



# Why Social Sharing?

## The Benefits of Using Social Sharing for Emails

The VerticalResponse social sharing tool enables you to extend the life and reach of your email marketing campaigns by enabling you to archive and share your sent email on Twitter and Facebook. This tool not only helps get your information in front of more people, but also helps you build your list by getting the hosted version of your email in front of new faces.

The best part of this tool is it's free to all VerticalResponse customers!

## Archive Your Emails

Do you publish a monthly or weekly newsletter? The email archive tool allows you to keep a log of all your newsletters on your website; by offering an easy way to turn your email into a webpage and link to it.

Keeping an email archive is a great way to show potential subscribers the type of content or offers you provide to existing email subscribers. The archived version of your email will live forever on the web so you can “set it and forget it”. Then you can share the link to your archived email whenever you like.

To learn more about how to use the VerticalResponse email archive tool [click here](#).

## Socially Share Your Email On Facebook

With hundreds of millions of users, Facebook is a hugely popular social network. Facebook provides an easy way for you to post new information about your products or your business. One of the best practices of building a community on Facebook is sharing content you have created for your business like videos, awards, web pages and more. Because you've already invested your time creating content and offers for your emails, it makes sense to get more mileage out of your hard work by sharing your emails on your personal Facebook profile and your business Facebook Fan page. Once you've sent your email campaign, you can post it to Facebook directly from your VerticalResponse account. When you share your email campaigns they act as teasers to encourage your fans to sign up for your email list.

Twitter.com/VR4SmallBiz  
Twitter.com/SupportVR

Contact us:  
1.866.6VERTICAL  
501 2nd St. Ste. 700  
San Francisco, CA 94107  
www.verticalresponse.com



## Key Facebook Terms:

**Profile:** The page where your information is posted, relating to only one person.

**Fan Page:** A page that contains information about a topic or company; multiple people who have a Facebook profiles can be administrators.

**Status Update:** A comment that you post to your personal profile or company fan page letting all your friends or fans know what you are up to. You can add links, photos and videos too!

**Wall:** A place on your profile or Fan Page where your status updates or friends and fans comments appear.

**Friends:** The people you connect your profile to on Facebook.

**Fans:** The people who follow your Facebook Fan Page.

If you have a Facebook Fan page but haven't added an email newsletter opt-in form to it yet you should do this first so you can start collecting email addresses now. Learn how [here](#).

To learn how to share your email to Facebook using VerticalResponse [click here](#).

## Socially Share Your Email On Twitter

Twitter is one of the most popular microblogging sites in use today. It is called microblogging because unlike Facebook, it publishes limited content (140 characters – a.k.a Micro) to the web where it can be viewed by anyone or by a restricted group (a.k.a Blogging).

When you post something on Twitter it's called a "tweet". You can tweet your email campaigns or email newsletters to expand your reach. Once you post your email, your Twitter followers can view it, new potential customers can read it, and anyone can recommend it or ReTweet it to their Twitter followers. It's also a good idea to tweet a link to your opt-in form separately. That way people can sign-up for your communications once they see what you have to offer.

The VerticalResponse social sharing tool enables you to create a tweet, shorten your url to maximize your 140 characters, link it to your email campaign, and post it to Twitter. This is done all from within your VerticalResponse account after your email marketing campaign has been sent.

Twitter.com/VR4SmallBiz  
Twitter.com/SupportVR

Contact us:  
1.866.6VERTICAL  
501 2nd St. Ste. 700  
San Francisco, CA 94107  
[www.verticalresponse.com](http://www.verticalresponse.com)



## Key Twitter Terms:

**Profile:** The page where your personal information or your company's information is hosted. Check out ours at [Twitter.com/VR4SmallBiz](https://twitter.com/VR4SmallBiz)

**Handle:** Your name or your company's name on Twitter.

**Followers:** The people who choose to follow your updates.

**Tweet:** The information or comment you share with your followers in 140 characters or less.

**Retweet:** The act of reposting something someone has already Tweeted on Twitter.

**@Reply:** A publicly viewable message you send to someone on Twitter.

**DM:** A private message between two people on Twitter.

To learn more about sharing your email to Twitter using VerticalResponse [click here](#).

When using the VerticalResponse social sharing tool you can choose to either archive your email, share it on Facebook or on Twitter all at once, or you can do this separately. It's easy! For example: If your company has a Facebook Fan page and you would like to share your email campaign there, but your company does not have a Twitter profile, you can still post it to Facebook without posting to Twitter.

If you have any questions on why or how to use any of our tools or features please contact our support team at 1-(866)-6VERTICAL and we will do our best to answer your questions.

[Twitter.com/VR4SmallBiz](https://twitter.com/VR4SmallBiz)  
[Twitter.com/SupportVR](https://twitter.com/SupportVR)

Contact us:  
1.866.6VERTICAL  
501 2nd St. Ste. 700  
San Francisco, CA 94107  
[www.verticalresponse.com](http://www.verticalresponse.com)