

# Social Media in Signatures





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## **Interactive Links**

Here we'll show you how to approximate the same social media approval interactivity – like a Facebook 'Share' button or Twitter 'Follow', for example – in email signatures.

You'll see how to embed the correct social network image in your signature, link it to your online profile and then ensure it's functioning correctly.

Before we begin, make sure you have a jpeg for the social media button you'd like to use – you'll need it to follow the steps in this guide. Save it on the same PC/server you'll use to follow these steps, in a folder where the 'NETWORK SERVICE' has at least 'Read' permission.

1. In the Signature Manager Exchange Edition console, find the desired template and click 'Edit'.



2. In the signature editor, click the area you'd like your social media button (or buttons) to appear and then click 'Fields', then 'Dynamic Content' and then 'Social Media Strip'.



3. In the 'Social Media Strip' window, select the social networks you would like to include. Facebook, Twitter, LinkedIn and YouTube are included by default. Select an icon in the 'Available Icons' list on the left and click 'Add' to add this icon to your social media strip. To remove one from your strip, select it and click the red 'X'.

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4. If desired, use the 'Add New' button to add an additional social media icon that isn't already included in our 'Available icons' list or the default social media strip. Add an 'Icon Name' to denote the social media network it's used for (e.g. Yammer), select the image you want to use in the 'Location' field, then add a URL to hyperlink it to and ALT text.

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5. In each social media icon, you'll need to modify the URL so it corresponds to your own social media profile. I'll click on Twitter and then click 'Twitter Field' to expand the view, so I can see the 'Hyperlink' field and add a URL.

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6. By default, it only links to the homepage of that social network site. We would recommend going to your profile on the social media network and simply copying the address of that page.

Alternatively, some social networks have special URLs that can express an 'intent' to interact with the network. For example, Twitter supports URLs that will take a user straight through to a page where they can follow, mention, reply to or retweet you simply by logging in.

| Remember to repeat for | every social media | icon in your social | media strip. |
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7. Adjust the height and width of each social media icon in their 'Image height' and 'Image width' fields by entering the desired height or width in pixels. '0' will display the image at its default size. As mentioned before, remember to do this for each social media icon in the strip.



8. Click 'Ok' to finish editing the social media strip. If you want to edit it from within the social media strip window again, just double-click on the strip.

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9. Click 'Preview' to see how your strip will appear in the context of your signature.



10. When you're happy with your design, click 'Save & Close' to apply your changes.



11. Then click 'Save' in the top-right corner of the console beside 'Cancel', and click 'Yes' when prompted.

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**12**. Send a test email to confirm it looks as intended.

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13. Click on your social media icon to confirm that each one links to the appropriate page.



### **RSS Feeds**

Here we'll describe how to insert RSS feeds, which can be used to pull across your most recent Tweets, blog posts, updates and more.

We'll cover the software's user interface for inserting RSS feeds, some of the customization it allows, adding the RSS feed URL and making sure it functions correctly.

1. First, find your chosen social network's RSS feed URL - we're using one from popular Exchange server resource site, MSExchange.org.



2. In this example, it's 'http://www.msexchange.org/articles-tutorials/feed.rss', replace the URL with your own chosen RSS feed URL to make your own RSS feed.

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| now to restore a mailibox database or a single mailibox using Data Protection Manager (DPW) 2012.  | Articles & Tutorials                   | 10      |     |
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| Yesterday, September 4, 2013, 10:21:54 AM   Nuno Mota 🔶  | Management & A                         | 1       |     |
| In this article the author will review Exchange capabilities of Softerra Adaxes.   | Mobility & Client                      | 2       |     |
| Planning and migrating a small organization from Exchange 2007 to 2013 (Part 7)  | Office 365<br>Product Reviews          | 1       | ш   |
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| This series will focus on how to migrate from Exchange 2007 to Exchange 2013 including planning and configuring co-existence. In this part we'll cover planning for deployment.  |  |         |     |
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| Thursday, August 29, 2013. 10:26:34 AM   Numo Mota 🔶   | -                                      |         |     |
| In this article we will start configuring IIS Application Request Routing to work with our Exchange environment.   |  |         |     |
| Configuring an Exchange 2013 Hybrid Deployment and Migrating to Office 365 (Exchange Online) (Part 8)  | _                                      |         |     |
| Tuesday, August 27, 2013, 10.27.30 AM   Henrik Walther 🔶   |  |         |     |
| In this article we will install and configure the Windows Azure Active Directory (WAAD) Sync tool on our Windows Server 2012 domain-member server and start object synchronization from our on-<br>premises Active Directory to the Office 365 tenant.   |  |         |     |

