

INTEGRATION OF SOCIAL NETWORKS AS TWITTER AND FACEBOOK INTO THE CORPORATE WEB PAGES

Peter Szabó – Vladimír Grác

This article contains presentation of options how to integrate social networks into the various web pages with HTML codes or CMS web systems as Wordpress or Moodle. Such integration is explained on booth world most popular social networks Twitter and Facebook. The article also deals with a description of ways and opportunities to join social networks among themselves..

K e y w o r d s. Social network, integration Twitter, integration Facebook, Moodle, WordPress, web

1 INTRODUCTION

Nowadays every modern person, small or large business, institution have an *Internet* connection. Create a new account on the *social network* is almost always free for everyone. The problem for companies is not create an account, but get users of these corporate or private social networks. One of the ways to communicate with business users (clients, students) is the integration of social networking into the company web site. This option will try to explain in this article.

The article was based on this thesis: Usage of Twitter in Aviation information systems [1].

2 CURRENT STATUS

Today still more and more persons, companies, shops and other institutions have created accounts on social networks. Social networks is used not only as a place for communication but as a place with very effective presentation of news, opinions or prepared products. Companies and institutions hope that it bring them more customers, clients or students. Important step after create account on social network is integrate it to the corporate (or private) web page. Many times, companies forget to do this step. Most of web pages, similarly as web pages of our faculty (Faculty of Aeronautics, Technical University Košice) have no more than small icon with link to this account. Some of companies haven't any connection to their

accounts. In the next, for simplicity, we will deal with the integration of social networks for corporate (or private) web pages.

2.1 Current status at our faculty and examples of integration in other institutions

Our faculty create Facebook account 15th March 2012. After one month 15th April 2012 have this Facebook page nearly 250 „likes“ [2].

After creation this profile was implemented to our web page.

This solution is simplest but in consideration of current rise social media will be better to think about higher level of integration. For example some buttons in articles for simple sharing, automatic sending messages with new articles to social network account and similarly services. Such integration is solved in the following way in the society MIT and Airbus.

MIT – (Massachusetts Institute of Technology) have official accounts at this networks - Twitter, Facebook, Google+ a channel on video portal YouTube. For simply connection to every of them is icon on web page. Also after each article is option to share content on many social networks [3].

Airbus Company, that is world's leading aircraft manufacturer have three official accounts on Facebook, and also you can find them in Twitter or YouTube.

This company have very interesting Facebook profile. By using service timeline have in profile filled history from begin to present [4]. Also exist other options as add-on for showing last

news on social networks, or other that can be added to web pages.

3 MOST USED SOCIAL NETWORKS

The most common networks are Facebook and Twitter. Next are LinkedIn and Myspace [5].

It may appear that for other big social network isn't place but there are still something new. For example Google+ or network SOCL by Microsoft company.

Every of social network have own technology, however in most functions are same. Common feature is sharing news, messages or other multimedia content on-line.

Of course it isn't all networks and you can find many other. By Wikipedia pages was in April 2012 at least 200 active social networks exclude dating services [6].

3.1 Facebook

Today biggest social network Facebook has now more than 800 million users [7]. People like to use this network because it is place where most of them friends share their photos, videos, news, personal success or failures. This is why they love them and so hate them.

Often they realize too late how personal it can be and how much private information are public for all world.

3.2 Twitter

In March 2012 it was six years since Twitter start. No one can suspect how this service changes the world. Now we can see that features and simplicity of this network attract many peoples. Many find that 140 characters can be just enough for messages.

It took 3 years, 2 months, and 1 day to reach the first billion (10^9) tweets. Now, it says in a post on the Twitter blog, it has 140 million active users who send 340 million messages a day [8].

By statistics after 6 years it has 140 million active users who send 340 million

messages every day. It is more than one billion ever three days [8].

3.3 LinkedIn

LinkedIn is business-related social networking site. The different from other networks this is place you go to build your virtual Rolodex. You post your resume there and you can see others' resumes. If you belong to any groups, they are likely related to your job focus.

LinkedIn brings you news that is interesting by professions. [9]

3.4 Myspace

Myspace (before written so as MySpace or My__) is social network launched in August 2003. Preferences of the network rose up and it become the most visited social network in the world. Everything was change when in 19th April 2008 overtake this network. Since this time traffic still decreases. [10]

3.5 Google+ - GooglePlus

Google+ one of youngest, but also it is the fastest growing social networks. It launched 28th June 2011. Google+ have many common features with Facebook, but in all functions are smaller or bigger changes.

In consideration of fact that google is most visited web page on world, it owns platform Android, that is now most used operating system in mobile devices, is very probably that this network can find very much users [10].

3.6 SOCL

SOCL (social) is social created by Microsoft. Main differs from other leading services like Facebook and Google+ is integrating better social search feature. SOCL lets users to login using Facebook connect API at present and that too Invite based access. Otherwise it looks like Facebook or Google+ networks [11].

