



**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 11.0-1 on May 3, 2023. The information in this document also applies to later LISTSERV Maestro versions, unless a newer version of the document supersedes it.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 in the LISTSERV Maestro user interface.

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 Social Media Applications

Before the LISTSERV Maestro user can use the social media sharing or publishing features, 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 **Main Menu → LUI Settings → Application Default Settings → Social Media Application 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.