



**CrownPeak**  
WEB EXPERIENCE MANAGEMENT

# Twitter Integration

Version 0.93

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## Document History

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## Twitter Integration Overview

This document explores how integrating Twitter helps content authors generate brand awareness for their products and content of their website. Integrating Twitter helps authors improve content discovery by the use of social collaborations.

CrownPeak subscribers should consider leveraging Twitter integration to enable social collaborations that include:

- Sharing any content
- Subscribing to content
- Promoting content
- Twitter Integration Benefits

## Benefits of Twitter Integrations

Twitter integration gives you the ability to post to Twitter from the CMS, which can be used for:

- Generating brand awareness
- Announcement benefits
- Increase in web traffic
- Social Collaboration
- Web visitors promoting content

## Business Process for Configuration for Twitter Integration

Twitter can be configured to support many processes. Before starting the configuration, it is beneficial to solidify the scope of the configuration. Use this list to determine how the customer is going to use the Twitter integration in their instance.

### Enabling social collaboration

Implementing a plug in

- Using “Share This” <https://www.sharethis.com/>
- Using “Add This” <http://www.addthis.com/>

### Using a custom plug in

Enabling Buttons

- Tweet
- Twitter Follow

### Using Twitter for promotions

- Promoting content and building brand awareness
- Promoting events
- Promoting new offerings

## Configuring Twitter Integration

Once the Business Process is understood, configuring the Twitter Integration will be configured in the following way:

### Presentation Layer

Enable social media collaborations that include the following buttons:

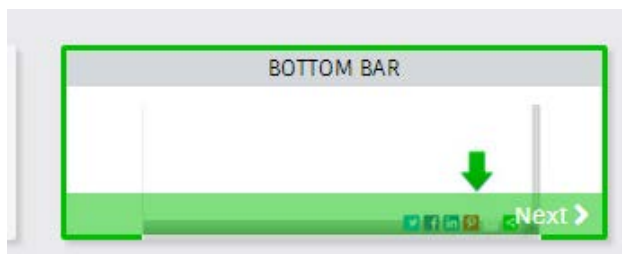
- Tweet
- Twitter Follow

#### Example

1. Navigate to <http://www.sharethis.com/>.
2. Select Get Started.
3. Select Website.
4. Select Style Type, options include:
  - Buttons
  - Bars

