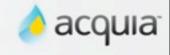




# **Connecting Social Media**

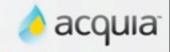
Joshua Brauer and Jakob Perry

## Connecting to social media



- Increase awareness of your site and grow your community
- Interact with a larger community
- Incorporate new sources into your site
- ◆ The "Big 3"
  - Twitter
  - Facebook
  - MySpace
- And many more photo sharing, video sharing, bookmarking, etc.

## Gigya Socialize module



- Gigya Socialize getting your message out
  - Secure user login and registration
  - Include Profile data on registration
  - Promoting site content with social networks
  - Include Friend & Relationship information

# Authentication & Registration



## **Authentication & Registration**



# Login using social networks



- Create new account
- Request new password

User is logged in or asked to register if their first visit



User authenticates and if necessary approves application

# Configure Gigya Socialize







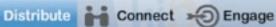




Distribute, Track and Monetize Your Content Across the Web Learn More







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Kimberly Clark Learn More

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Social Technologies Whitepaper How Publishers and Advertisers can apply Facebook Connect, MySpaceID, Twitter and OpenID for growth Learn More

#### Authentication

Increase registrations 30%+: Socialize enables login via Facebook, MySpace, Twitter, and OpenID identities Learn More

#### Socialize Plug-Ins

Get Drupal and WordPress plug-ins for authentication and social features Learn More

#### News

Free Webinar - Socialize Module for Drupal - 8/4 - REGISTER NOW more...

AdAge - Facebook Trumps MySpace, Twitter Among NBA, NASCAR Fans more...

J. Owyang - Get Ready As Corporate Sites and Social Networks Connect more...

ClickZ - Adobe, Gigya Work Together to Distribute, Measure Portable Apps more...

### 250,000,000+

Worldwide unique audience reach (comScore)

### Featured Brand Apps































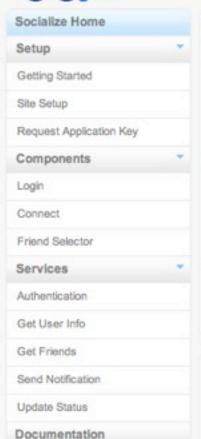








Get Wildfire



### Gigya Socialize API Center

Welcome to the Gigya Socialize API Center. This center contains everything you need to implement social and authentication features on your site.

If this is your first visit to the center, you can click the "Start Here" button below for step by step instructions for implementing Gigya Socialize.

The Socialize APIs consist of commands that enable your site to interact with the Social Networks. We provide a raw API for all Socialize functionality, together with detailed documentation. In order to simplify implementation, we also provide the same functionality in the form of plug and play Components and Services.

Start Here



### Components

Gigya provides a suite of pre-built web components that enable quick integration

#### Login

Grab a plug-in component that simplifies authentication through a 3rd party on your site

Customize and grab code >

#### Connect

Grab a plug-in component that presents the Social Network buttons, enabling your users to connect with their friends

Customize and grab code >

#### Friend Selector

Let your users choose their friends and view them in a list so that they may select one or more as the recipient of a related action

Customize and grab code >

#### Services

#### Authenticate

Enable your users to login or signup using the open system of their choice (e.g. Facebook Connect, OpenID, Gmail)

See example code >

#### Get Friends

Retrieve a list of the user's friends

See example code >

#### Get User Info

Get data bits about the user

See example code >

#### Send Notification

Send a notification to the user's friends on Social Networks

See example code >

#### Update User Status

Update the user's status in Social Networks

See example code >

#### Documentation

Get a detailed description of the Socialize API including concepts and examples

#### Developers documentation

Go to our Developers documentation >



Get Wildfire

Get Gigya Socialize

Widget Report

Revenue Report

Account Settings

Joshua Brauer Log out

Socialize Home	
Setup	٠
Getting Started	
Site Setup	
Request Application Key	
Components	+
Login	
Connect	
Friend Selector	
Services	+
Authentication	
Get User Info	
Get Friends	
Send Notification	
Update Status	
Documentation	

### Get Social Network Application key

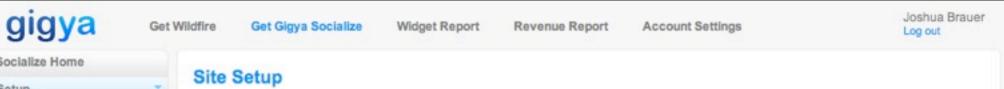
To start using Gigya Socialize partners are required to get a Social Network Application key.

