

# The Embeddable and Social Web

## Sharing Content & Community on Web Sites

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### A Strange Evolution of the Web

#### The Original Web

- Simple, Easy, Fast to Create Pages (for some)
- HTML only
- Sharing via Forums, Email Lists, Usenet

#### The Growing Web

- Separate form and design
- HTML or XHTML or XML or HTML5 plus CSS

#### Web 2.0

- Simplified Content Creation, Sharing, Discussion
- Separation of content from design (to a point)
- Easy content sharing (can make it difficult to determine source)

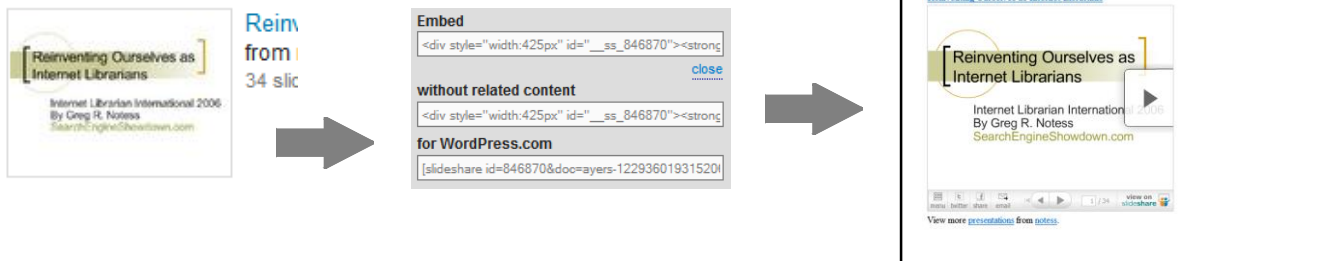
### Embedding

Take content from one location and make it viewable on another Web page

#### Examples:

YouTube video embedded in your blog

Embed instructional presentation on a library web site with Slideshare



#### Pros:

- Update source and embedding page gets updated on refresh or next load
- Bandwidth issues simplified
- Easy creation
- Enable conversations with ratings and comments

#### Cons:

- Firewalls can block embedded content
- Those with Javascript turned off will not see embedded content
- Dispersed content may makes updating harder
- Reliance on multiple sources to stay in business
- Security concerns: Content privacy, dependability
- Technology concerns: iframe, javascript, etc.

# Selected Source Sites for Embedding Content

## Images

Embedding images has been easy since the beginnings of the Web and of HTML. Here are a few slightly different approaches of many.

- Flickr flickr.com Under "Share" click "Grab the HTML/BBCode"
- flickrSLiDR flickrslidr.com
- Kwout kwout.com Embed screenshots with clickable links

## Presentations

- SlideShare slideshare.net
- Prezi prezi.com
- Google Docs docs.google.com

## Documents

- Docstoc docstoc.com
- Scribd scribd.com
- Google Books books.google.com

## Spreadsheets

- ZohoSheet sheet.zoho.com
- Google Docs docs.google.com
- EditGrid editgrid.com

## RSS Feeds

- Feedroll RSSviewer feedroll.com/rssviewer
- RSS Include www.rssinclude.com

## Lists

- Vitalist vitalist.com

## Databases

- ZohoCreator creator.zoho.com (up to 3 databases for free)
- Zoho DB & Reports db.zoho.com

## Bookmarks

- Del.icio.us Linkrolls delicious.com/help/linkrolls (now defunct)

## Video

Many options are available well beyond the ever-popular YouTube. This is only a small selection of ones that have similar feature sets plus additional options in some cases.

- YouTube youtube.com
- Screenr screenr.com (online screencasting recorder and hosting)
- Blip.tv blip.tv
- Vimeo vimeo.com
- Viddler viddler.com (can add comments at specific points of the video)



# Google Docs Spreadsheets

Here is one in-depth example

## Key points:

1. Easy-to-create form to fill spreadsheet (via Web page or email)
2. Can embed portion of spreadsheet, if it is made "public"

## Survey: Form fills

Steps to create:

1. Start by clicking Create and then Form
2. Fill out the title and description
3. Create survey form. Each question title will become a column heading.
4. Save

## Survey: Share Form with others

Three ways to share: Email, link to URL, or embed

### 1. Email:

- Use "Email this form" link on top when done creating form
- On Spreadsheet, click Share / Get the link to share
- - or - Email as attachment (does not work for all mail programs)

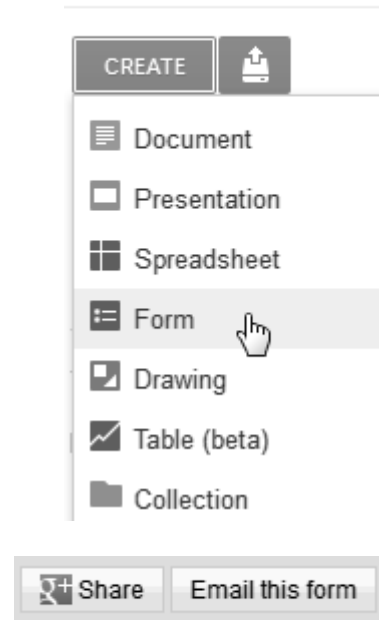
### 2. Embed on another page:

- When done creating, click More Actions / Embed. Copy iframe code.
- On Spreadsheet, click Form / Embed form in a webpage. Copy iframe code.
- To finish embedding, paste the iframe code on another web page, blog, wiki, etc.