3. Open the template editor in our software – make sure you select the right policy.



4. Select the area you'd like your feed to appear.



5. Click 'Fields' in the top-right corner, then 'Dynamic Content' and then 'RSS Feed' – or right-click and choose 'Insert Field', then 'Dynamic Content' then 'RSS Feed'.

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6. This opens a dedicated RSS feed editor. Here, we can decide what content from the feed will be displayed.



7. Click 'Fields' on the left to open a menu of the available content categories. Different social networks provide different content under these categories – in some social media providers, the 'RSS Title' field might have identical content to the 'RSS Description' field. You can use our 'Preview' function to ensure you're happy with the appearance, we'll describe how in step 16.

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8. For our feed, we're going to use the '{RSS Title (as hyperlink)}' field and the '{RSS Description}' field.



9. Click 'OK' to accept the changes.

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10. Paste the RSS feed URL you found earlier in the 'RSS URL' field under 'Properties'.

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11. Click the RSS Title (as hyperlink) box, then the field beside 'RSS Item' which should contain 'Random Number' by default.

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12. Click the arrow that appears beside 'Random Number'



 Here, we can set what logic is used to display our Tweets (or whatever social media content). Select 'Random Number' to leave it random, or 'User Sequential Number' to show a series of different tweets.



14. Or replace 'Random Number' with '0' to get the most recent Tweet every time. Simply select the text 'Random Number', delete it and press '0' on your keyboard.

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 $15. \quad \text{Click elsewhere in the signature to confirm the change}.$ 

 $16. \ \ {\rm Click \ 'Preview' \ on \ the \ top \ left, \ beside \ 'Save \ \& \ Close', \ to \ see \ it.}$ 

| Template Editor                                   |   |   |              |              |
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| Save &<br>Close A                                 | Find<br>Copy  | Apply   |              |              |
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| Continuous Backup<br>How to restore a ma<br>2012. | for Exchange Server 2013 with DF<br>ilibox database or a single mailbox | <u>2M 2012 (Part 5)</u><br>c using Data Protection Manage | ⊭<br>r (DPM) | Properties 4 |
|   |   |   | Ŧ            |              |

17. Click 'Design' to edit the signature again or click 'Save & Close' if you're happy with it.

| Template Edito                         | ext Plain Text                             |  |  |          |   |
|--|--|--|--|----------|---|
| Save &<br>Close                        | Design<br>Source<br>Preview<br>ode Preview | From: Previe   | Apply  |          |   |
| Continuon<br>Bee<br>How to re<br>2012. | <u>is Backup for Exc</u>                   | change Server 2013 with DPI<br>atabase or a single mailbox | <u>M 2012 (Part 5)</u><br>using Data Protection Manage | ar (DPM) | Properties           Image: Contract of the second s |

18. Click the 'X' icon in the top-right corner to close the console.

| 😕 Signature Manager - ("Exclaimer Console] |   |      |           |                             |         |  |
|--|---|------|-----------|-----------------------------|---------|--|
| File Action Window Help                    |   |      |           | - 8                         | ¥ Clore |  |
|  |   |      |           | Ľ                           | CIUSE   |  |
| (a) *Exclaimer Console                     | (∋) Exclaimer Console <sup>*</sup>                          | Save | Or Cancel | () System                   | *       |  |
|  | 🗊 Register For 30 Day Trial 🐺 Buy Now 🗐 Activate Full Licen | se   |           | Export Configuration        |         |  |
|  | Licensing*  |      |           | 🎒 Import Configuration      |         |  |
|  | Licensed Customer Details:                                  |      |           | 👆 Licensing                 |         |  |
|  | Company Name: No license file found.                        |      |           | Signature Manager           | *       |  |
|  | Contact Name:<br>Email:                                     |      |           | Create an Outlook signatur. |         |  |

19. A window will appear prompting you to save before you exit, click 'Yes' to save your configuration and set the software deploying and generating new signatures for all your users.



