Add social sharing to the registration page

Let your attendees spread the word about an event on Twitter, LinkedIn, and Facebook, and then track registrations that originate from their posts.

Add social sharing buttons to the registration page and create a social media post with the event title, an image, and a link to the event. You can also include a post description and a Twitter hashtag.

Social sharing buttons display in the registration container area below the landing page content.

Tip: To add the social sharing buttons to the event window or another site, copy the embed code and paste it in a custom tab or in the player footer.

When someone registers for the event from a social media post, a new campaign ID is automatically created and is visible on the Emails & Marketing tab under Campaign Source Tracking.

Notes:

- If you embed social sharing buttons on the event window or another site and then disable social sharing, the buttons will not work for attendees. Be sure to remove the embed code from the event window and all other sites.

- Each social network has its own policies on caching information. Be sure to thoroughly review the links before sharing them with attendees. This feature should not be used on events with any security features enabled or utilizing the Single Sign On (Token Passing) API.

This example shows the social sharing buttons on the registration page.
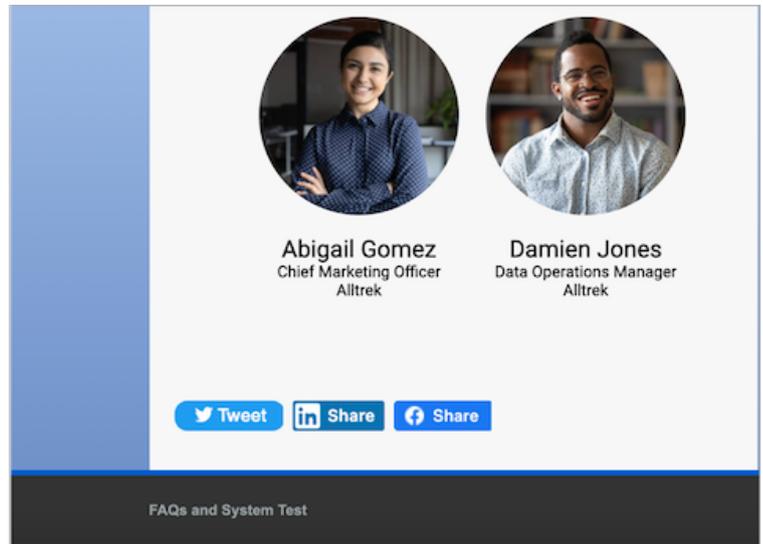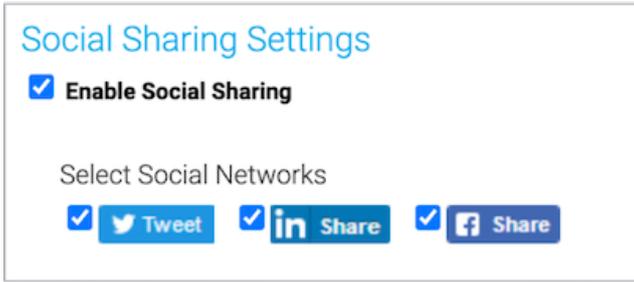
To add social sharing:

1. On the Registration tab, scroll to the Customize Landing Page Content section and open **Social Sharing**.

2. Click**Manage Social Sharing**.
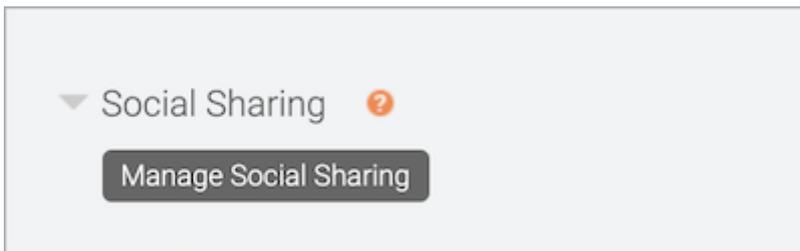
3. On the Social Sharing Settings window, select **Enable Social Sharing** and select the social media platforms you'd like attendees to share to.
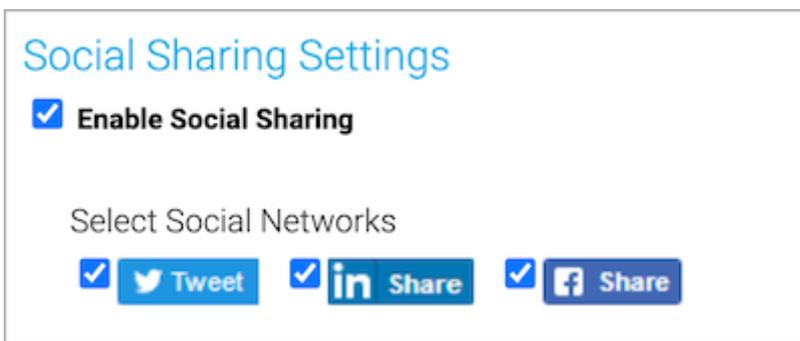
4. Under OpenGraph Tag Fields, review and customize the post.
   - By default, the event title is set as the headline for LinkedIn posts. You can change this.

- Add a link to an image to include it in the post

- Enter your message in the Description field

- The event URL is added below the text. You can send readers to a different URL.

- Optionally, add a Twitter hashtag

5. When finished, click **Save Changes**.

6. Click **Save and Continue**.