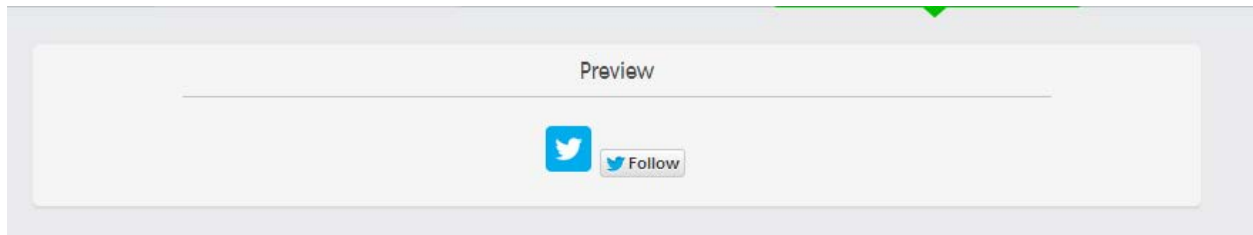


Buttons



Bars

5. Customize by adding the desired Twitter plug-ins.

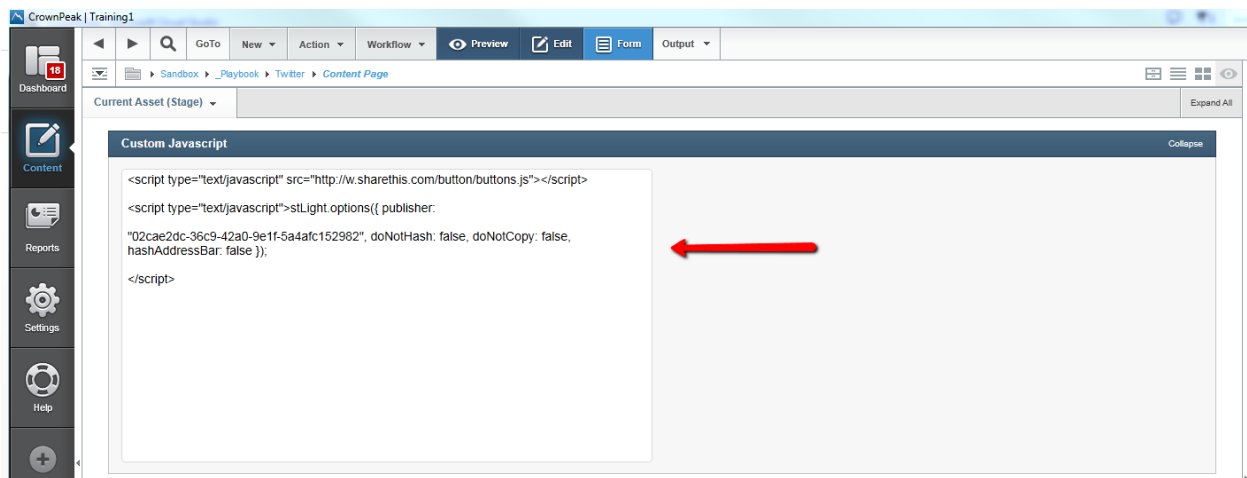


*Preview window*

6. Select Get the code.

7. Add the code in the CMS by embedding it using one of the following ways:

- Add it to the Nav Wrap and have every page reference the information.
- Use a common include or template to embed the code instead of manually adding it to every page.



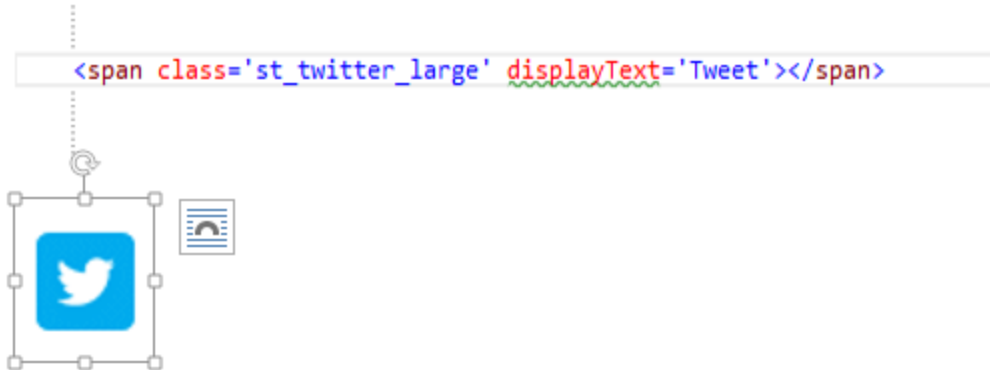
*Custom Javascript*

```

input.aspx  output.aspx  ×
1  <%@ Page Language="C#" Inherits="CrownPeak.Internal.Debug.OutputInit" %>
2  <%@ Import Namespace="CrownPeak.CMSAPI" %>
3  <%@ Import Namespace="CrownPeak.CMSAPI.Services" %>
4  <%@ Import Namespace="CrownPeak.CMSAPI.CustomLibrary" %>
5  <!--DO NOT MODIFY CODE ABOVE THIS LINE-->
6  <%//This plugin uses OutputContext as its context class type%>
7  <%
8  // output.aspx: template file to specify the published content in site HTML
9  // if no preview.aspx exists, then this is used by default for preview
10 %>
11 <!DOCTYPE html>
12
13 <html lang="en" xmlns="http://www.w3.org/1999/xhtml">
14 <head>
15   <meta charset="utf-8" />
16   <title></title>
17   ...
18   <%= asset.Raw["custom_javascript"] %>
19
20
21 </head>
22
23
24
25
26
  
