

Social Media in Outlook Signatures

Overview

Social media can bring you closer with the candidates and clients that you manage. You can incorporate links to these sites into the email signature that you use for emails that you send from within Outlook. These steps focus on Outlook initiated emails and briefly covers ones initiated from Word. These steps do not cover emails initiated from WinSearch.

Picking the Sites

Social media sites are constantly morphing so what is “in” can change over time. This topic will focus on three of them: Facebook, LinkedIn and Twitter. With other social media, the steps are the same with merely changing which image you use and the link that you use for the social media site. Each site can have different steps to identifying the correct link to use.

Picking the Images

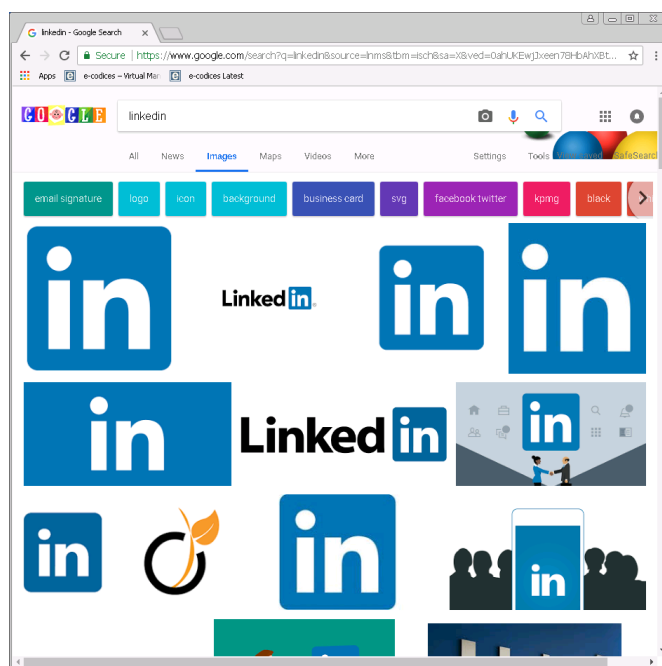
The first real step is to pick the images. The most common way is to do a web search on the social media site and look at the images that are identified. You likely want to pick several of them and pick different styles.

The reason for picking different styles is you want the images in your email signature to look complementary and not conflicting.

You also want to pick several of the same style for size reasons. You want the size of the image at 100% to be close to the size that you use in your signature. Failing to take size into account can cause your emails to

look odd on cell phones as one or two images are out of place size-wise with the others.

For where to store them, it is personal preference. If you are only finding the images for yourself, then your Pictures location works just fine. On the other hand, if you will be sharing these images with your coworkers, putting them in a central location makes more sense. This is especially true after you have spent the time with image selection and sizing.



Images can be GIF, JPG or TIF. These formats are commonly used so unlikely to have a problem being seen by your email recipients.

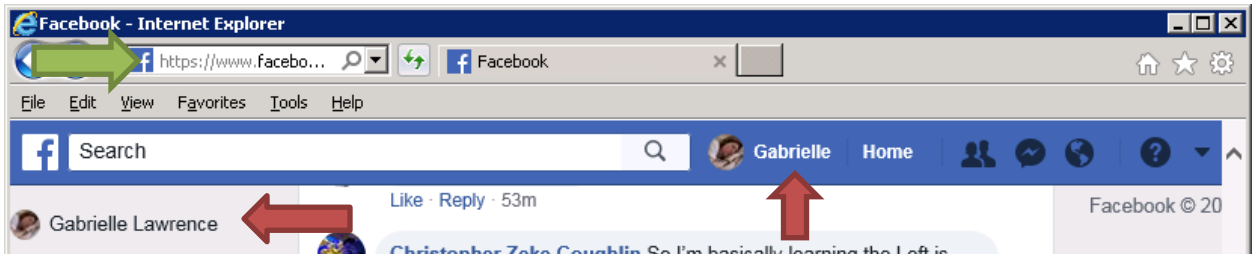
Once you found them, you may want to check the folder where you stored them to see if they are about the same size. You can also use graphic editing programs to resize the images but if you do that, you want to make them smaller, not larger.

