



**LISTSERV Maestro Admin Tech Doc 11**

# **Social Media Integration**

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This document is a LISTSERV Maestro Admin Tech Doc. Each admin tech doc documents a certain facet of the LISTSERV Maestro administration on a technical level. This document is number 11 of the collection of admin tech docs and explains the topic "Social Media Integration".

Last updated for LISTSERV Maestro 8.2-3 on June 26, 2018. The information in this document also applies to later LISTSERV Maestro versions, unless a newer version of the document supersedes it.

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# 1 Introduction

In LISTSERV Maestro there are two facets of social media integration, **social media sharing** and **social media publishing**.

The social media sharing feature allows the recipients of LISTSERV Maestro emails to share the emails with their friends and followers, via their favorite social media applications. For this, LISTSERV Maestro allows the user to embed special sharing links into the email, for the social media platforms that she wants to support. The recipients of the email then click on the links of their favorite social media applications and thus shares the email.

The social media publishing feature allows the LISTSERV Maestro user to publish a link to his message on the social media platforms of his choice. This is done manually in the LISTSERV Maestro user interface.

In addition, he can also use the auto-publishing feature for Twitter and/or Facebook. With this auto-publishing, LISTSERV Maestro automatically makes a matching Twitter/Facebook post with a link to the message, at the same moment when the message is mailed out to the normal email recipients.

The LISTSERV Maestro user will also be able to track how often a message was shared, how often a shared or published message was viewed, and if there were any new subscribes generated by the shared messages.

## 2 Preparing LISTSERV Maestro for Social Media Sharing and Manual Social Media Publishing

Before the LISTSERV Maestro user can use the social media sharing feature or the manual social media publishing feature, the LISTSERV Maestro administrator first has to prepare the list of supported social media applications.

This is done in the Administration Hub. Log into the Hub with the admin account and go to **Global Settings → Maestro User Interface → Default Social Media Sharing Settings**. On this page, you configure the overall list of supported social media applications.

All social media applications that are configured here are available for the LISTSERV Maestro user when using the social media sharing feature or the manual social media publishing feature.

Each social media application consists of a type, a display name, a share URL and optionally an icon. You can add an entry for any social media application that you want, as long as it supports sharing via a sharing URL. You can also add or remove applications as new social media platforms become popular or unpopular ones are discontinued.

Click the **[Add Social Media Application]** button to add a new application or the **Change** link to edit an existing application. On the page where you edit a social media application, click the **[?]** icon in the top-right corner to view the help page for more details about how to define an application and its sharing URL.

The world of social media applications is very much in flux, with new platforms appearing and gaining popularity and others dying out and being discontinued. Also the operators of the platforms sometimes change the syntax of the sharing URLs. LISTSERV Maestro therefore does not have a fixed list of social sharing applications built in, as such a list would soon be outdated anyway. Instead, it allows the administrator to define exactly those social media applications that he wants to support, with the most recent and up-to date sharing URLs, and to edit sharing URLs that have changed.

To make this work simpler, LISTSERV Maestro has default sharing URLs for the most popular social media applications built in, so for example setting up sharing links for Twitter, Facebook or Google+ only requires a few clicks. But if the sharing URLs for these applications should change in the future, you can always override the defaults with the new URLs.

As the administrator, it is also recommended that you define an icon for every application, because it results in a nicer representation of the sharing links in the final messages: If the final message is a HTML email, then the sharing links will be represented as a small strip of clickable icons – except for those application where no icon is defined, which will appear with the application display name as a clickable text link.

## 3 Preparing LISTSERV Maestro for Automatic Social Media Publishing

Note: The feature for automatic Facebook publishing was removed in LISTSERV Maestro 8.2-3 and later, after Facebook discontinued support for the API options that are required for this feature.

Before the LISTSERV Maestro user can use the Twitter auto-publishing feature, the LISTSERV Maestro administrator first has to perform some preparation steps.

### 3.1 Preparing LISTSERV Maestro for Automatic Twitter Publishing

To allow LISTSERV Maestro to post a message to a user's Twitter stream, the LISTSERV Maestro instance in question must be registered as a Twitter application. For the sake of this description, we will call this the “LMA Twitter app”. The registration process of this LMA Twitter app is described here.

*Disclaimer: The process described here is accurate at the time of writing. Changes to the Twitter interface are outside of the control of L-Soft. It is therefore possible that Twitter changes this procedure in some way in the future, so that the description is no longer fully accurate.*

To register your LISTSERV Maestro instance as a LMA Twitter app, you need a Twitter account. This account will become the owner of the LMA Twitter app.

Note: The messages that are later published on Twitter by LISTSERV Maestro will **not** be published with this Twitter account. Instead, they will be published with each LISTSERV Maestro user's own Twitter account.

Register and configure the LMA Twitter app as follows:

- Go to <https://dev.twitter.com>
- Click on **Sign In** in the top right corner and log in with the Twitter account that is supposed to be the owner of the LMA Twitter app.
- Click the **Create an app** link.
- Under **Application Details**, enter a meaningful **Name** that will later allow your LISTSERV Maestro users to recognize, that this app is connected to your LISTSERV Maestro instance. Note, that Twitter application names have to be unique, so you might have to add your company name or something similar, to distinguish it from an already existing application. For example “*LISTSERV Maestro (MyCorp)*”.
- Also enter a meaningful **Description** that will make the authorization process more transparent for your users, for example “*Email Marketing Software*”.

- Enter a **WebSite** URL that points to a page where your users can go if they want to know more.
- For the **Callback URL**, you have to enter a valid URL, but its value is not actually important. You can for example simply enter the URL of your company homepage. It is however important that you do **not** leave this field blank!
- Click the [Create your Twitter application] button to proceed.
- Now switch to the **Settings** tab.
- It is recommended that you upload an **Application Icon**.
- Switch the **Application Type** to **Read and Write**. This is important!
- It is also recommended that you fill out the **Organization name** and **Organization website** fields, to make the authorization process more transparent for your users.
- Click the [Update this Twitter application's settings] button.
- Go back to the **Details** tab.
- The **OAuth settings** section on this page shows you the **Consumer key** and **Consumer secret** that you need for the following steps.
- Now login to the Administration Hub of the LISTSERV Maestro instance that you want to associate with the LMA Twitter app.
- If you want to define the Twitter app on application default level, go to **Global Settings → Maestro User Interface → Default Social Media Publishing Settings**.

If instead you want to define the app individually for a non-group-account, then go to **Accounts and Identities → Accounts and Identities Overview** and find the desired non-group-account and click on it. Then go to **User Account → Social Media Publishing Settings**.

Or if you want to define the app individually for a group, then go to **Accounts and Identities → Accounts and Identities Overview** and find the desired group and click on it. Then go to **Group → Social Media Publishing Settings**.

- In the **Publishing on Twitter** section, enter the **Consumer Key** and **Consumer Secret** of above and click **[OK]**.