
How to Add Social Media Share Buttons to PDFs:

Helping others share your brilliance



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INTRODUCTION

You work hard at marketing, looking for the right hook that captures the attention of potential customers. With the noisy social media world, it's a challenge to be heard. You want to make it as easy as possible for customers and prospects to have access to your business.

Here is a simple solution that allows readers to share your brilliance. Add social media share buttons to your business writing – white papers, ebooks – anything that is a good representation of your business.

This is a short tutorial on how to add social media share buttons for some of the more popular social media platforms.

WHAT YOU NEED TO GET STARTED

Before you add social media share buttons to your document, you need a few tools for modifying your Portable Document Format (PDF).

Access to Software for Modifying PDFs

Some PDF applications, like the free Adobe Reader, are for viewing only. The software does not accommodate changes to the PDF. For embedding share buttons, you require access to software that allows modifications to PDFs.

These are a few of the applications that do that.

- Adobe Acrobat Professional
- PDF Converter Professional
- Nitro Pro
- PDF Suite Pro

I have no affiliation with any of the above software applications. There are other PDF editors, including freeware and online versions, so you will need to determine what works best for you. You want to be sure the application has the capabilities for adding/modifying images and hyperlinks.

Images for Social Media Platforms

You can create your own or use social media images for each share button you want to use. Caution: be aware of copyrights/trademark issues.

I am not an attorney or copyright/trademark expert; however, most platforms have branding or logo guidelines. To be on the safe side, I recommend you follow those guidelines.

FACEBOOK

Here is a link to Facebook's Branding Resource Center –
<http://www.facebook.com/brandpermissions/logos.php>

One of the guidelines is an indication to your readers what the link directs them to. For example, you could add, "Share this document" with the link.

The following describes the steps for adding the Facebook share button.

1. Create or obtain your Facebook image.



Insert the logo in your original document (e.g., Word document).

2. Create your link to your landing page.

Let's use a white paper as an example.

- You added the share button
- You want the reader to share the link to your white paper on his or her Facebook timeline

The first part of the link that allows sharing is:

<http://www.facebook.com/sharer/sharer.php?u=>

Immediately following the equal sign, add the url for your landing page.

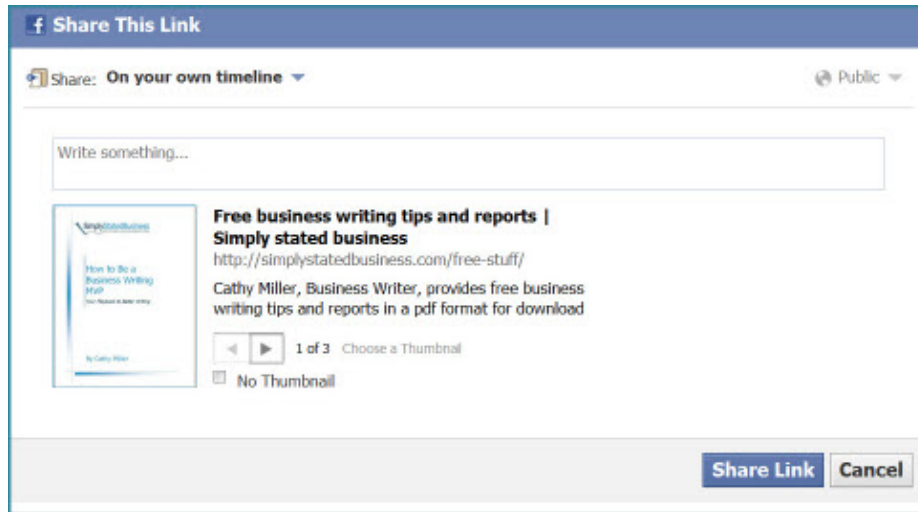
For example:

<http://www.facebook.com/sharer/sharer.php?u=http://www.simplystatedbusiness.com/free-stuff>

