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**Teaching the techie aspects
of online marketing**

**Add a
Social Follow Button
to Your Site**

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www.JustTheFAQs.net

Just the FAQs—How-To Series
Add a Social Follow Button to Your Site
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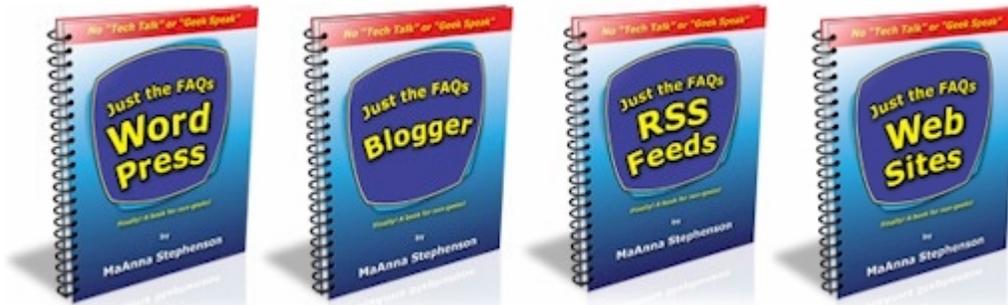
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<http://www.JustTheFAQs.net/jtfcontact.php>

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Social Follow Button

A Social Follow Button allows you to place a link on your Web site or blog so that others can easily follow you on your social media sites like FaceBook and Twitter.

You can create multiple buttons for different sites within the same Social Follow account. You can also set up a Profile on the Social Follow site.

To use a Social Follow button, it is necessary for you to already have an account established with each social profile you would like to enter. During the button creation process, you will be asked for the link to each profile you choose to display on your button. For instance, if you select to include a link for Twitter, the profile URL you will need to enter will look similar to this: <http://twitter.com/JustTheFAQs>

Sign Up

Go to <http://www.socialfollow.com/>

Sign up for the service. Provide the following information:

Name
Email
Password

- You can check or uncheck the box to **receive news** from Social Follow.
- Click the checkbox to agree to the **Terms of Service**.
- Click the **Sign Up** button.

A confirmation email will be sent to the address you provided.

- Click the verification link in the email.

You will be redirected to a page on Social Follow acknowledging that your account has been activated.

- There is a **log in link** on that page. Click it.

Navigation Overview

After logging in, you will be redirected to a **Control Panel** page that contains links to:

- **Create button**
- **Manage buttons**
- **View/Change Account Settings**

There are also links in the header for:

- **Home** – Redirects you to the Control Panel page.
- **Profiles** – Lists others who are part of the SocialFollow community.
- **Create** – Redirects you to a page for creating a new button.
- **Manage** – Redirects you to a page for managing your buttons.
- **Account Settings** – Redirects you to a page to view/change your account settings.
- **Plugins** – Redirects you to a page with a list of plugins to install your SocialFollow button on your site. Currently there is only a WordPress plugin listed.

Create a Button

From the **Control Panel**, click **Create Button**. You will be redirected to a page with a three-step process to create a unique button.

Step 1 – Name and Style

In Step 1 of the process, you will give your button a name and choose a basic style.

Name Your Button (Help! Give me an explanation!)

Name: *

Give your button a name. This name will only be seen by you on the **Manage Buttons** page. If you plan to create several buttons for different blogs, or different pages on the same blog, make the name descriptive so that you can easily identify which button it is.

Select the **language** for your button by clicking the flag of your choice.

Select Your Language



Select Button Style

<input checked="" type="radio"/> Follow Me	<input type="radio"/> Follow Us
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/>	<input type="radio"/>

Select the **button style** you would like to use. Notice that there are two radio buttons at the top. One is for **Follow Me** and the other is **Follow Us**.

Choosing one of these buttons dictates the text that will appear on the button.

