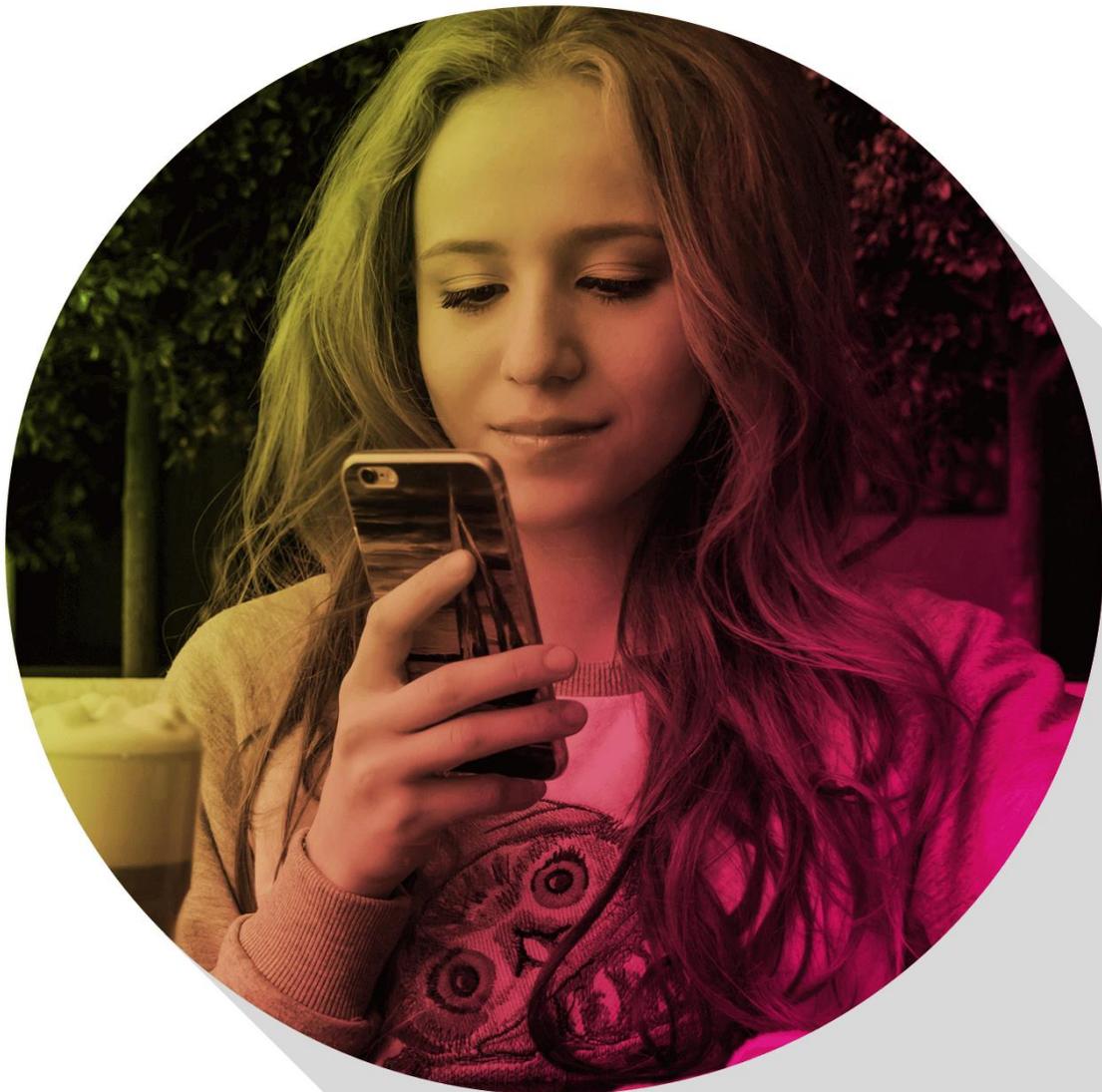


How to...  
**SOCIAL BLOCKS**



## How to... Social Blocks

Would you like to add social media Follow and Share buttons to your email? Of course you would. Now you can choose from large and small sizes of both types of button for each social network.

### Social networks supported:

- ✓ Facebook
- ✓ Twitter
- ✓ LinkedIn

You can either provide a link on your email campaign that takes someone to your profile (ask them to **follow** you) or encourage recipients to share your email campaign on their own profile (**share** or **tweet**).

### Follow or share?

Easily misunderstood if you don't spend your life on social networks! There are 2 types of social interactions possible in your email.