Identifying the Social Media Links

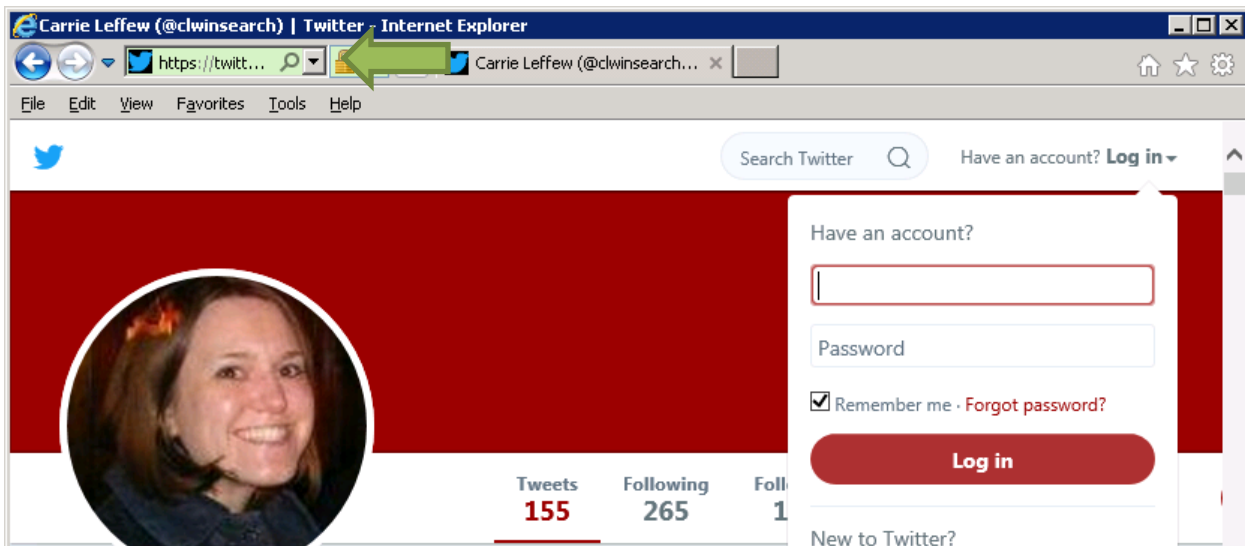
When you put the images for social media in your Outlook signature, you will also need the links that they use. Having the links at hand before adjusting the Outlook signature makes you more efficient. Thus, it helps to have Word or Notepad open to put these links while you amass them from different sites.

Here is where you go for the links for some of these sites:

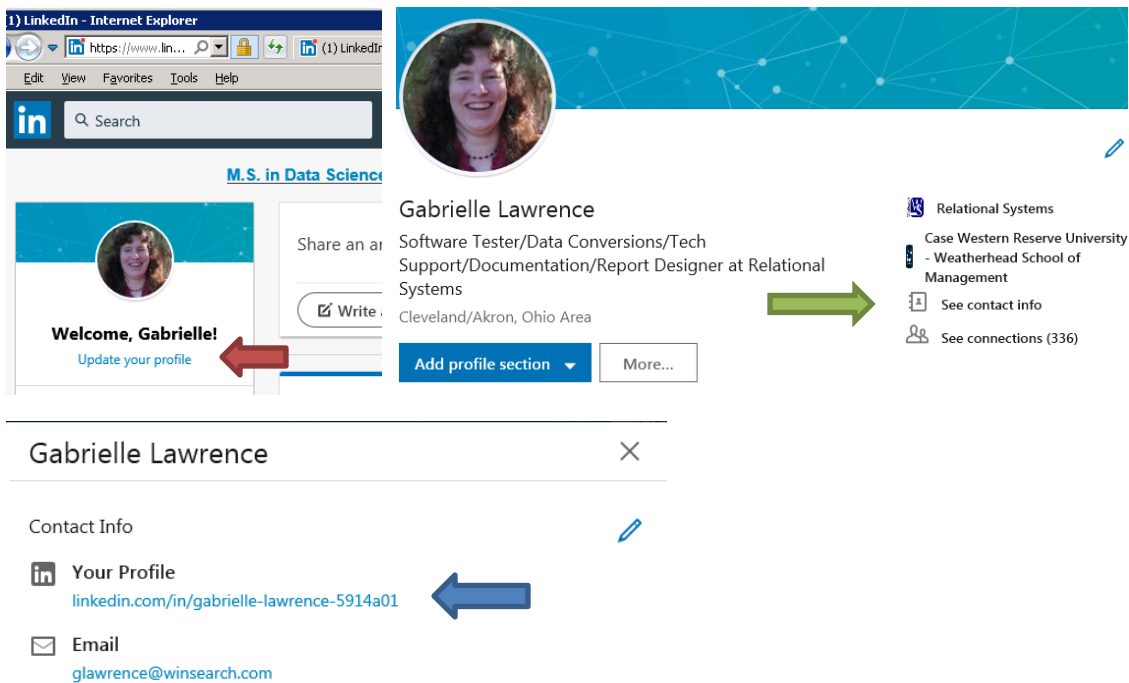
- Facebook – To find this one, open Facebook then click on your name (one of the red arrows) to bring up your page. Then, click on the link in the address bar and copy the information from there. You may also need to adjust your Facebook security settings to allow un-friended people to see your page.