3. Test drive your url.

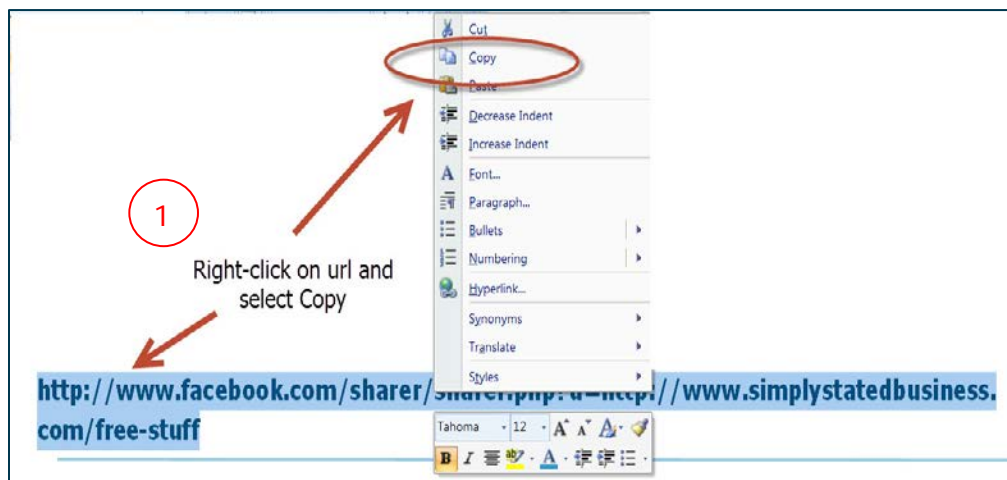
Copy and paste the url in your browser.

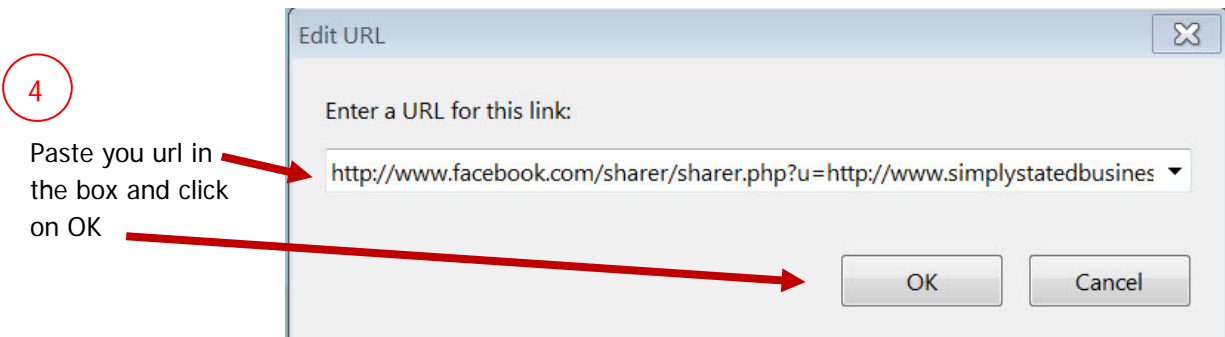
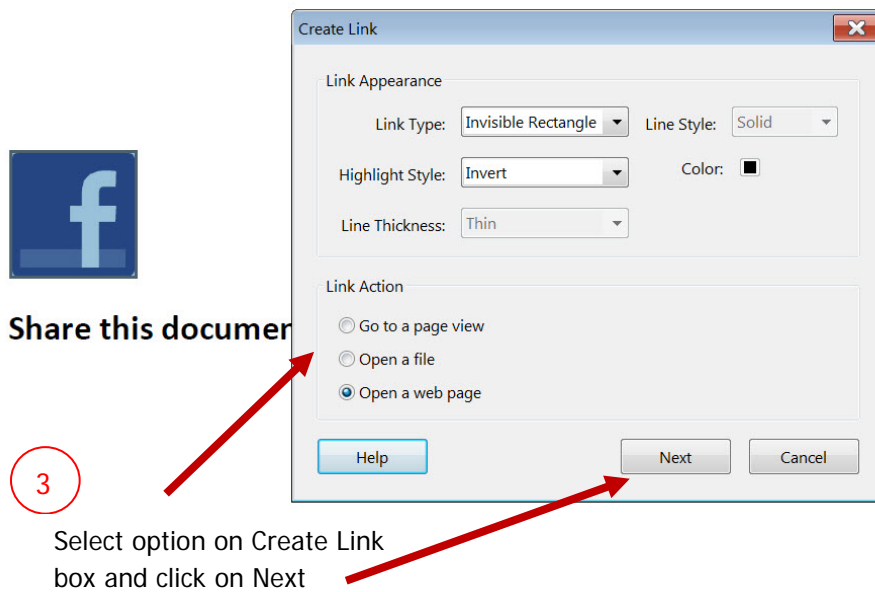
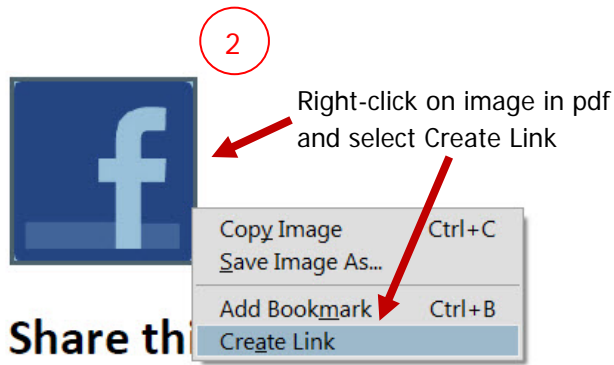
This takes readers to a screen that instructs them to share the link on their timeline, like the example below.



