RSS and Social Media Coordination

Summary:
We will learn how to re-purpose content across various social media tools. This means setting up a system where you only have to post your content once, in one location, and automatically have the content distribute to other sites and social media platforms for you.

While the possibilities are nearly endless, we will focus on working examples of what the Office of Web and New Media and others on campus have been doing to re-purpose their content across multiple platforms.

Facebook:
- Facebook pages can automatically update your Twitter status. Updates from Facebook can include status updates, photos, videos, notes, links and events. [http://www.facebook.com/twitter]
- Your blog posts can automatically post to your Facebook page via the Notes application. [http://www.facebook.com/apps/application.php?id=2347471856]
- Using Facebook applications, you can feature media content uploaded to both Flickr (photos) and YouTube (video). Search for ‘Flickr’ and ‘YouTube’ on Facebook to find these applications.

Twitter:
- Facebook pages can automatically update your Twitter status. Updates from Facebook can include status updates, photos, videos, notes, links and events. [http://www.facebook.com/twitter]
- Delicious bookmarks – every time you add a new bookmark, Twitter will notify your followers. Copy the RSS feed from your Delicious account (http://feeds.delicious.com/v2/rss/your_username) and add it to your Twitter Feed account to have it automatically post in Twitter: [http://www.twitterfeed.com]
- Twitter Feed can also be used to pull in any content via RSS feeds. Examples include recent blog posts, newly upload YouTube videos and new Flickr photos. [http://www.twitterfeed.com]

Flickr:
- Flickr slideshows & badges can be embedded on your Web Press site. Instructions can be found at https://webpress.missouristate.edu/howto.htm There is also a Flickr Gallery plugin available in Missouri State blogs.
- Flickr includes a ‘Blog This’ tool where you can post your photos to blogs or other social media platforms. Another option is to use this tool to post your photos to Twitter. Instructions can be found at [http://www.flickr.com/help/sharing]
- Flickr also generates RSS feeds for your photostream, sets and collections. Use these RSS feeds to share photos on Facebook, Web Press pages (via the RSS Feed Reader) and on Twitter via Twitter Feed.
Blogs:
• Your blog posts can automatically post to your Facebook page via the Notes application.
• Your Web Press page can list your most recent blog posts in a list using the RSS Feed Reader content class. Instructions can be found at: https://webpress.missouristate.edu/RSSFeedReader.htm
• Content can be pulled into your Missouri State blog by using the KB Advanced RSS plugin and widget. Any social media tool that generates an RSS Feed can be pulled in – iTunes U, YouTube, Delicious, etc.

YouTube:
• Videos can be embedded on your Web Press site by using the YouTube Video Player content class. Instructions can be found at https://webpress.missouristate.edu/VideoPlayerYouTube.htm. Videos can also be embedded on your Missouri State Blog by using the Smart YouTube plugin.
• Using the RSS feed generated from YouTube, you can have your recent video uploads automatically post to Twitter using Twitter Feed. http://www.twitterfeed.com
• Using Facebook applications, you can feature media content uploaded to YouTube. Search for ‘YouTube’ on Facebook to find these applications.

iTunes U:
Content cannot be pulled into iTunes U, limiting the possibilities; however iTunes U generates separate RSS feeds for every tab in every content area, so media content hosted in iTunes U can easily be pulled into other social media platforms and your web pages.

• Audio and video content from iTunes U can be embedded on your Web Press page. Audio: https://webpress.missouristate.edu/AudioPlayerMP3.htm Video: https://webpress.missouristate.edu/VideoPlayerMp4Flv.htm
• Using the RSS feeds from iTunes U, you can list your recently uploaded content. Examples include: Facebook via the Notes application, Twitter via Twitter Feed, Blogs using the KB Advanced RSS plugin and widget, and on your Web Press page using the RSS Feed Reader content class.

Delicious:
• Every time you add a new bookmark, Twitter will notify your followers. Copy the RSS feed from your Delicious account (http://feeds.delicious.com/v2/rss/your_username) and add it to Twitter Feed to have it automatically post to Twitter.
• You can list your recently added bookmarks or a collection of bookmarks based on the tags you use in Delicious on your Web Press pages using the RSS Feed Reader: https://webpress.missouristate.edu/RSSFeedReader.htm

Extras:
Social Media buttons in Web Press: https://webpress.missouristate.edu/SocialMediaButtons.htm

Web and New Media Support pages: http://www.missouristate.edu/web/support.htm