Then, choose the button style of your choice in either black or white background. The links shown on these style choices are only an example. You will choose the actual links that will show on your button in the next step. In this step, you are only choosing a style type. Keep in mind that each button has a drop-down list with all of your social profiles listed. This list will appear the moment a cursor is hovered over the button. Readers can then choose the profile they wish to follow from that list. So, even if you chose a very short button style, readers will be able to see your full social profile list.

If you intend to place this button in the sidebar of your blog, length may need to be considered, as many sidebars are narrow. If you are placing the button in a header, you may want a longer button, to draw attention to it.

When you are finished making your choices, click the **Next** button. This will complete Step 1 of the process. You will be redirected to a page for Step 2 of the creation process.

NOTE: If you use your browser's Back button to return to the previous step, you will instead be taken back to the Control Panel and will need to complete Step 1 again from scratch.

Step 2 – Add Social Profiles

In Step 2 of the process you will choose the social profiles you want to include in your button and the order in which they appear on your button and in the button's drop-down menu list.

Add Social Profiles [\(Help! Give me an explanation!\)](#)

Social Profile:

There are over 100 social profile choices listed from which you can choose to add to your button. You can either scroll through the list and click on the icon of the social profile of your choice, or you can type in the name of the social profile in the input box, as shown above. Typing the name simply narrows the list. Once you finish adding the profile you typed in, the full list will reappear.

Once you click an icon, an input field will appear below the list. Enter your profile link.

Fill out the Social Profile Name and Profile Link below:

<input type="text" value="Facebook"/>	<input type="text" value="http://"/>
Profile Name	Profile Link

Click the **Add** button then choose your next profile. Continue this process for all of the social media profiles you would like to include with your button.

NOTE: Adding more profiles will not increase the size of the button you initially chose in Step 1.

Once you have finished adding all of your social profiles, you can arrange how they will appear on your button and in the drop-down menu that appears when someone hovers a cursor over the button.

Arrange Profile Links



Simply **click and drag** each profile box to the location of your choice.

Click the **pencil icon** on the right side of the box to edit the profile URL. Click the **red X** to delete the profile.

When you are finished selecting and arranging your social profiles, click the **Next** button. This will complete Step 2 of the process. You will be redirected to a page for Step 3 to complete the creation of your button.

Step 3 – Create Your Social Follow Profile

In Step 3 of the process you can elect whether or not to **create a profile** on the Social Follow site. A profile gives you more exposure to other Social Follower users. More importantly, the Social Follow icon is on every type of button. It is worth your while to create a profile in case your readers click on the icon. [See the Social Follow profile for Just the FAQs.](#)

Create Social Follow Profile

- I want a free Social Follow Profile
 I don't want a Social Follow Profile

Click the **radio button** for either creating a profile or declining the offer. If you choose to decline, scroll to the bottom of the page and click the **Create Button** button. You will be redirected to a page stating that your button has successfully been created. Skip to the [Install the Button](#) chapter of this manual.

If you choose to create a profile, **type in the name** you wish to display. This name will only apply to this button, not your entire account. So, if you manage multiple sites, you can create a unique profile for each one.

Profile Information:

Display Name: * Available
<http://www.socialfollow.com/profiles/just-the-faqs/>

Immediately after you type the name, it will be checked for availability. If the name is not already taken, the word **Available** will appear. Notice that the **URL** for your Social Follow profile is listed in small text below the name. Copy and save this profile URL so you can easily reference it later. You can also find it in the **Manage Buttons** section of your account.

Advanced Settings If you wish to enter **Meta data** about your profile, click the **Advanced Settings** link between the Profile Information section and the Company Name section.

The Meta data information includes:

Title
Description
Keywords

Be sure to separate your keywords and key phrases with a comma.

Enter all of the information you would like to display in your profile. The only required fields are your Display Name and Country, but it's best to fill in all fields.

When entering your site or blog links, be sure to include `http://` in the URL.

If you have an RSS feed for your blog or Twitter account, you can include that at the bottom of the list as well. Be sure to include `http://` in the URL.

When you are finished creating your profile, click the **Create Button** button. You will be redirected to a page stating that your button has successfully been created.