4. Create the pdf and add hyperlink.

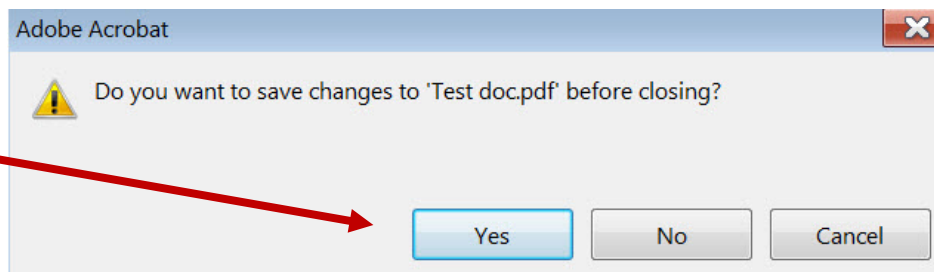
Save your document in pdf format, then create your hyperlink. Depending on your pdf software, the process may differ from the following Adobe Acrobat Professional instructions.





5

Save your pdf and click on Yes to save changes



GOOGLE +

NOTE: These are new instructions for sharing on Google+ as of March 2013. The old formula stopped working.

Here is a link to Google+ Brand Guidelines –

<http://www.google.com/+business/brand-guidelines.html>

Follow the same steps you did for Facebook, substituting the Google+ url.

1. Create or obtain your Google+ image.



2. Create your link to your landing page.

The first part of the link that allows sharing is:

<https://plusone.google.com/share?url=>

Immediately following the last equal sign, add the url for your landing page.

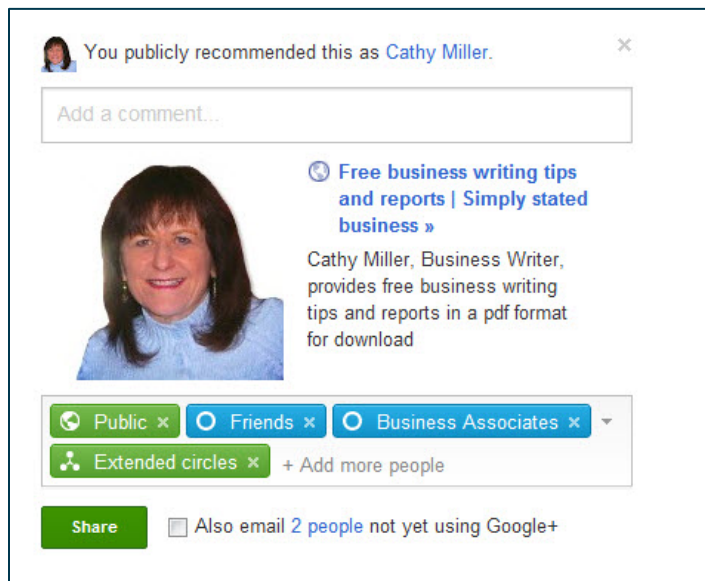
For example:

<https://plus.google.com/share?url=http://www.simplystatedbusiness.com/free-stuff>

3. Test drive your url.

Copy and paste the url in your browser.

The reader will see a screen that shows they are recommending and sharing the attached link, like the example below. This isn't a +1, but posts to the reader's profile.



4. Create the pdf and add hyperlink.

Follow the 5 steps shown under #4 for Facebook to add the hyperlink.

LINKEDIN[®]

Here is a link to LinkedIn[®] Branding Guidelines –
<http://developer.linkedin.com/documents/branding-guidelines>

Follow the same steps you did for Facebook and Google+, substituting the LinkedIn[®] url.

1. Create or obtain your LinkedIn[®] image.



2. Create your link to your landing page.

The first part of the link that allows sharing is:

<http://www.linkedin.com/shareArticle?mini=true&url=>

Immediately following the last equal sign, add the url for your landing page.