Clicking a **Follow** button should take the email recipient to someone's profile (web) page online.

e.g. the hyperlinks we would add to Follow buttons on our own email campaigns would be:



Facebook: <https://www.facebook.com/newzapp>



Twitter: <https://twitter.com/NewZapp>

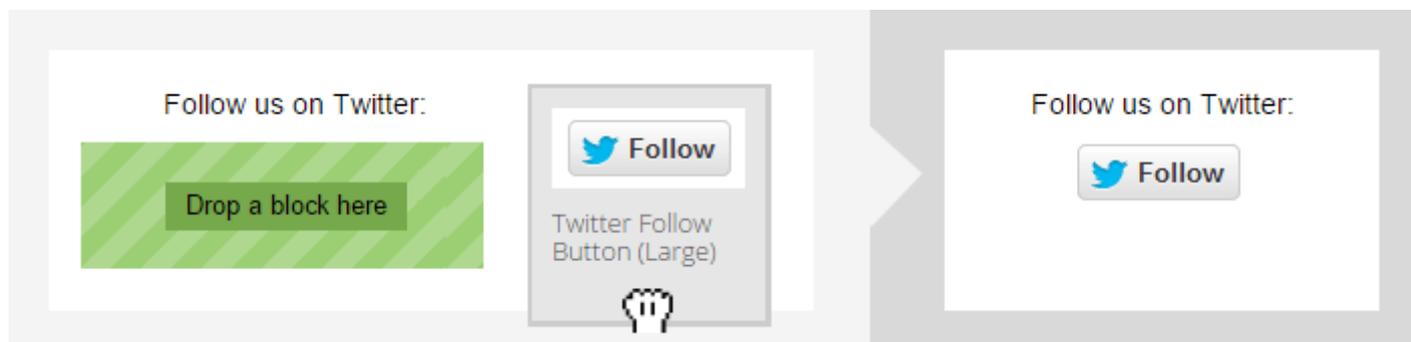


LinkedIn: <https://uk.linkedin.com/company/destinet-ltd>

A **Share** button on the other hand should take the email recipient to **their own** social networking account where they then post a link to the entire email campaign onto their own timeline/feed.

### To add a Follow button

From the selection available in the **Social Blocks** pane in your account, simply drag and drop your chosen 'Follow' block into position on your email campaign onto an **existing layout block**.

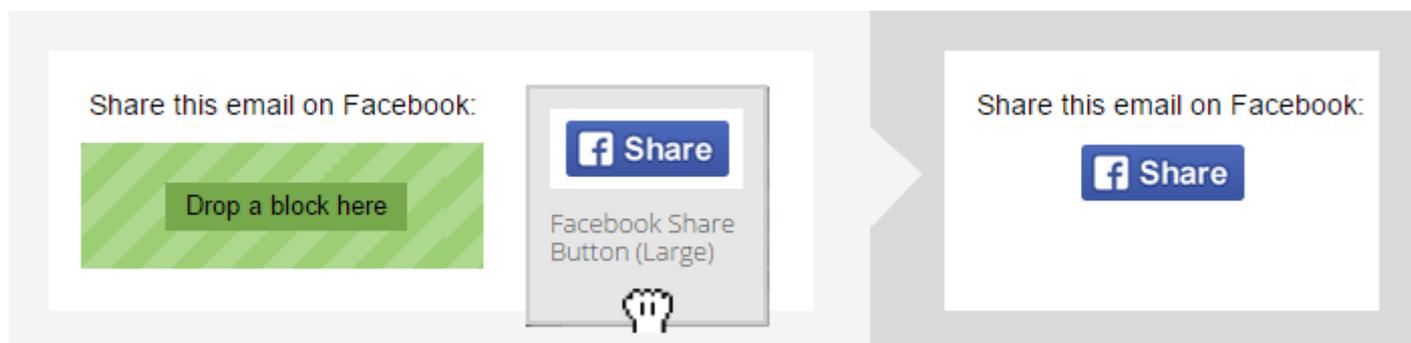


You now need to apply a hyperlink to the button.

Select the button, click on the 'Link' button on the editing tool bar. On the pop-up, choose 'URL' from the Link Type dropdown and then enter the web address into the field provided. Click OK.

### To add a Share button

From the selection available in the **Social Blocks** pane in your account, drag and drop your chosen 'Share' block into position on your email campaign onto an **existing layout block**.



The Share button automatically carries with it the hyperlink required to make it work in your received email campaign, so there's no editing required, it's good to go!

Read more about the different types of block available in your account here: [How to... Blocks](#)

For more information on getting the most from your NewZapp account, visit our [Knowledge Base](#) or contact us on [support@newzapp.co.uk](mailto:support@newzapp.co.uk).