add share buttons to service buttons
Do add share buttons to ecommerce products
Do not show low sharing numbers
Do pick widgets carefully to avoid slowing a page

DO NOTs

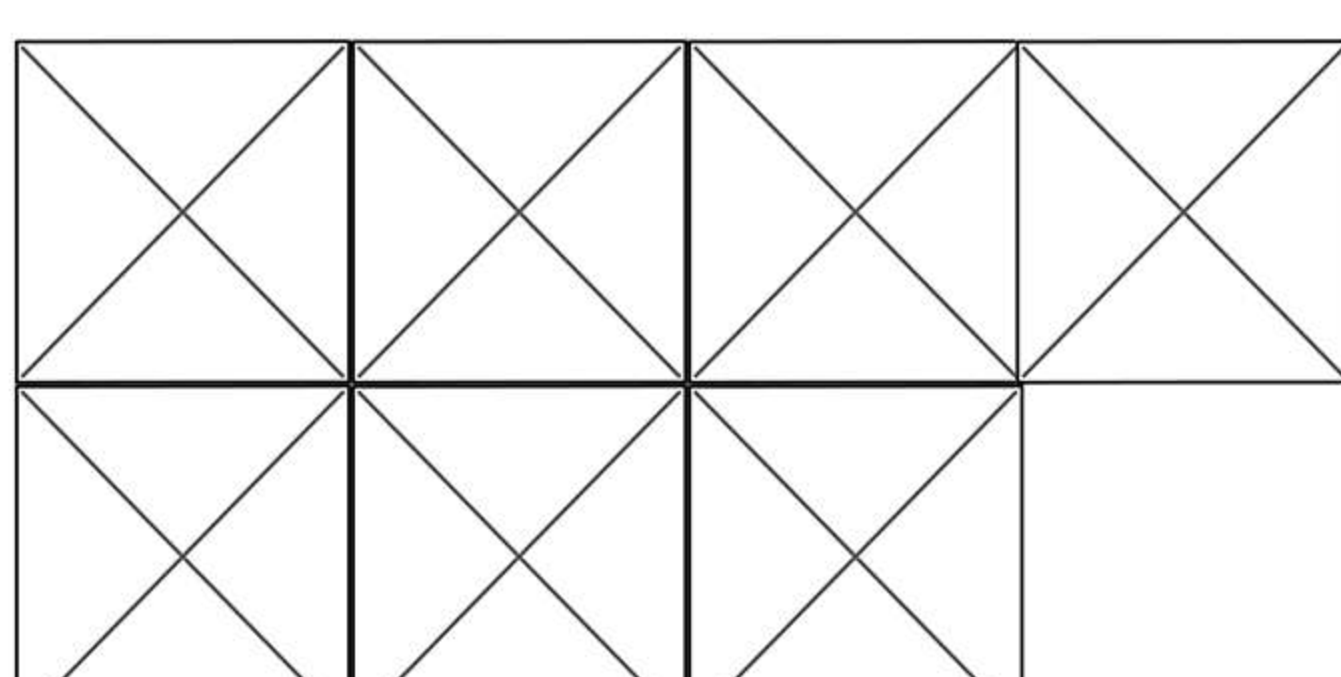
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Case Study

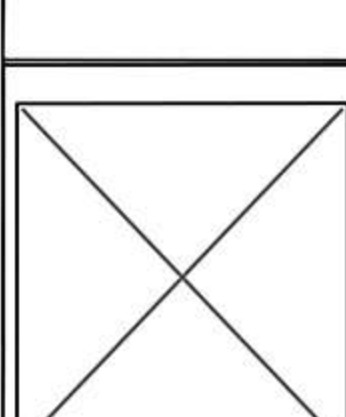
Placeholder text for case study.



Lion Brand Yarn's Facebook and Brand Website



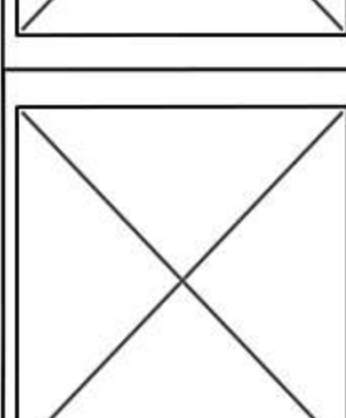
How to implement?



Social Buttons

Placeholder text for social buttons implementation.

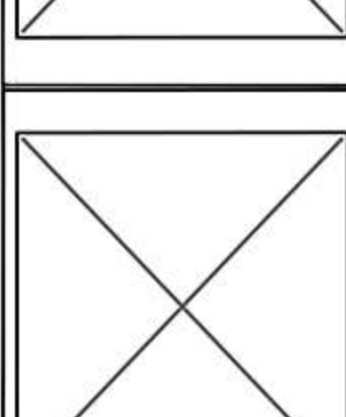
tutorial



Embed Social Feed

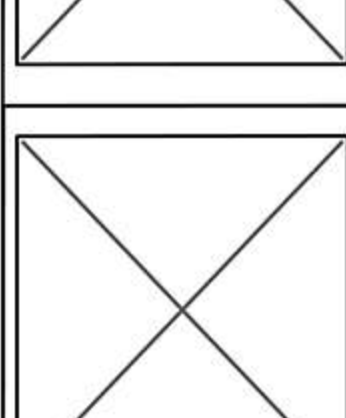
Placeholder text for embed social feed implementation.

tutorial



Email Sign-up

Placeholder text for email sign-up implementation.