4 INTEGRATION OF TWITTER

For Twitter social network to web pages is very much options. You can choose for example some buttons, HTML codes or plugins for various systems. There I try describe some of them.

4.1 Twitter Buttons

Twitter Buttons are simply buttons that can you help promote your Twitter account. You can choose from variety of sizes or shapes. Systems usually generate HTML code that you need to insert to your web site.

This buttons you can find also at Twitter web site. There are four buttons that you can simply configure by own requirements [12].

4.2 Twitter widgets

One of options is also widgets. Most often you can see it in some web pages in sidebar. It doesn't take too much space but you can see there everything. It is because of 140 character limitation on message. It is very simply way how show your last news from Twitter on your web site.

These widgets can be added to almost all web pages. Only thing you need is possibility to insert HTML code.

You can find them also on Twitter pages. There you can choose from: Profile widget, Faves widget, List widget and Search widget [13].

4.3 Twitter for WordPress

Twitter for WordPress is plugin, that add block to WordPress page with last news form any account.

5 INTEGRATION OF FACEBOOK

For Facebook also exist much add-ons. Some of them you can find on Facebook web pages, you can choose from wide variety of plugins for redaction systems or also HTML codes.

5.1 HTML codes from Facebook web site

On the Facebook web site you can generate HTML codes for integration Facebook to almost all web sites.

With this plugins you can see for example what you friends liked, what commented, or their shares.

You can choose from these add-ons: Like Button, Send Button, Subscribe Button, Comments, Activity Feed, Recommendations, Like Box, Login Button, Registration, Facepile plugin and Live Stream [14].

5.2 WP-FacebookConnect

WP-FacebookConnect is plugin for Wordpress which take you chance to login to Wordpress by Facebook account and comment on your site. It also shows profile picture from Facebook with contributions [15].

5.3 WPBook

In contrast with other plugins for Wordpress, that allow only one way connection – Facebook to Wordpress or Wordpress to Facebook this is full duplex plugin.

It can send messages published on Wordpress also to Facebook and allow add comments to this messages. Comments that are add on Facebook you also see in Wordpress and vice versa [16].

6 INTEGRATION OF TWITTER, FACEBOOK AND OTHER AT ONCE

Also exist systems that allow add functions of more social networks at once with one add-on. There I try introduce some of them.

6.1 AddThis

AddThis is one of widest platform for sharing. It now offers more than 330 social networks. It can be used for various content as articles, messages, products in e-shops and similarly.

Sharing with this system is very simply you only needed find your network in list and it redirects you to prefilled message.

AddThis have also option to add icon for send email or print content. You can choose from various options or make own button bar [17].

6.2 ShareThis

This system is like AddThis it offers more than 120 networks and also email button. Different is that haven't print button that in some cases can be usefully [18].

7 CONNECTIONS OF SOCIAL NETWORKS ACCOUNTS

Many users need to have accounts on more than one social network. If you have commercial account it can help you attract more customers if you have it on more social networks. Problem is that management of more accounts take a lot of time.

To reason this you can try one of systems that allow you send one message to more social networks at once. Also some networks you can connect between them.

7.1 Sending messages with external systems

For sending same messages you can try services of ping.fm. After registration you can log in to all of most used networks as Twitter, Facebook, Myspace, Tumblr and other.

Same service provides also hootsuite.com, atomkeep.com, Yoono.com or else.

7.2 Resending messages between Twitter and Facebook

For resending messages between these social networks you need only make some settings in account and add one plugin to Facebook.

In **Twitter** you can this option turn on in account settings.

This system sending all messages that you add to Twitter also automatic to Facebook. Setup this service is simply you need only authorize Facebook account and set visibility of resend

messages. You can choose from public, friends or personal messages.

For **Facebook** you can use official application that offers same service and send messages to Twitter. Only one different is that Twitter using only 140 characters for message while Facebook much more. In case that message overtakes limitation is shortened and at the end is added URL address to original message on Facebook to end of contribution.

It is simple way for users that have both accounts keep it synchronized.

8 CONCLUSION

We found that integration of different add-ons to web pages is possible with HTML codes, or for some systems as Wordpress, Joomla, Drupal or other exist various plugins. It is usually simple and it can do almost everyone with some knowledge in informatics.

The work is used site <http://dptwitter.x10.mx> were integrations were tested. There are also examples to link Facebook and Twitter accounts and plugins for Twitter and Facebook to our faculty learning management system Moodle.

We hope that this article helps to find right option for integration of social networks as Twitter or Facebook into the corporate Web sites. Integration of other social networks is similar to this case.

If you want read more about this theme you can read the following thesis [1] in Slovak language.

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AUTHORS ADDRESSES

RNDr. Peter Szabó, PhD., peter.szabo@tuke.sk
Bc. Vladimír Grác, vladimir.grac@student.tuke.sk

*Department of Aerodynamics and Simulations
Faculty of Aeronautics
Technical University Košice
Rampová 7
041 21 Košice*

Reviewer: Ing. Jozef Galanda, PhD.