### 3. Link: Directly to the URL of the form

- No good option on Edit Form view
- On Spreadsheet, click Form / Go to live form

Docs



## Social Aspects

Many, but by no means all, of the embeddable content sites offer various social and community functions:

- Ratings
- Comments / Reviews
- Comments in kind (Video response, presentation response)
- Comment at a specific point (in video or presentation)

Embedding impact

- May or may not display rating and comment information
- May have option when creating embed code

Some also provide usage statistics

- But, are views counted for beginning view only or viewed all the way to the end?

# Social Networks

As social networks multiply and become the primary communication channel, use these tools to make it easy for your web site visitors to Like your page on Facebook, Tweet about the next library event, or share a library resource on Google+. Share with your audience the number of times the item has been shared.

## Facebook

- Can create a library page
- Can add a Facebook “Like” button on
  - Site
  - Events
  - Blog Posts
  - Databases
  - Individual records?
- Can add a Facebook share
- Potential focus: Social

## Twitter

- Can create a library account
- Can add a Tweet or Twitter button
- Potential focus: News

## LinkedIn

- Can create links to staff
- Can add an InShare button
- Potential focus: Professionals

## Google+

- Can create library page
- Can add a +1 button (highlight in search results)
- Can add a g+ button (to share as a post on Google+)
- Potential focus: New tech adopters

## Pinterest

- Can create library pinboard
- Can add a PinIt! button
- Potential focus: Visual material, female audience



## Selected Sharing Tools & Techniques

With social networks, there are at least two ways to share. You can share your own content, and you can enable readers to share it.

### Creator Share Tools:

#### Blog Plug-Ins

- Can add plug-ins for specific network
- WordPress Plug-Ins:
  - Add Link to Facebook [wordpress.org/extend/plugins/add-link-to-facebook](http://wordpress.org/extend/plugins/add-link-to-facebook)
  - Facebook Like Button [bestwebsoft.com/plugin/facebook-like-button-plugin](http://bestwebsoft.com/plugin/facebook-like-button-plugin)
  - WP to Twitter [www.joedolson.com/articles/wp-to-twitter](http://www.joedolson.com/articles/wp-to-twitter)
- Search Plug-In Directories for Others

#### Automate RSS Sharing **twitterfeed.com**

Twitterfeed, is a free service, that can take RSS feed and post new content directly to Twitter, Facebook, and LinkedIn shortly after the new posts appear. Twitterfeed can support multiple Twitter accounts using these simple steps:

1. Click Create New Feed
2. Enter feed name and URL (click Advanced Settings for frequency, adding a post prefix or suffix, and adding a keyword filter)
3. Continue to Step 2 and add services: Twitter, Facebook, and/or LinkedIn

#### Network Settings

Look also within a specific social network for automated ways of sharing to another social network

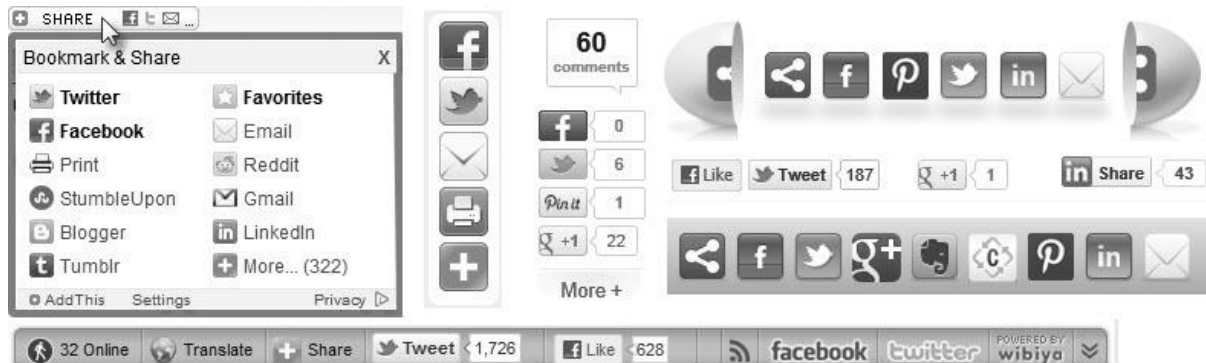


#### Multiple Network Reading Tools

These can help customize each posting rather than just automating

- Hellotxt [www.hellotxt.com](http://www.hellotxt.com)
- Ping.fm [www.ping.fm](http://www.ping.fm)
- Seismic Ping [www.seismic.com](http://www.seismic.com)
- ShareThis toolbar [www.sharethis.com/features/download](http://www.sharethis.com/features/download)
- Google Reader

## Reader Share Tools:



### **AddThis** [addthis.com](http://addthis.com)

- Free account
- Hundreds of social networks
- 9 Button styles
- Other options include
  - vertical bar (which requires adding some JavaScript as well as HTML code)
  - photo sharing buttons
  - horizontal bar

### **ShareThis** [sharethis.com](http://sharethis.com)

A similar alternative to AddThis

- Free account
- Custom code for WordPress, Drupal, Joomla, Blogger, Typepad, Tumblr, Posterous, and more
- Many social networks (but not as many as AddThis)
- Several button styles: buttons, bars, egg
- One option is to use a Multi Post box (letting the reader share to more than one site at a time and even save preferences for future posts) as opposed to Direct Post (which takes the reader directly to a single chosen service)

### **Wibiya** [wibiya.conduit.com](http://wibiya.conduit.com)

- Bottom of screen toolbar
- Also offers a chat option that lets viewers chat with you as well as with each other
- Displays number of current visitors and locations
- See East Brunswick Public Library at [www.ebpl.org](http://www.ebpl.org) for example