```

Custom Javascript

8. Add the Tweet button code by copying the code and placing it where you want your button to appear



Tweet Button and Code sample

9. Enable the Twitter Follow button. Copy and paste the following snippet of code, replace username with the one used to log in to the admin Twitter account.

```

<span class='st_twitterfollow_large' displayText='Twitter Follow' st_username="{USERNAME}"></span>
  
```



Twitter Follow Button and Codesample



## Adding the Twitter Timeline Widget

1. Go to <https://twitter.com/settings/widgets>.
2. Select Create New.



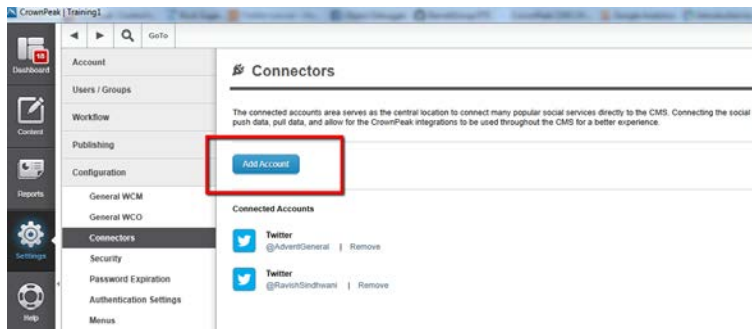
*Creating a Widget*

3. Follow the instructions to choose the widget options and preferences.
4. A code snippet will be generated.
5. Copy and paste to the code on the HTML page the timeline will be used on.