Social Login

Placeholder text for social login implementation.

Learning
[MCC Social Media Certificate](#)
[a link](#)
[a link](#)

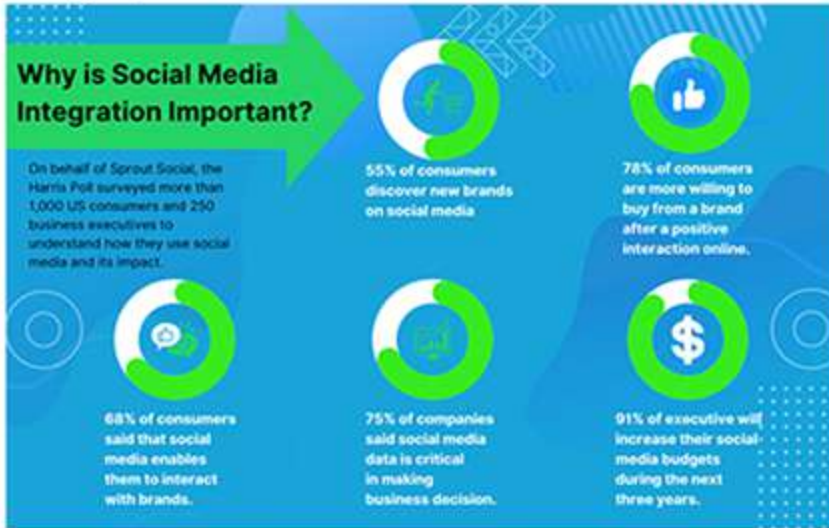
Tools
[a link](#)
[a link](#)
[a link](#)

Resources
[a link](#)
[a link](#)
[a link](#)

Style Guide

Social Media Integration Style Tile

Infographic



Element Patterns



Icons



Social Media Logos



This is an Example of a Header

Font: Name : Inter Bold

This is an Example of a Sub Head

Font: Inter Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Inter

This is an example of a Text link »

This is an example of a Button

Adjectives

Clean Modern Friendly
Bright Simple "Techy"

Social Media Integration

Social Media Integration is the act of using social media platforms as part of your or your client's digital marketing strategy. This means having active social media accounts and linking them with your brand website.

What's here?

- **What is social media integration?**
How much should I use?
- **Why is social media integration important to me and business owners?**
What benefits does it offer?
- **How do I implement social media to my website?**
What kind of tools are out there?

Importance of Social Media Integration

Why is Social Media Integration important?

- 88% of consumers use social media.
- 75% of companies use social media.
- 70% of consumers use social media to research products.
- 81% of consumers use social media to find new products.
- 75% of consumers use social media to find new products.
- 81% of consumers use social media to find new products.

Why is this important to me?

Social media helps build trust, credibility, reputation, and awareness around your brand. It is an integral part of marketing yourself or a business. It keeps your users within the ecosystem of your website and social media platforms.

Social Media Platforms

Facebook

Facebook has a massive audience reach and is great for customer interaction. Though paid ads can get expensive, those are optional.

LinkedIn

LinkedIn is a great business (B2B) social site for promoting business-related content. It is not designed for eCommerce and is better for home businesses and freelancers.

YouTube

YouTube is a great video-based platform that drives more conversions and shows off your brand's personality. Videos can take longer to produce, as users have high expectations for video and audio quality.

Instagram

Instagram is highly, visually appealing and is more popular with the younger generation. Metrics can be misleading, as followers doesn't equal engagement.

Twitter

On Twitter, ads see more success than Facebook. It's easy to engage with followers and easy to target with '#' and '@'. Though there is more "noise" to compete with.

Why is this important to business owners?

Social Media Integration is important to business owners, because it is a big part of an integrative marketing plan that generates leads and shapes the perfect funnel, in which customers are kept in the business's ecosystem, their website and social media platforms.

Benefits of Social Media Integration

Drives Sales

Makes following you easier

People-first Campaign

Easily Accessible

Directs your Audience

What does it look like?