20. As in the prior section, if you use Signature Manager, restart Outlook and click 'New E-mail'.

If you use Mail Disclaimers or Signature Manager Exchange Edition send an email that you are sure will trigger the policy that uses your new template.

| E 🗜 5 5 4 V = Untitled - Message (HTML)  | ? 📧      | – 🗆 X |
|--|----------|-------|
| FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW   |          |       |
| → Cut       Calibri (Boc * 12 * A* A*) := * := *              >        > | nce Zoom |       |
| Clipboard 🖓 Basic Text 🖓 Names Include Tags  | r⊊ Zoom  | ~     |
| To         Cc           Send         Subject   |          |       |
| Brad Shepard   Product Manager<br>Brad.Shepard@webinar.h6.exclaimer.co.uk   1-888-450-9631<br>P Marketing   DataPlus   |          |       |
| <u>Continuous Backup for Exchange Server 2013 with DPM 2012 (Part 5)</u><br>How to restore a mailbox database or a single mailbox using Data Protection Manager (DPM) 2012.  |          |       |
|  |          |       |
|  |          |       |
|  |          |       |

# **Content from file**

Some social media networks don't support RSS feeds, so in those cases, you can set up a simple workaround to still display the same content in your signature.

We'll create an HTML file in the same shared area your signatures are kept, which you can update with your most recent Tweet/Facebook status/LinkedIn status (etc.), and the software will automatically draw content from that HTML file and display it in your email signatures.

1. Open Notepad and enter the raw HTML for your most recent social media entry, in my example this is a Tweet. So, for example, I've hyperlinked the '@' mention and '#' hashtag to the appropriate URLs:

<a href="https://twitter.com/Exclaimer">@Exclaimer</a> New email signature
webinar goes live in 10 minutes! Join in before we fill up! <a href="http://www.
exclaimer.com/webinars/your-guide-to-email-signatures">http://exclaimer.com/
we...</a>

<a href="https://twitter.com/search?q=%23emailsignatures&src=hash">#emailsigna
tures</a>

Which will ultimately appear as:

DataPlusIT: <u>@Exclaimer</u> New email signature webinar goes live in 10 minutes! Join in before we fill up! <u>http://exclaimer.com/we... #emailsignatures</u>



Consult the appendix for a guide to correctly hyperlinking hashtags @mentions and similar social media features.

2. Save the file in your Signature Deployment Share (as this folder should already have the necessary permissions and settings configured) or any folder where the 'NETWORK SERVICE' has at least 'Read' permission.

| 📕 Save As              |  |                    |                       |        | × |
|------------------------|--|--------------------|-----------------------|--------|---|
| WEBINAR1               | <ul> <li>Signature Deployment Share</li> </ul> | - 🐼                | Search Signature Depl | oyment | 2 |
| Organize 🔻 New folder  |  |                    |                       |        | 0 |
| 📔 Searches 📃 🔥         | lame *   |                    | Date modified         | Туре   |   |
| 🖳 Computer             |  |                    |                       |        |   |
| 📑 Floppy Disk Dri      | No   | items match your : | search.               |        |   |
| 🚢 Local Disk (C:)      |  |                    |                       |        |   |
| 🚺 DVD Drive (D:)       |  |                    |                       |        |   |
| 👊 Network              |  |                    |                       |        |   |
| 💻 tsclient             |  |                    |                       |        |   |
| 🖳 WEBINAR1             |  |                    |                       |        |   |
| 🌺 Address              |  |                    |                       |        |   |
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| 🌺 ExchangeOA           |  |                    |                       |        |   |
| 🖳 GroupMetrics         |  |                    |                       |        |   |
| 🌺 netlogon             |  |                    |                       |        |   |
| 🎍 Signature De         |  |                    |                       |        |   |
| 🖳 sysvol               |  |                    |                       |        |   |
| 🎍 Users 📃 🔳            |  |                    |                       |        |   |
| File name: Twitter F   | eed for Email Signature, txt                   |                    |                       |        | • |
| Save as type: Text Doo | uments (*.txt)                                 |                    |                       |        | T |
| Date as They light por | - Chanay                                       |                    |                       |        |   |
| Hide Folders           | Encoding: ANSI                                 | •                  | Save                  | Cancel |   |

