

Sizmek Blocks

Social Share Feature

Build Guide

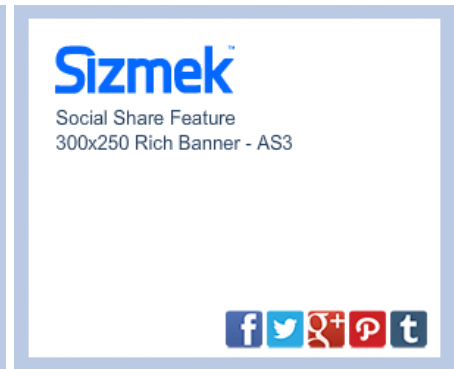
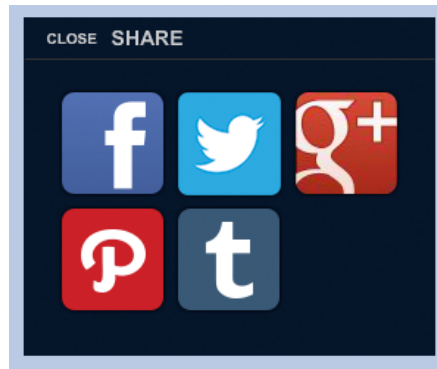
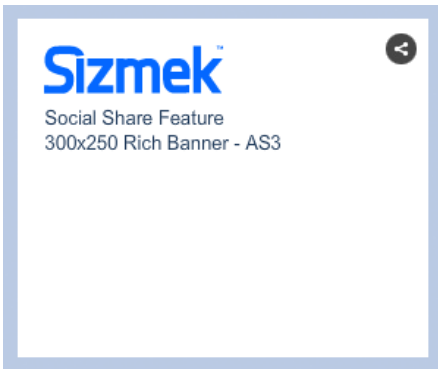
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## Overview

The Social Share Feature allows you to easily add share buttons for the top five social networks, including Facebook, Twitter, Google Plus, Pinterest and Tumblr. The Feature comes with two templates: The Social Share Panel and Social Share Icons. Both allow you to share a link and image when applicable.



## Supported Platforms

Platform	Supported Version
Windows	Internet Explorer 9+, Firefox, Chrome, Safari
Mac	Firefox, Chrome, Safari

## Demos/Downloads

To download the Feature, view a demo of the Feature or get the latest copy of the build guide, please visit the [Formats & Blocks tab of the Creative Zone](#). For more information, contact your Creative Development Specialist.

## Known Issues

- **Error 1120** - Access of undefined property Blocks
  - If you receive this error when publishing the FLA, you need to update your Workshop™ for Flash (MXP).
- The Social Share Feature uses Javascript with External Interface calls, therefore it will not work in Instream Ads.

## Note

While not included in this Feature, it is advised that a separate redirect page is used as the Share URL instead of the intended url you want to share. Within this redirect page, meta tags can be used to customize the post on certain social networks, such as Facebook and Google Plus. Below are the suggested meta tags.

```
<!-- Meta Tags for Facebook and Google Plus -->
<!-- Include to customize the post title -->
<meta property="og:title" content="Post Title"/>
<!-- Include to customize the post Description -->
<meta property="og:description" content="Post Description"/>
<!-- This should be the URL you want to share -->
<meta property="og:url" content="Post URL"/>
<!-- Include to customize the post image -->
<meta property="og:image" content="Post Image"/>
<!-- Determines the type of post -->
<meta property="og:type" content="article" />
<!-- Meta tags for Twitter -->
<!-- Determines the type of post, important for layout -->
<meta name="twitter:card" content="summary_large_image" />
<!-- This should be the URL you want to share -->
<meta name="twitter:url" content="Post URL" />
<!-- Include to customize the post title -->
<meta name="twitter:title" content="Post Title"/>
<!-- Include to customize the post description -->
<meta name="twitter:description" content="FB Descr"/>
<!-- Include to customize the post image -->
<meta name="twitter:image:src" content="Post Image" />
```

## Included Files

### Icons Template

Filename	Description
com/sizmek/socialShare/Config.as	Actionscript Class file containing Config options
com/sizmek/socialShare/socialShareIcons.as	Actionscript Class file containing Feature methods.
DefaultImage300x250.gif	Feature Default Image
images/	Image directory for share buttons and share images.
Social_Share_DB fla	Default Banner Flash File
Social_Share_RB fla	Rich Banner Flash File
Social_Share.eba	Sizmek Workshop file.

### Panel Template

Filename	Description
com/sizmek/socialShare/Config.as	Actionscript Class file containing Config options
com/sizmek/socialShare/socialSharePanel.as	Actionscript Class file containing Feature methods.
DefaultImage300x250.gif	Feature Default Image
images/	Image directory for share buttons and share images.
Social_Share_DB fla	Default Banner Flash File
Social_Share_RB fla	Rich Banner Flash File
Social_Share.eba	Sizmek Workshop file.

## Implementing the Block

Before you begin, make sure you have the following resources available:

- The Social Share files
- Url you wish to share
- Image you wish to share, be it a url or local image asset.

The Social Share Feature is accompanied by two (2) templates:

1. The Icon Template – This template allows you to place Social Network Share buttons anywhere in your creative.
2. The Panel Template – This template allows you to add a MovieClip to your creative that can be toggled on and off by clicking the Share button. This MovieClip, or Panel, includes the Social Network Share buttons.