DOs

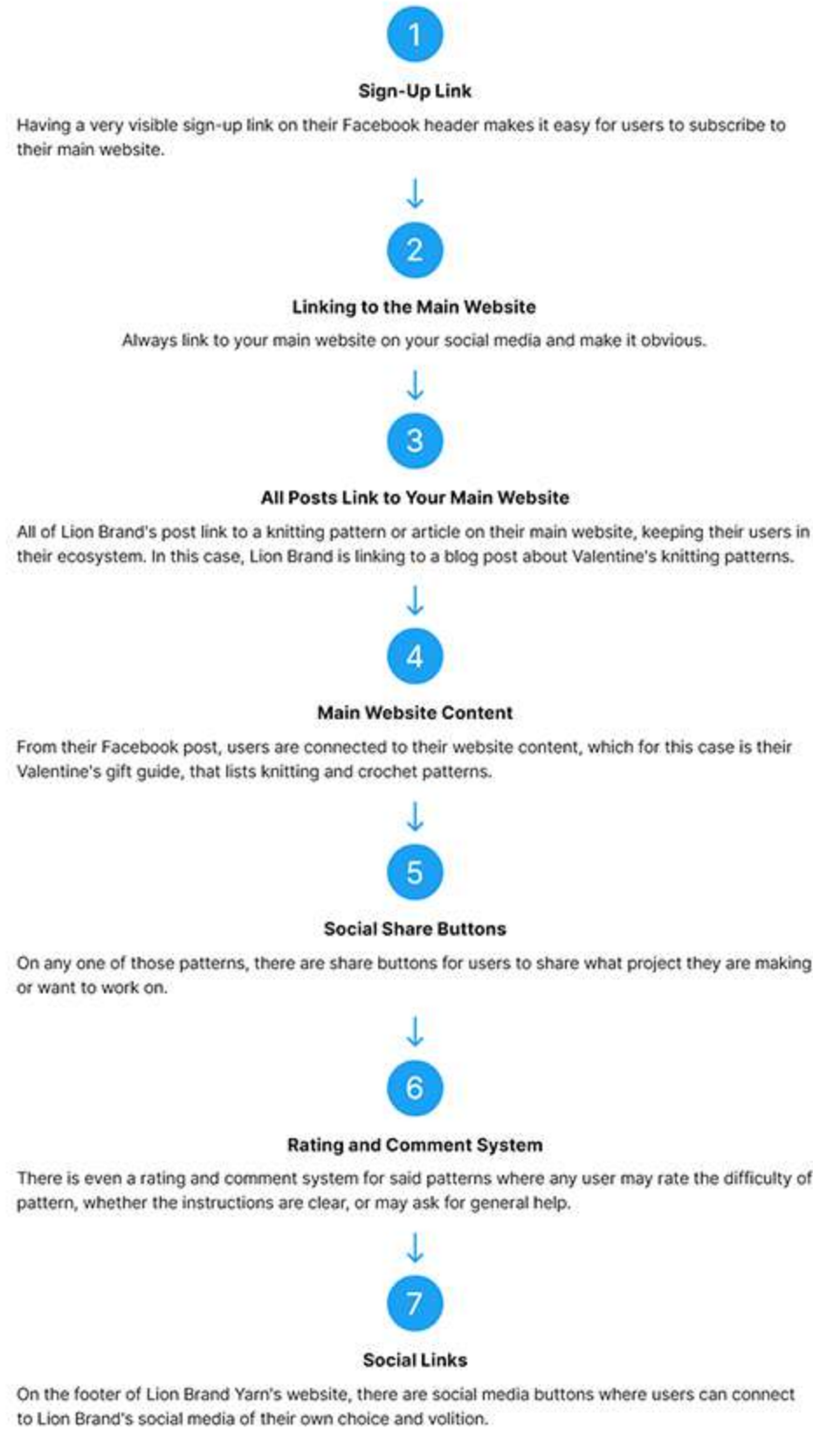
- **DO** put social icons in your footer and grey them out.
- **DO** pick website widgets carefully, as some can slow down your website.
- **DO** link to social accounts where you share consistently and are active.
- **DO** put share buttons on eCommerce pages.

DO NOTs

- **DONT** put social icons in your header.
- **DONT** pick widgets with a lot of heavy JavaScript.
- **DONT** link to dead social accounts.
- **DONT** add share buttons to service pages.

Case Study

One example of a business with successful, social media integration is Lion Brand Yarn. What do they do that makes them successful. The following pictures will be examining how Lion Brand Yarns utilizes social media integration on both their social media platform, Facebook, and their brand website.



Lion Brand Yarn's Facebook and Brand Website

How to Implement?

Social Buttons

Social share buttons help increase awareness of your content while giving readers a way to share your content.

[Social Button Tutorial](#)

Embed Social Feeds

One way to integrate social media to your website is to include a feed of social media posts on your pages. These are typically live feeds.

[Embedding Tutorial](#)

Email Marketing

If you end up doing email marketing for your services, adding social links to the footer of those emails is the perfect opportunity to integrate social media. It's a great reminder for your subscribers to connect socially.

Social Login

You can incorporate social buttons to enable users to log in through their social media profiles. This provides users an easy, convenient step to sign-up to your website as well as collecting social insights.

Resources

Learning	Tools	Resources
<ul style="list-style-type: none"> MCC Digital Marketing UGotClass Social Media for Business Certificate HubSpot Social Media Marketing 	<ul style="list-style-type: none"> Sprout Social Hootsuite Yoast SEO for Wordpress 	<ul style="list-style-type: none"> HubSpot Blog Sprout Social Social Media Examiner