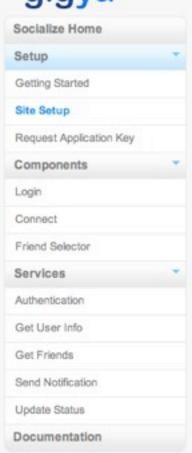
Gigya will take care of doing that for you and connect your Gigya domain key with the Social Network application key. For further questions, please contact us at: partners@gigya-inc.com

To get this process started please submit the following form:

Company name:		
Domain name:		
Small icon (16x16)*:	http://	
Big icon (64x64)*:	http://	
Big icon (75x75)*:	http://	
Social network:	All	
Description:		
		7
	Submit	

\*Only JPEG, GIF and PNG images are supported.





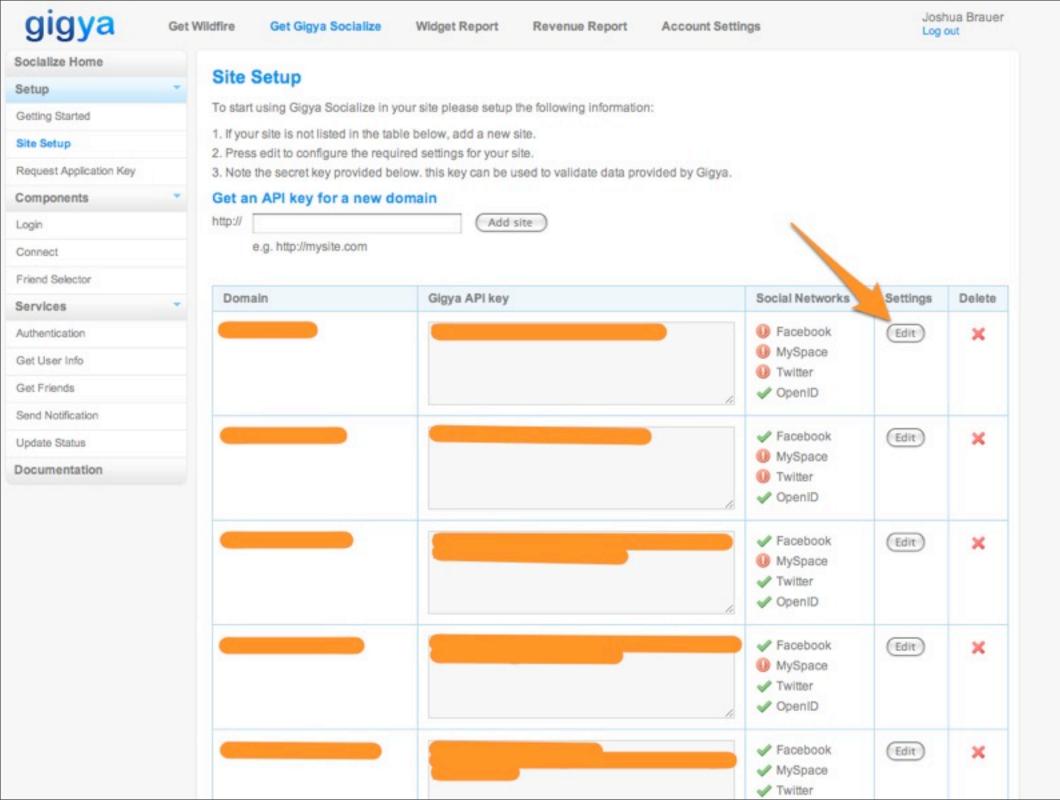
To start using Gigya Socialize in your site please setup the following information:

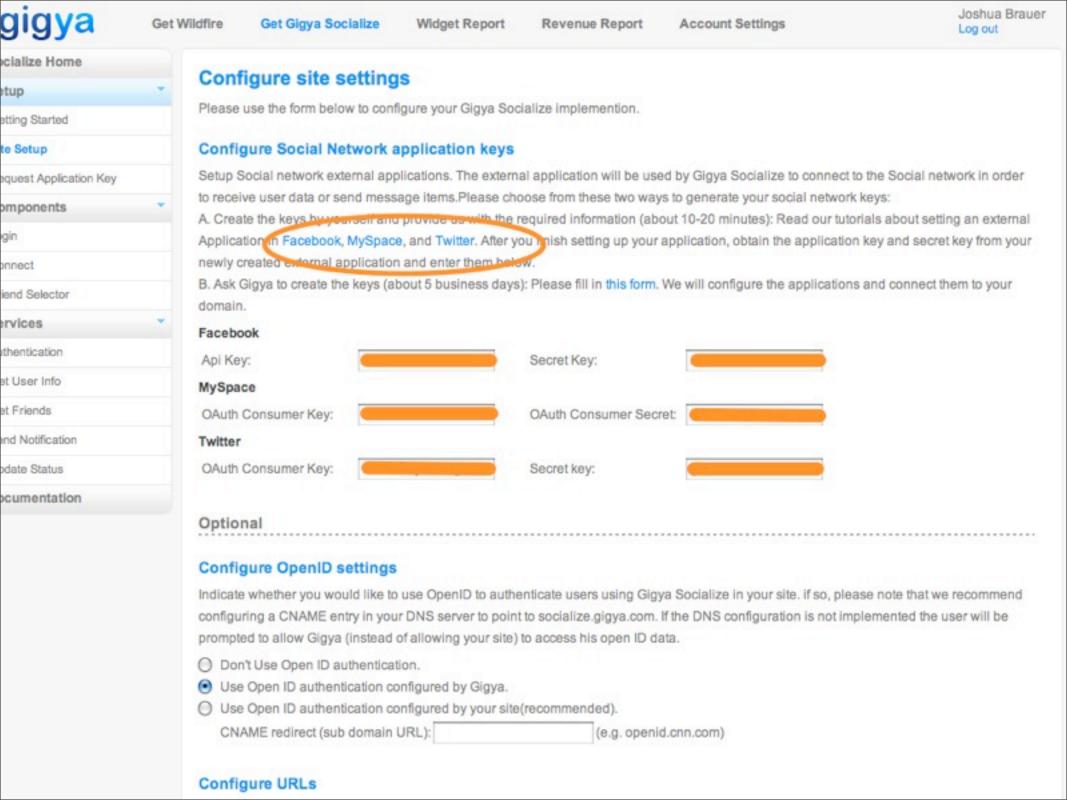
- 1. If your site is not listed in the table below, add a new site.
- 2. Press edit to configure the required settings for your site.
- 3. Note the secret key provided below, this key can be used to validate data provided by Gigya.

### Get an API key for a new domain

http:// Add site e.g. http://mysite.com

Domain	Gigya API key	Social Networks	Settings	Delete
		<ul><li>● Facebook</li><li>● MySpace</li><li>● Twitter</li><li>✓ OpenID</li></ul>	Edit	×
		✓ Facebook      MySpace      Twitter  ✓ OpenID	Edit	×
		✓ Facebook      MySpace     Twitter     OpenID	Edit	×
		✓ Facebook	Edit	×
		<ul> <li>✓ Facebook</li> <li>✓ MySpace</li> <li>✓ Twitter</li> </ul>	Edit	×







### Enable status updates in Facebook

When this box is checked and the user connects to Facebook, he will go through an extra page that will ask for the permission to let you update their Facebook status. Unless you intend to use the set status API call in Facebook, we recommend keeping this option unchecked so the process of connecting to Facebook will be shorter.











## Demonstration

## Gigya Socialize Module Comparison



	Gigya Socialize	Twitter	Facebook Connect
Drupal Core	6.x	5.x/6.x	5.x/6.x
Multiple Nets	CMIL YAHOO! AOL	No	No
Password given to	No	Yes	No
User Config Actions	Yes	No	No
Custom App	Yes	No	Yes
Syndication	Status Update, Tweet, DM/Notify, Newsfeed	Tweet	Status Update & Limited Newsfeed
<b>DL</b> Tweets	No	Yes	No
New Services as Available	Windows Live	No	No

### **Twitter**

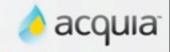


- 2-way Twitter integration
- Compatible with views
- Integrate with site-wide and individual Twitter accounts
- Very simple implementation
- No Drupal authentication
- Oauth in 3.x-dev version

http://drupal.org/project/twitter



### Facebook Connect



- Drupal authentication with Facebook
- Get list of friends
- Users send invites to FB friends
- Users can send notification (customized)
   on signing up for the Drupal site

http://drupal.org/project/fbconnect

## Drupal for Facebook



- Create full Facebook applications from Drupal
- Most powerful Facebook integration
- Setup is not trivial

http://drupal.org/project/fb

## Parting thoughts



- Many other ways to integrate other social media
  - Photo streams from Flickr
- Sometimes all you need is RSS
  - Search for #drupal on Twitter
  - Tracking shared posts in Google Reader

## Get in touch



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- Jakob Perry
  - @japerry Twitter/Drupal

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