## Configuring The Social Share Icon Feature

The **Social Share Icon Feature** allows the developer to enter all the information necessary to share a link, and image when applicable, by adding share buttons to the creative. The Feature settings can be configured by editing the parameter values in **Config.as**, which is located in the com/sizmek/socialShare directory. Open the file in Flash and edit the variables as necessary.

**Parameters:**

Parameter	Description
FACEBOOK	Boolean: true or false – determines whether or not a Facebook share button is included.
TWITTER	Boolean: true or false – determines whether or not a Twitter share button is included.
GOOGLE	Boolean: true or false – determines whether or not a Google Plus share button is included.
PINTEREST	Boolean: true or false – determines whether or not a Pinterest share button is included.
TUMBLR	Boolean: true or false – determines whether or not a Tumblr share button is included.

SHARE_URL	String: url – defines the url you wish to share on Facebook, Twitter and Google
SHARE_PINTEREST_IMG_LOCATION	Int: 1 or 2 – Enter 1 if the image you want to pin is a Workshop Asset or 2 if you're entering a url to an image.
SHARE_PINTEREST_IMG	String: Enter Asset id number if using an asset for Pinterest Image or the absolute path to the image if using a url.
SHARE_PINTEREST_DESC	String: Enter a description for Pinterest
SHARE_TUMBLR_IMG_LOCATION	Int: 1 or 2 – Enter 1 if the image you want to share is a Workshop Asset or 2 if you're entering a url to an image.
SHARE_TUMBLR_IMG	String: Enter Asset id number if using an asset for Tumblr Image or the absolute path to the image if using a url.
SHARE_TUMBLR_CAPTION	String: Enter a caption for your Tumblr image.

## Flash Implementation

1. Open Existing Ad from Sizmek Workshop.
2. Resize and position the Social Share Panel background MovieClip as desired.
  - a. The Panel background is set to 0% opacity but is necessary for properly placing the share buttons. Do not delete this MovieClip.
  - b. The Panel width and height must be large enough to accommodate all share buttons to be used. If the background is not wide enough, the icons will form a second or third row.
3. Open **Config.as** located in the com/sizmek/socialShare directory.
4. Update the parameters as necessary.
5. Login to the **MDX Platform**.
6. Go to **Manage > Ads** and click on **New > Create New Ad**.
7. In **Ad Name** field, enter unique ad name.
8. From the **Ad Format** drop-down list, select **Polite Banner**.
9. Update your **Default Banner**, **Pre-load Banner** and **Richer Banner** with assets from template.
10. Save.

## Configuring The Social Share Panel Feature

The **Social Share Panel Feature** allows the developer to enter all the information necessary to share a link, and image when applicable, by adding a panel with share buttons to the creative. The Feature settings can be configured by editing the parameter values in **Config.as**, which is located in the com/sizmek/socialShare directory. Open the file in Flash and edit the variables as necessary.

### Parameters:

Parameter	Description
FACEBOOK	Boolean: true or false – determines whether or not a Facebook share button is included.
TWITTER	Boolean: true or false – determines whether or not a Twitter share button is included.
GOOGLE	Boolean: true or false – determines whether or not a Google Plus share button is included.
PINTEREST	Boolean: true or false – determines whether or not a Pinterest share button is included.
TUMBLR	Boolean: true or false – determines whether or not a Tumblr share button is included.
SHARE_URL	String: url – defines the url you wish to share on Facebook, Twitter and Google
SHARE_PINTEREST_IMG_LOCATION	Int: 1 or 2 – Enter 1 if the image you want to pin is a Workshop Asset or 2 if you're entering a url to an image.
SHARE_PINTEREST_IMG	String: Enter Asset id number if using an asset for Pinterest Image or the absolute path to the image if using a url.
SHARE_PINTEREST_DESC	String: Enter a description for Pinterest
SHARE_TUMBLR_IMG_LOCATION	Int: 1 or 2 – Enter 1 if the image you want to share is a Workshop Asset or 2 if you're entering a url to an image.
SHARE_TUMBLR_IMG	String: Enter Asset id number if using an asset for



	Tumblr Image or the absolute path to the image if using a url.
SHARE_TUMBLR_CAPTION	String: Enter a caption for your Tumblr image.

## Flash Implementation

11. Open Existing Ad from Sizmek Workshop.
12. Resize and position the Social Share Panel background MovieClip as desired.
  - a. You may need to edit/update the header graphics
  - b. Do not delete the background MovieClip. The background MovieClip determines the position of the Share buttons.
  - c. The Panel width and height must be large enough to accommodate all share buttons to be used. If the background is not wide enough, the icons will form a second or third row.
13. Open **Config.as** located in the com/sizmek/socialShare directory.
14. Update the parameters as necessary.
15. Login to the **MDX Platform**.
16. Go to **Manage > Ads** and click on **New > Create New Ad**.
17. In **Ad Name** field, enter unique ad name.
18. From the **Ad Format** drop-down list, select **Polite Banner**.
19. Update your **Default Banner**, **Pre-load Banner** and **Richer Banner** with assets from template.
20. Save.

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