3. Change the file extension from '.txt' to '.html'. In Windows File Explorer, you may need to click 'Organize' and select 'Folder and search options', go to the 'View' tab, then deselect 'Hide Extensions for Known File Types'. You may see a dialog box warning about the risks of change a file extension, if so, click 'Yes' and continue.

|  | Folder Options 🛛 🛛 🗙  |
|--|---|
|  | General View Search   |
| Signature Deployment Share   | Folder views<br>You can apply the view (such as Details or Icons) that<br>you are using for this folder to all folders of this type.<br>Apply to Folders<br>Reset Folders   |
|  | Advanced settings:  |
| Organize ▼ Share with ▼ New folder   | 🕌 Files and Folders 🔺   |
| Copy Copy Paste Undo Redo Select all Layout Folder and search options Delete | <ul> <li>Always show icons, never thumbnails</li> <li>Always show menus</li> <li>Display file icon on thumbnails</li> <li>Display file icon on thumbnails</li> <li>Display file size information in folder tips</li> <li>Display the full path in the title bar (Classic theme only)</li> <li>Hidden files and folders</li> <li>Don't show hidden files, folders, or drives</li> <li>Show hidden files, folders, and drives</li> <li>Hide empty drives in the Computer folder</li> <li>Hide extensions for known file types</li> <li>Hide protected operating system files (Recommended)</li> </ul> |
| Rename<br>Remove properties  | Restore Defaults  |
| Close  | OK Cancel Apply   |

| 📙 Signature Deployment Share                   |   |                  |                |      |  |  |  |
|--|---|------------------|----------------|------|--|--|--|
| 🌀 🕞 🖓 🔹 Network 👻 WEBINAR1 👻 Signature Deployn | 👻 🚱 Search Signature Deployment Share 😥 |                  |                |      |  |  |  |
| Organize 🔻 🧾 Open 🔻 Print New folder           |   |                  |                | 1 0  |  |  |  |
| Documents                                      | Name -                                  | Date modified    | Туре           | Size |  |  |  |
| 🎝 Music  | Twitter Feed for Email Signature Stol   | 05/09/2013 14:12 | Text Document  | 1.8  |  |  |  |
| 📔 Pictures                                     |   | 00/09/2010 11/12 | Texe Docamente |      |  |  |  |
| Videos   |   |                  |                |      |  |  |  |
| 🕦 Brad Shepard                                 |   |                  |                |      |  |  |  |
| 🐌 AppData                                      |   |                  |                |      |  |  |  |
| 🔓 Contacts                                     |   |                  |                |      |  |  |  |
| 🎥 Desktop                                      |   |                  |                |      |  |  |  |
| 鷆 Downloads                                    |   |                  |                |      |  |  |  |
| \mu Favorites                                  |   |                  |                |      |  |  |  |
| 🍞 Links  |   |                  |                |      |  |  |  |
| My Documents                                   |   |                  |                |      |  |  |  |
| 🚯 My Music                                     |   |                  |                |      |  |  |  |
| 📔 My Pictures                                  |   |                  |                |      |  |  |  |
| My Videos                                      |   |                  |                |      |  |  |  |

4. Now, in your email signature software, select the template you would like to display a social media feed. In that template, click 'Fields', go to 'Dynamic Content' and then select 'Content From File'.