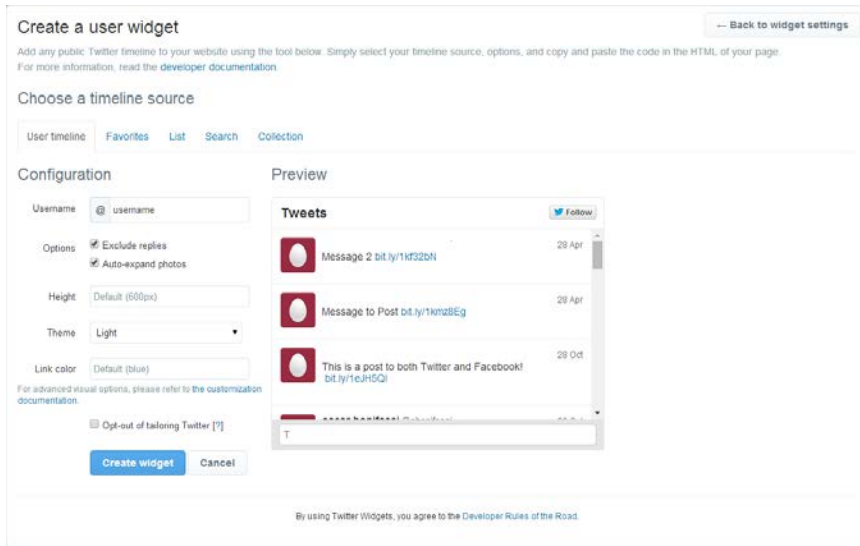
## CMS Layer - Advanced

### Configure Twitter Connection

1. In the CMS go to Settings Connectors and Select **Add Account**.

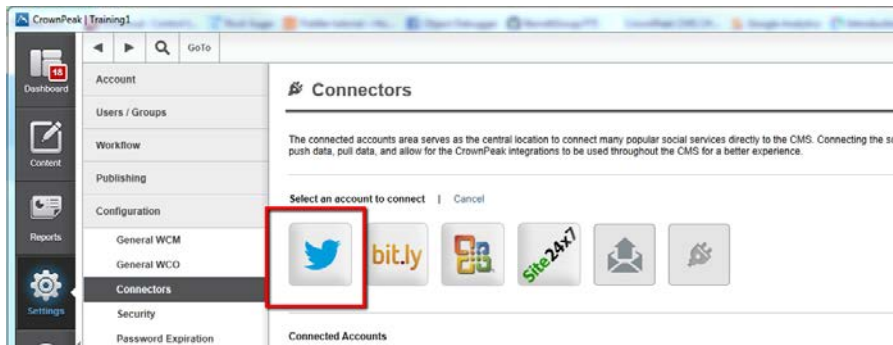


*Connectors window – Add Account*



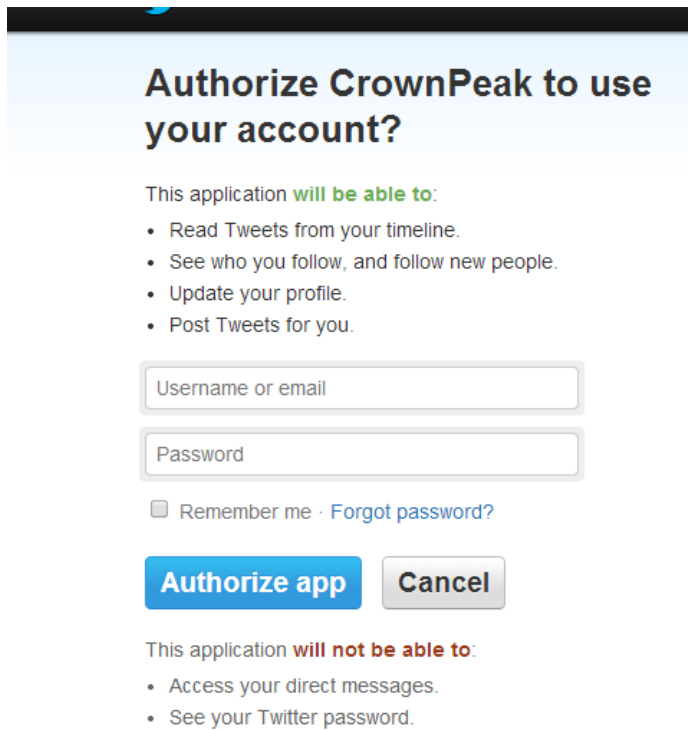
*Create a user widget*

2. Select the Twitter Icon



*Twitter Connector*

A browser window will open with information needed to be filled out.



**Authorize CrownPeak to use your account?**

This application **will be able to**:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.

Username or email

Password

Remember me · [Forgot password?](#)

**Authorize app** **Cancel**

This application **will not be able to**:

- Access your direct messages.
- See your Twitter password.

*Authorize CrownPeak dialog*

3. Enter the Twitter administrator account credentials.
4. Select Authorize App.
5. Copy the PIN provided and enter in the form field in the CMS.

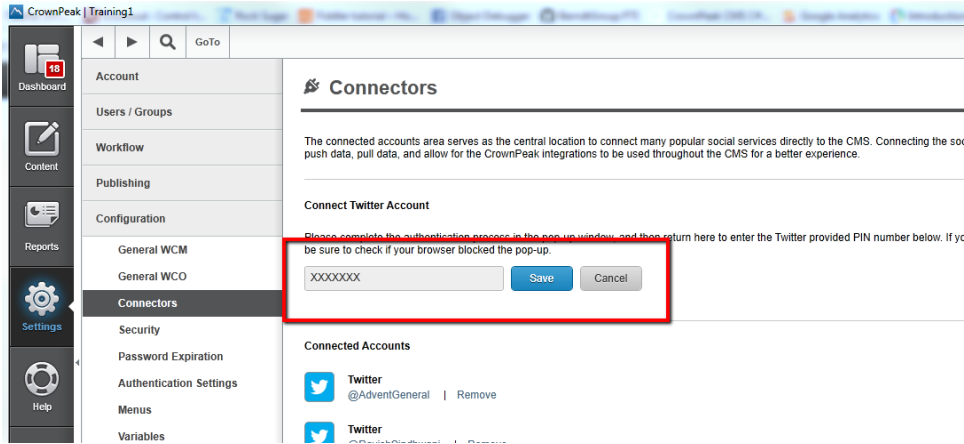


You've granted access to CrownPeak:

Next, return to CrownPeak and enter this PIN to complete the authorization process:

XXXXXXXX

*Copy the Pin*



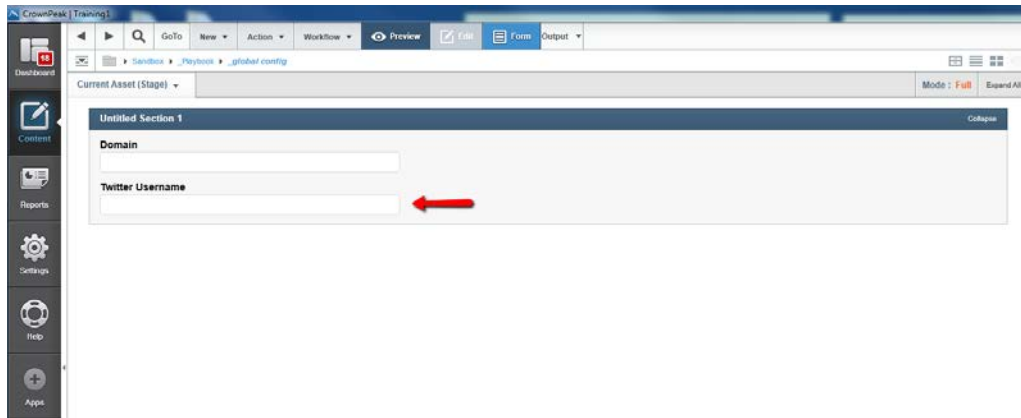
*Enter the PIN*

6. Click **Save**.

## Using the Twitter Connection

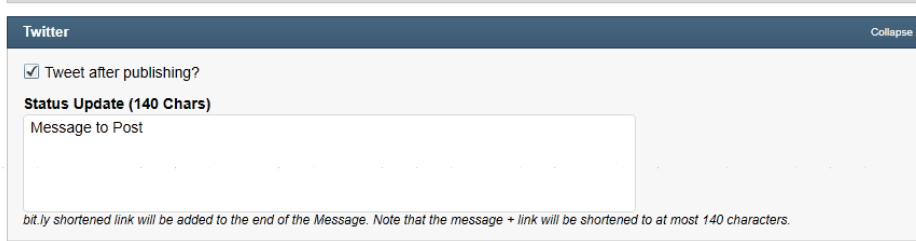
The following are ways to leverage the Twitter connector:

- Configure an Input template to post tweets when new pages are created and deployed out of the CMS.
- Create a global configuration file that will contain the client username.



*Enter Twitter Username*

1. Select the checkbox option to post to Twitter after publish.
2. Enter a simple Twitter message.
3. Save and Publish.



**Twitter** Collapse

Tweet after publishing?

**Status Update (140 Chars)**

Message to Post

bit.ly shortened link will be added to the end of the Message. Note that the message + link will be shortened to at most 140 characters.