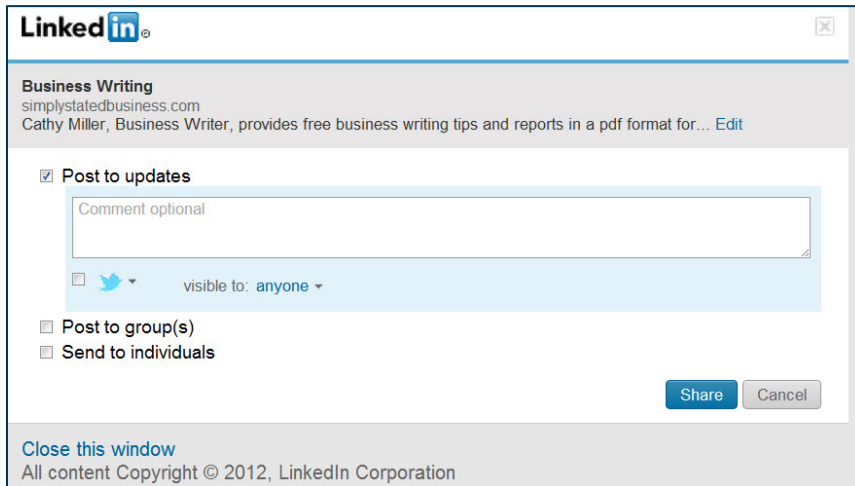
For example:

<http://www.linkedin.com/shareArticle?mini=true&url=http://www.simplystatedbusiness.com/free-stuff>

3. Test drive your url.

Copy and paste the url in your browser.

Readers will see a screen that allows them to share the link in their update posts.



The screenshot shows a LinkedIn share dialog box. At the top, it says "LinkedIn" with the logo. Below that, it identifies the user as "Business Writing" from "simplystatedbusiness.com" and provides a brief description of the content: "Cathy Miller, Business Writer, provides free business writing tips and reports in a pdf format for... Edit". The dialog has several options: "Post to updates" is checked, with a text area below it containing "Comment optional". There is a "visible to: anyone" dropdown menu. Below these are options for "Post to group(s)" and "Send to individuals", both of which are unchecked. At the bottom right, there are "Share" and "Cancel" buttons. At the bottom left, there is a "Close this window" link and a copyright notice: "All content Copyright © 2012, LinkedIn Corporation".

4. Create the pdf and add hyperlink.

Follow the 5 steps shown under #4 for Facebook to add the hyperlink.

TWITTER

Here is a link to Twitter Trademark and Content Display Policy –
<http://twitter.com/logo>

Adding Twitter's share button is a bit more complicated. I created separate instructions in this pdf – [5 Steps to Add a Retweet Button to Your PDF](#)

To keep this simple for you, the instructions are included in this document as well, and adjusted to follow a similar format to this document.

1. Create or obtain your Twitter image.



2. Create your tweet.

The great thing about this process is you create your own message.

- Keep it short – allow room for others to add their comments
- Add your Twitter ID – this increases your visibility and following
- Add a hashtag – it helps you track the retweets
- Use shortened URL– this links back to your landing page for the pdf

Example: 5 Steps to Add a RT Button to Your PDF (via @millercathy)
<http://bit.ly/hVs8Zf#addrt2pdf>

There are many URL shorteners. Some Twitter applications, like Hootsuite and Tweetdeck, have them built into the application. You can look for the retweet results by entering your hashtag on TwitterSearch.

3. Create your retweet URL.

You want something to happen when the reader clicks on your graphic. That's where this part comes in.

Copy this

<http://twitter.com/home/?status=>

Add your tweet you created in #2

Example:

[#addrt2pdf](http://twitter.com/home/?status=5+Steps+to+Add+a+RT+Button+to+Your+PDF+(via+@millercathy)+http://ht.ly/3VjxX)

Replace spaces with a + sign and the hashtag # sign with %23

Example:

[http://twitter.com/home/?status=5+Steps+to+Add+a+RT+Button+to+Your+PDF+\(via+@millercathy\)+ http://bit.ly/hVs8Zf+%23addrt2pdf](http://twitter.com/home/?status=5+Steps+to+Add+a+RT+Button+to+Your+PDF+(via+@millercathy)+http://bit.ly/hVs8Zf+%23addrt2pdf)

4. Test drive your URL

Copy and paste the new URL in your browser. If it doesn't show up in your Tweet message box, check to make sure you followed all the steps – especially the replacement part.

5. Create your pdf and add hyperlinks.

Use the same steps you did with the other platforms.

1. Right click on the graphic in your original.
2. Select Hyperlink
3. Paste in your retweet URL
4. Click OK
5. Convert the document to pdf

We made it – how-to instructions for adding a Facebook, Google+, LinkedIn® and Twitter share button for your prized business communication. I wish you continued success.

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*Is there a topic you want covered?
If so, send me an email at cathy at millercathy dot com
I would love to hear from you.*

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