

# **How To Add Social Share Buttons To PDF Documents**

**A Social Cheat Sheet From  
My Local Business Online**

*[www.mylocalbusinessonline.co.uk](http://www.mylocalbusinessonline.co.uk)*

**Y**ou will need:

- A way of creating PDFs that allow linking images (I use Word or Open Office)
- Social share icons
- The link to your opt-in page

## Facebook Share Button

First, you need to prepare your target URL. The part that tells Facebook to share is

**`http://www.facebook.com/sharer/sharer.php?u=`**

- Directly after the equals symbol, add the URL of your opt-in page where people can sign up to download your PDF (including the `http://`)

**`http://www.facebook.com/sharer/sharer.php?u=http://www.your-opt-in-page.co.uk`**

- Copy and paste your Facebook share URL into your browser to test it



Next, add the link to the share icon. The screenshot is from Open Office.



**In the menu, click the hyperlink button**



- Insert your chosen share icon and click on it so that it is selected
- Click on the add hyperlink icon in the menu and enter the complete share URL into the target box
- Click the frame dropdown and select `_blank` then click apply

Follow the steps for each social share button you insert.

### Twitter Share Button

You can add your own tweet to be shared, although it can be altered by the person tweeting. Keep your message short to allow room to retweet. I do recommend you shorten your landing page URL with a service such as bit.ly.

The first part of the URL that you need is **`http://twitter.com/home/?status=`**

1. Prepare your tweet message including your Twitter handle and hash tags as required e.g.

**I downloaded this fab report from @jankearney <http://bit.ly/1234> #genius**

2. Replace all spaces with a + and the # with %23

**I+downloaded+this+fab+report+from+@jankearney+<http://bit.ly/1234>+%23genius**

3. Add your Twitter message to the share URL directly after the equals sign

**`http://twitter.com/home/?status=I+downloaded+this+fab+report+from+@jankearney+http://bit.ly/1234+%23genius`**

4. Copy and paste your Twitter share URL into your browser to test it.



5. Insert your chosen Twitter icon to your document and add the link as outlined above

### LinkedIn Share Icon

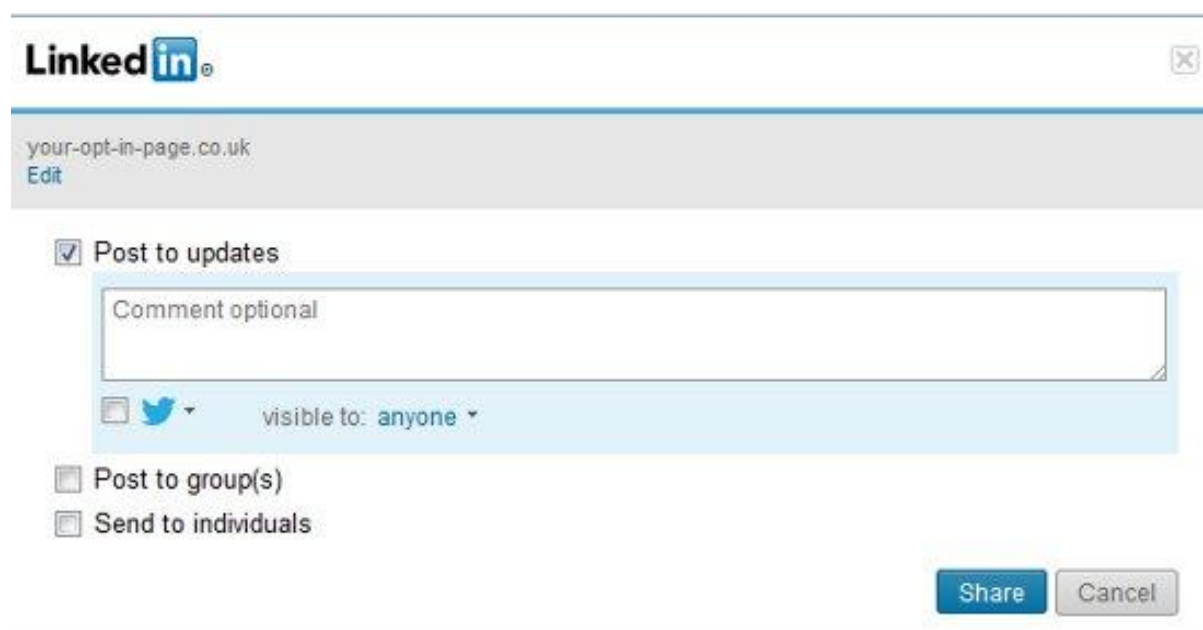
The first section of the link that allows sharing is

**`http://www.linkedin.com/shareArticle?mini=true&url=`**

1. Immediately after the equals sign add your landing page URL (including the `http://`)

**`http://www.linkedin.com/shareArticle?mini=true&url=http://www.your-opt-in-page.co.uk`**

2. Copy and paste the LinkedIn share URL into your browser to test



3. Add your LinkedIn icon to your document and insert the link as outlined above

### Google+ Share Icon

The first part of the share URL you need is

**<https://plus.google.com/share?url=>**

1. Directly after the equals symbol, add your URL

**<https://plus.google.com/share?url=http://www.your-opt-in-page.co.uk>**

2. Copy and paste the complete URL into your browser to test it. Note that this isn't a +1 but adds your link to the sharer's posts page.



3. Add your Google+ icon to your document and insert the link as above.

Once you have added the social icons with links to your document, convert it to a PDF.

In Word, this is File > Save as and select PDF from the drop down menu under the file name

In Open Office it is File > Export to PDF

See it in action - share this cheat sheet!



### How Can I Help You?



I'm Jan Kearney from My Local Business Online. I help small business owners understand the worldwide web and use it to generate new leads and customers.

I believe that every business, no matter how small should be online and using the web to their advantage. I understand how everything fits together and offer coaching/mentoring, training and done for you services:

- Local business websites
- Google+ Local (Places)
- Blog (WordPress) installation
- Social media management/monitoring
- Coaching/mentoring and training in the North Cheshire area or via Skype

I'll be honest and say my style isn't for everyone. I'm straight talking and don't do bull, hype or crap. I tell it how it is. I'm a bit like marmite, you will love me or hate me 😊

You can find out more about what I do, get in touch or follow along on the blog at [www.mylocalbusinessonline.co.uk](http://www.mylocalbusinessonline.co.uk)

Or pop over and say hi on...

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