- Twitter – Open Twitter and go to your page. Click on the link in the address bar and then copy the information from there.



- LinkedIn – Open Linked In then choose Update Your Profile (red arrow) then See Contact Info (green arrow) and from there, highlight and copy your link (blue arrow).



- Your Company Website – This is just a case of going to your company’s website and copying the address link from the browser’s address bar.

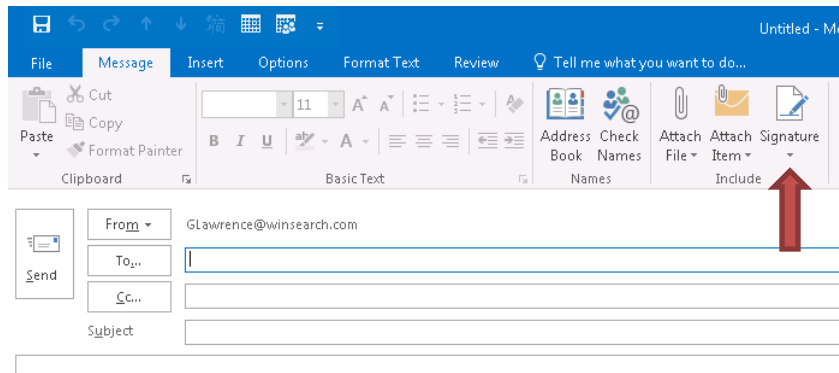
At this point, your Word or Notepad document contains text like this:

https://www.facebook.com/gabrielle.lawrence.52
 https://twitter.com/clwinsearch
 linkedin.com/in/gabrielle-lawrence-5914a01
 http://www.winsearch.com/

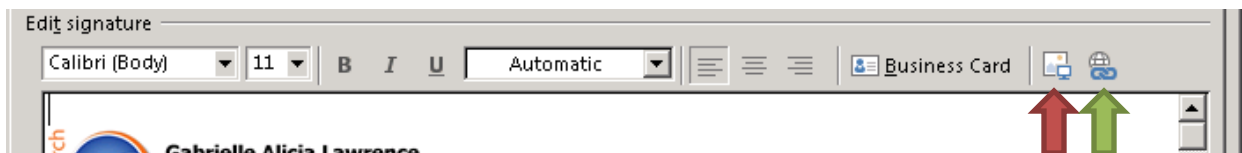
Building the Email Signature in Outlook

Now you are ready to put it together. These steps match most versions of Outlook. The steps below are assuming you are modifying an existing email signature but you can easily click the New button in the Signatures and Stationary dialog box to create a new signature.

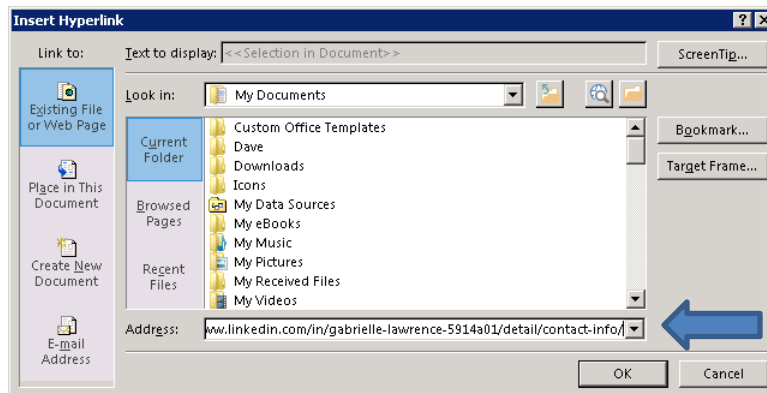
1. Start a new email.
2. Click on the Signature button and then choose Signatures from the drop-down (see red arrow).