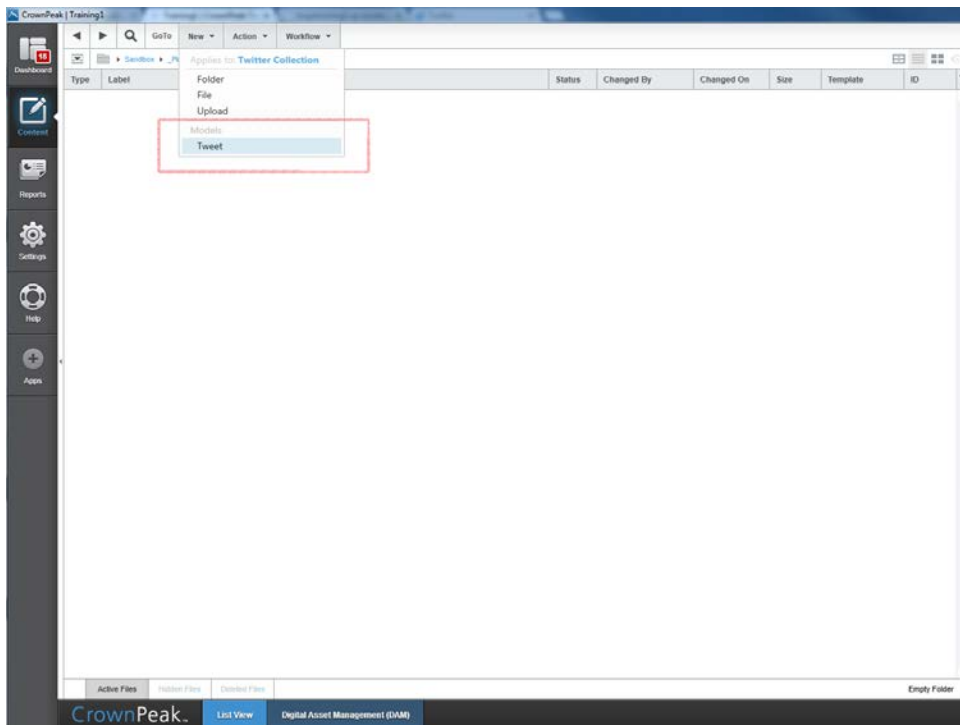
*Twitter message*

### Creating a Centralized Collection of Tweets

The CMS can be configured with a section to create stand-alone tweet messages.

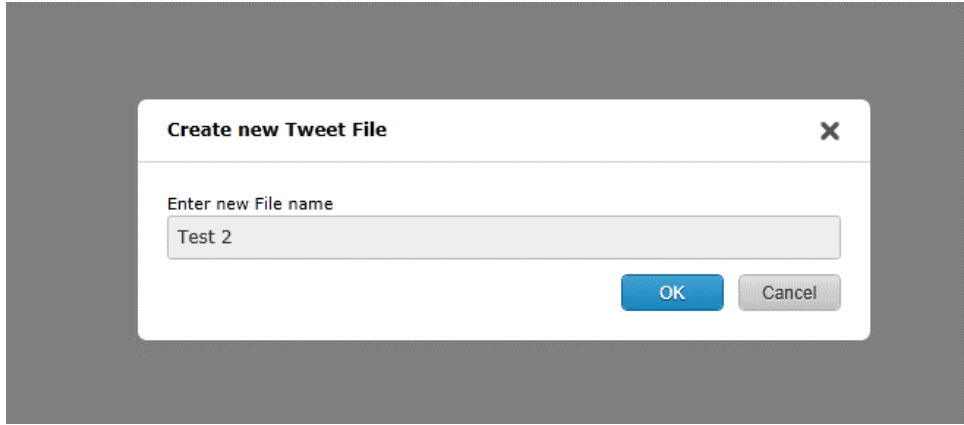
A template can be configured to do the following:

1. Select **File, New, Tweet**.



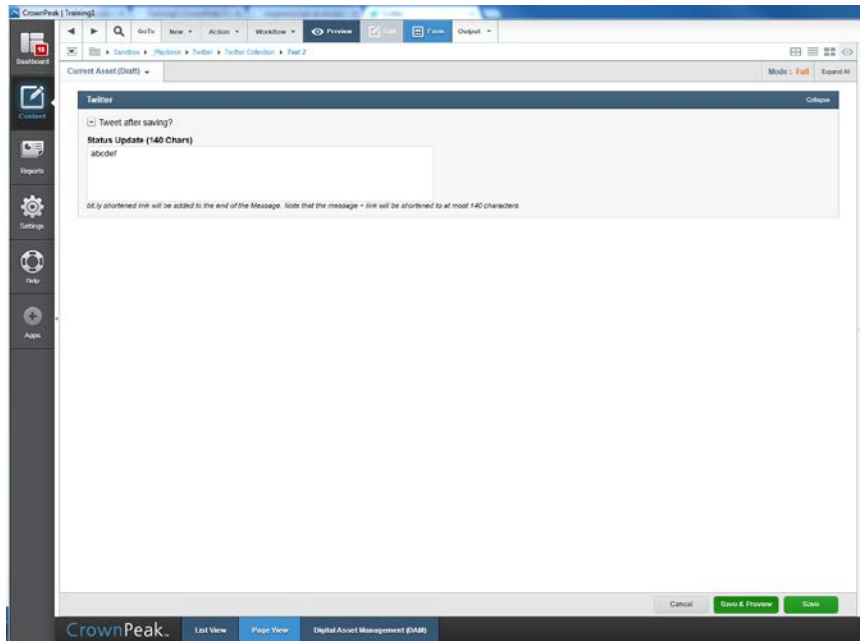
*Create a Tweet*

2. Enter a name for the Tweet.



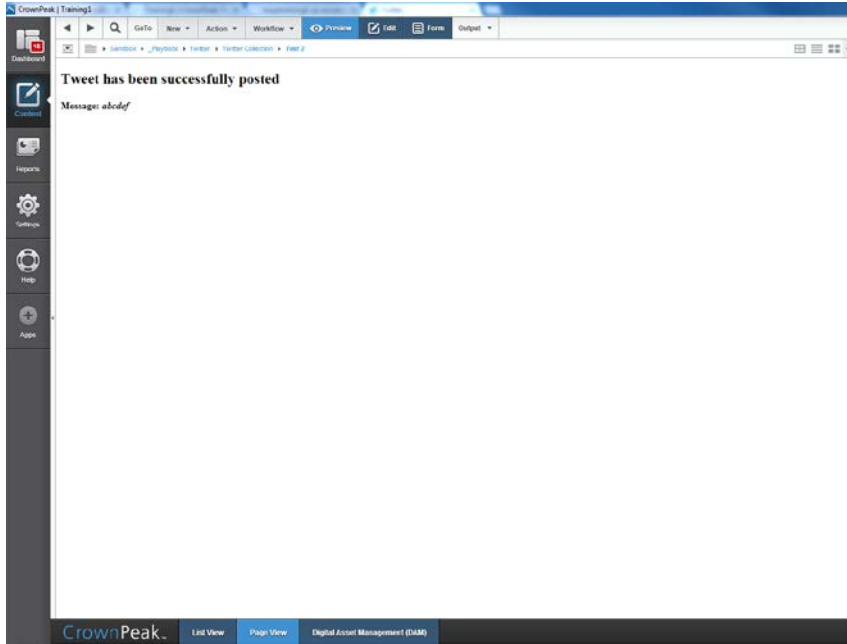
*Create a Tweet File dialog*

3. Fill out a message.

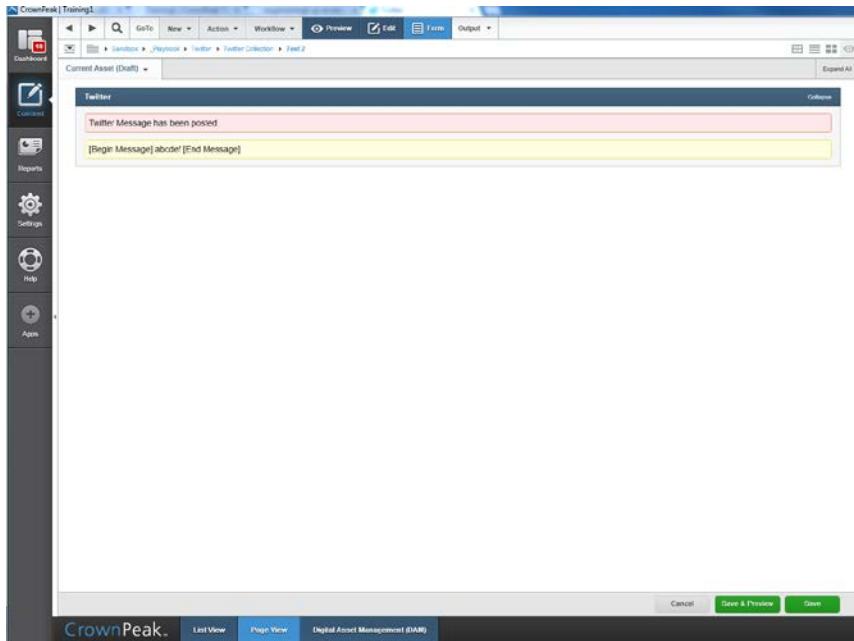


*Create a Message*

4. Click **Save**.



*Success message*

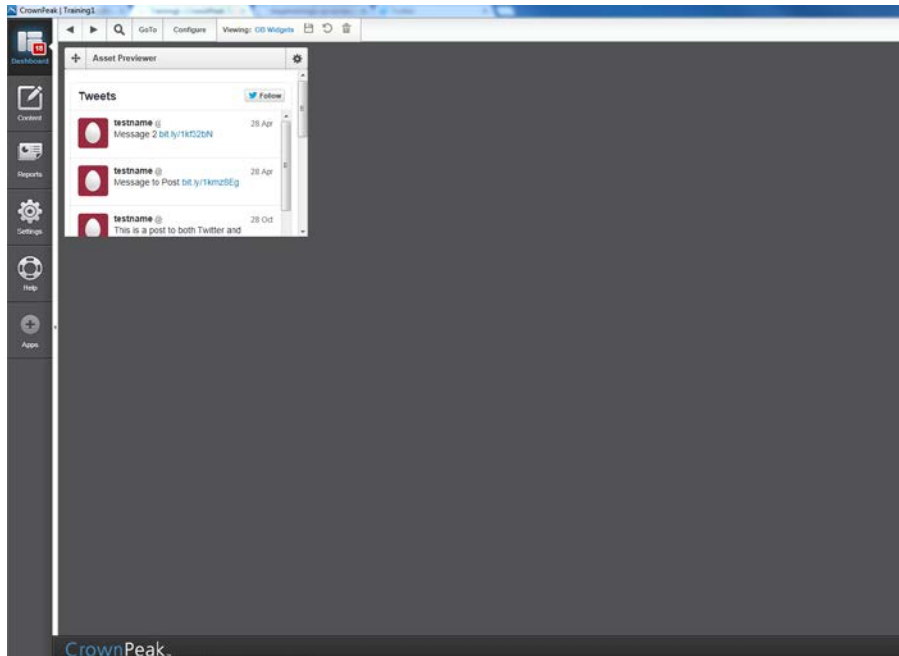


*Twitter Message has been posted*

## CMS Dashboard – Twitter Timeline

Using the dashboard asset preview capability, you can select an asset to render as a widget.

The asset must use a template that includes a Javascript to show a Twitter timeline. This asset is selected to be previewed on the Dashboard.



*Asset Preview*

## Using the Twitter Integration

Once the configuration is complete, CrownPeak will conduct user training as a part of User Acceptance testing.

CrownPeak will review Twitter in the context of the business process, confirming the proper operations for social media collaborations.

Any issues or additional changes requested will be processed as a part of the final configuration tuning.

Once the User Acceptance Testing is completed, normal operations will commence, the configuration project will end, and operations will be supported by CrownPeak's Absolute Service team.



## Notes and Additional Information

More information can be found in

<https://connect.crownpeak.com/blogs/developers/product-update-connectors>

## Implementation Guidelines

In general, Twitter project takes about 4 hours to configure from a business process specification. Gathering the business requirements may take as much as 2 hours depending on documentation levels required. UAT and tuning the configuration may add 1 hour to an existing UAT, or may require 2 hours for a stand-alone configuration as: 1 hour of training, 1 hour of support across a 5 day UAT window.

## PlayBook Notes

<https://connect.crownpeak.com>