

## Creating social media friendly PDFs

Embedding social media sharing options in a document can increase your readership and is an easy way to incorporate social media into activities you already undertake.

This tip sheet provides you with instructions for embedding social media into your PDFs, along with examples of embedding links as either text or images.

### Twitter |

- **To create your own pre-populated tweet:**

<http://twitter.com/home?status=Insert your message along with the URL or link and your Twitter user name if you want. Note: You can put + signs between words instead of spaces>

*Example:*

- ✓ [Tweet this](#) or   
<http://twitter.com/home?status=Social media friendly PDFs, read more: http://bit.ly/aOJfpW from @SchusterConsult>

You can also create a pre-populated retweet by adding RT and your Twitter username at the beginning of the message:

- ✓ [Retweet this](#)  
<http://twitter.com/home?status=RT @SchusterConsult Social media friendly PDFs, read more: http://bit.ly/aOJfpW>

- **To add hashtags to a pre-populated tweet:**

[http://twitter.com/home?status=Insert your message Insert your link including the http and your Twitter username if you want %23Insert your hashtags \(Note: you need to use %23 in place of the # symbol in the hashtag\)](http://twitter.com/home?status=Insert your message Insert your link including the http and your Twitter username if you want %23Insert your hashtags (Note: you need to use %23 in place of the # symbol in the hashtag))

*Example:*

- ✓ [Tweet this](#)  
<http://twitter.com/home?status=Social media friendly PDFs, read more: http://bit.ly/aOJfpW from @SchusterConsult %23social %23media %23content %23marketing>

- To create a “follow me” link for Twitter:

<http://twitter.com/your Twitter username>

*Example:*

- ✓ [Follow us on Twitter](#)  
h <http://twitter.com/SchusterConsult>

## LinkedIn |

- To create a pre-populated link for sharing via LinkedIn:

<http://www.linkedin.com/shareArticle?mini=true&url={articleUrl}&title={articleTitle}&summary={articleSummary}&source={articleSource}>

- o You change the parameters in the {} - don't forget to remove the {}  
{article Url} = full address of the article including the http, up to 1,024 characters  
{articleTitle} = title of the article, up to 200 characters  
{article Summary} = Summary or description of the article, up to 256 characters  
{articleSource} = Source of the article online, including the http, up to 200 characters  
You also need to use %20 instead of spaces in your Title, Summary and Source

*Example:*

- ✓ [Share this on LinkedIn](#) or   
<http://www.linkedin.com/shareArticle?mini=true&url=http://bit.ly/aOJfpW&title=Social%20media%20friendly%20PDFs&summary=Did%20you%20know%20you%20can%20make%20your%20PDF%20documents%20social%20media%20friendly%20Why%20would%20you%20Well,%20it%20helps%20to%20encourage%20sharing%20of%20your%20valuable%20documents&source=Engagement%20Matters%20Blog%20http://bit.ly/aOJfpW>

- To create a connect on LinkedIn link for a person or company:

<http://www.linkedin.com/in/your user name> or;  
<http://www.linkedin.com/companies/company name>

*Example:*

- ✓ [Connect on LinkedIn](#)  
<http://www.linkedin.com/in/angelaschuster>
- ✓ [Connect on LinkedIn](#)  
h <http://www.linkedin.com/companies/schuster-consulting-group>

## Facebook |

- To create a pre-populated link for sharing via Facebook:

[http://www.facebook.com/share.php?u=the\\_link&t=the\\_title](http://www.facebook.com/share.php?u=the_link&t=the_title)

- You change the u and t parameters:  
u = the URL  
t = the title

*Example:*

- ✓ [Share on Facebook](#) or 

<http://www.facebook.com/share.php?u=http://bit.ly/aOJfpW&t=Social media friendly PDFs>

## Email |

- To create a mail to link that opens and pre-populates the subject and body line of an email:

<mailto:?subject=Subject line goes here&body=Body goes here>

*Example:*

- ✓ [Share via Email](#) or 

<mailto:?subject=Social media friendly PDFs&body=I thought you might be interested in this posting from Schuster Consulting Group's Engagement Matters Blog. It's about creating social media friendly PDFs. Read the posting online: http://bit.ly/aOJfpW>

## About Schuster Consulting Group |

Schuster Consulting Group Pty Limited blends a comprehensive understanding of the business-to-business (B2B) environment within the food production, agriculture, natural resource management, agribusiness and technology sectors with a focus on:

- Strategy and Planning
- Project Management
- Marketing and Communications
- Implementation and Engagement

If you need help engaging more effectively with your prospects, customers or stakeholders then contact us for a no-obligation discussion.

[www.SchusterConsulting.com.au](http://www.SchusterConsulting.com.au)



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connect



email