5. Navigate to the shared folder you placed your HTML file in earlier, in this example it's the Signature Deployment Share, and select your HTML file. Click 'Open', then 'OK'.

| Open  |                                   | ×                 |
|---|-----------------------------------|-------------------|
| 🔾 🔰 🔸 Local Disk (C:) 🔸 Signature Deployment Share 🛛 👻 🌆  | Search Signature Deployr          | nent 🙋            |
| Organize 🔻 New folder   |                                   | • 🔟 🔞             |
| My Videos     Name ~       Participation     Name ~       Description     Twitter Feed for Email Signature.html   | Date modified<br>05/09/2013 14:12 | Type<br>HTML File |
| Computer  Compu |                                   |                   |
| File name: Twitter Feed for Email Signature.html  |                                   |                   |

6. You may want to put your social media profile name just before the 'Content from File' link, as shown.

| Template Editor           |   |                  |               |           |              |         |           |                 |             |   |        |           |                              |      |
|---------------------------|---|------------------|---------------|-----------|--------------|---------|-----------|-----------------|-------------|---|--------|-----------|------------------------------|------|
| HTML Rich Text Plain Text |   |                  |               |           |              |         |           |                 |             |   |        |           |                              |      |
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| Actio                     | ons   | Mode             | Editor        | Clipboard |              | FC      | nt        |                 | Para        | grapn   | Insert |           |                              |      |
| 2 Fields                  | A DataPlusIT: [Content from file (Twitter Feed for Email Signature.html)] |                  |               |           |              |         |           |                 |             | Image: State Stat |        |           |                              |      |
|                           | 0   | [Content fro     | m file]       |           |              |         |           |                 |             | 7   | Dis    | play Name | 1                            |      |
|                           |   | (content fro     | in mer        |           |              |         |           |                 |             |   |        |           |                              |      |

7. Click 'Preview' to check that the content is being imported and displayed correctly.



8. Create as many HTML files for as many social media feeds you'd like to display in your signature, consult the appendix for guidance on how to correctly hyperlink social media features (e.g. hashtags and @mentions).

| 📙 Signature Deployment Share                 |                                       |  |                  |           |   |      |     |  |  |  |  |
|--|---------------------------------------|--|------------------|-----------|---|------|-----|--|--|--|--|
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| 🧮 Desktop                                    |                                       | Name *                                 | Date modified    | Туре      |   | Size |     |  |  |  |  |
| Downloads                                    |                                       | Twitter Feed for Email Signature.html  | 05/09/2013 14:12 | HTML File |   |      | 1 k |  |  |  |  |
| Recent Places                                |                                       | linkedIn Feed for Email Signature.html | 05/09/2013 14:35 | HTML File |   |      | 1 k |  |  |  |  |
| 🧮 Desktop                                    |                                       | Facebook Feed for Email Signature.html | 05/09/2013 14:28 | HTML File |   |      | 1 k |  |  |  |  |
| 🥽 Libraries                                  |                                       |  |                  |           |   |      |     |  |  |  |  |
| Documents                                    |                                       |  |                  |           |   |      |     |  |  |  |  |
| <ul> <li>Music</li> <li>Dictures</li> </ul>  |                                       |  |                  |           |   |      |     |  |  |  |  |
| Videos                                       |                                       |  |                  |           |   |      |     |  |  |  |  |
| 📕 Brad Shepard                               |                                       |  |                  |           |   |      |     |  |  |  |  |
| AppData                                      | -                                     |  |                  |           |   |      | Þ   |  |  |  |  |
| 3 items                                      |                                       |  |                  |           |   |      |     |  |  |  |  |

## Appendix

### **Twitter**

#### Syntax:

<a href="DESTINATION URL">VISIBLE URL</a>

#### Example raw HTML:

<a href="http://www.exclaimer.com/webinars/your-guide-to-emailsignatures">http://exclaimer.com/we...</a>

#### **Example final output:**

http://exclaimer.com/we...

#### Syntax:

<a href="https://twitter.com/search?q=%23HASHTAG&src=hash">#HASHTAG</a>

#### **Example raw HTML:**

<a href="https://twitter.com/search?q=%23emailsignatures&src=hash">#emailsign
atures</a>

#### **Example final output:**

#emailsignatures

#### Syntax:

<a href="https://twitter.com/USER NAME">@USER NAME</a>

#### **Example raw HTML:**

<a href="https://twitter.com/Exclaimer">@Exclaimer</a>

#### **Example final output:**

@Exclaimer

### Facebook

#### Syntax:

<a href="https://www.facebook.com/hashtag/HASHTAG ">#HASHTAG</a>

#### Example raw HTML:

<a href="https://www.facebook.com/hashtag/windows8">#emailsignatures</a>

#### **Example final output:**

#emailsignatures