



How to Share Your Email on Social Networking Sites

You can share your existing emails on social networking sites like Facebook and Twitter. You can also make it easy for recipients to share your new emails through their own social networking accounts.

To share Existing Emails on social networking sites including Facebook and Twitter:

- ➔ Click the “Social Networking” tab near the top of the EasyContact application screen, or from the EasyContact Main Menu, select the “Try it out!” link under the “Social Networking” heading in the grey box to the right.
- ➔ On the left side of the screen, click the **Share Your Emails** button. The “Share Your Emails” page lists your existing emails.
- ➔ Select an email name from the “Existing Emails” list.
- ➔ Then, click the **SHARE IT** buttons near the bottom of the screen. The button on the left will share the email with Facebook; the right button will share it with Twitter.
- ➔ Clicking these buttons will take you to the appropriate social networking sites and make it easy for you to share emails on your accounts.

To make it easy for recipients to share a new email from you on social networking sites:

- ➔ Click “Create an Email” to start a new email.
- ➔ In the first “Email Details” step, you’ll see the “Social Networking” box on the lower-right side of the screen.
- ➔ Check one or both of the boxes next to the Facebook and Twitter icons to allow recipients to share your email on social networking sites. (Facebook and Twitter icons will appear in the footer of your email message. Recipients can click on these icons to share your newsletter through their own social networking accounts on Facebook and/or Twitter.)

- ➔ Click the Next button at the bottom of the screen to save your changes and continue creating your email.

To track the effectiveness of social networking via your emails:

- ➔ For detailed reports on Facebook and Twitter clicks on your emails, click on the **View Results** tab on the main EasyContact menu, then on the specific “Email Name” in the “Sent Emails” list. Next, click on the “OK” button below “Download Report As” in the lower left-hand corner.
 - ➔ The summary shows the name of the email, the date sent and the number of contacts it was sent to.
 - ➔ A breakdown of statistics of your email include contacts, bounces, unsubscribes, opens, unique clicks, and social media clicks, in actual numbers and in percentages to make it easy to compare different emails with each other.