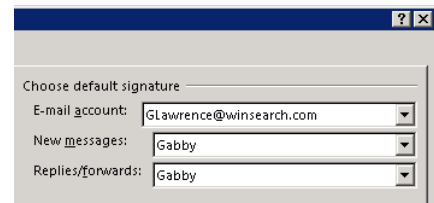
3. Click the next to last button in the toolbar to add a pictures (see red arrow).



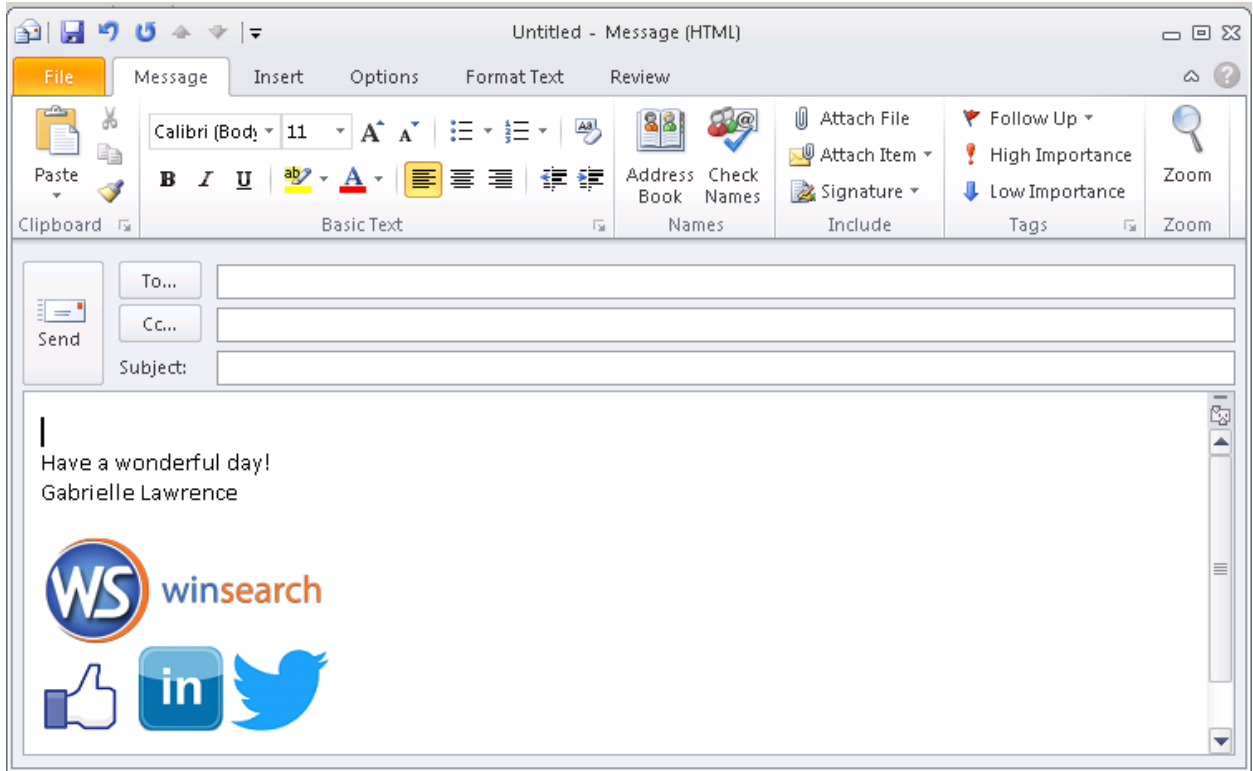
4. Pick the image to use for the social media site and choose Insert.
5. With the image that you just added selected, pick the last toolbar button to add a link (see green arrow).
6. Paste the link in the Address line (see blue arrow).



7. Repeat steps 3 through 6 for each social media image and link.
8. Verify the signatures to use for new messages in the New Messages and Replies/Forwards drop-down boxes.
9. Choose OK in the Signatures & Stationary dialog box to finish adjusting the signature.



Now your email signature is ready to use!



Emails From Word

The steps above do not cover emails initiated from Word. These emails are often started using Word's mail merge capabilities to send out emails in bulk. In these instances, you want to put the images and hyperlinks in the Word document. The Insert | Picture command in Word adds the image and the Insert | Hyperlink command adds the link.

Final Notes

Make sure to test how the new signature appears on cell phones. This may be when you discover you have sizing issues.

As social media sites change their behavior over time, don't forget to periodically check that the links still work.