Install the Button

A sample of your button is now at the top of the page. Hover your mouse over it to ensure that all of your social profiles are included in the list.

Option 1 – Copy Code

Copy the code and place it on your site where you would like the button to appear. If your site is on **Blogger** and you wish to display the button in your sidebar, copy the code into a **Text/HTML type widget**.

If you need help learning to work with widgets on Blogger, full instructions are give in [Just the FAQs – Blogger Reference Manual](#).

If you are using **TypePad**, create a **Notes Typelist** and copy the button code into it, then add the Typelist to your site.

Option 2 – WordPress Plugin

If you use a **WordPress** site, you can either click the link to go to the Social Follow page on WordPress and download the link, or use the preferred method of logging in to your site and search for the plugin Social Follow. Install it from the Plugins page.

NOTE: If you use the plugin method, immediately after installation you will get a red box at the top of the page stating that you need to update your Social Follow settings. You will need to copy and paste the code from Option 1 into the text box and then click the button to **Verify the Code**. Once that is complete, click the button to **Update Social Follow Settings**. Then, go to Appearance > Widgets and place Social Follow in your sidebar. Unlike most widgets, there are no options that you can choose with this button.

If you need help learning to work with plugins and widgets on WordPress, full instructions are give in [Just the FAQs – WordPress Reference Manual](#).

Option 3 – E-mail Code

This option allows you to **e-mail the button code** to your Web master. Copy the link given into your e-mail. This link is the URL for the code to this button.

That's it!

If you're finished creating buttons, you can log out of your site or go to the **Manage Buttons** page to edit your button or create a new button.

Editing and troubleshooting your button and Social Follow profile are covered in the next section.

Editing Your Button or Profile

There are several reasons why you may need to edit your button or Social Follow profile, including the following:

- Add another social profile to the list.
- Update your Social Follow profile information associated with that button.
- Fix a typographical error in the text or URL.

To edit your button or the associated Social Follow profile, log in to your account. You will land on the Control Panel page.

Click the **Manage Buttons** link in the Actions column. You will be redirected to the Manage Buttons page where a list of your buttons is displayed, like the one shown below.

Name	Button	Action
JTF WP Blog		

Legend

 Edit Button

 Delete Button

 Get Button Code

 View Profile

Below the list is a legend describing the icons in the Action column. Click the **Pencil** icon to edit the information for your button.

You will be redirected to the **Edit Button** page where you can make your changes.

NOTE: For your changes to take effect, you must click through all three steps of the process, even if the change you want to make is in Step 2 or 3.

Check and/or change the settings in **Step 1** and then click the **Next** button at the bottom of the page.

In **Step 2**, to add another profile to your button, simply type in the name of the button in the text box and/or click the icon for the button from the list. Input the URL for that profile.

To edit a profile already in your button, click the Pencil icon.



A profile edit box will appear.



After you complete your changes, click the **Save** button.

When all of your changes in Step 2 are complete, click the **Next** button at the bottom of the page.

In **Step 3**, check and/or change the information in your Social Follow Profile. To see the Meta data information, if it is not already showing, click the **Advanced Settings** link just below the Display Name area. (When the Meta data is displayed, the link changes to **Basic Settings**.)

When you are finished making all of the changes to your button or profile, click the **Save** button at the bottom of the page.

There is no need to copy the code again and place it on your site. The code for that button remains the same. The changed information resides on the Social Follow site under the ID for that button.

Tips

To gain the maximum amount of followers, place your Social Follow button in a prominent location of your site. Many bloggers place their buttons near their RSS feed icons, site subscription links, or other share buttons. You will often find these elements in the right, top corner of the header or in a sidebar.

If you place the button in the sidebar, you can draw attention to it with a header for the section such as "Follow Me Online!" This is especially important to help identify the button to folks who are new to blogging and social networking.

Enjoy your new followers and increased readership on your site!

About the Author



MaAnna Stephenson is degreed in electronics and is the author of multiple technical manuals. With over two decades of experience as a Web site director, she has helped many non-profit agencies and small businesses achieve their online goals.

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