INTERACTIVE SOCIAL MEDIA FEEDS
APPS & PROMOTIONS

Interact with your listeners right from the convenience of your Cirrus® Player. We’ve made it easy to embed your Facebook, Twitter, and YouTube feeds to your Cirrus® Player.

SOCIAL MEDIA PLAYER APPS

FACEBOOK
Embed your Facebook feed to show right on your Cirrus® player; users can keep up with your updates and click on the player’s feed to open your Facebook page in a new browser window (Fig. 1).

With one click, users can share your player link on their Facebook page via the AddThis feature.

![Facebook Share via AddThis](image)

Listeners can also share from the album art area. Share a ‘Listen Live’ link with currently playing album art, song title, and your station call letters to a Facebook wall, as shown in Fig. 2.

Facebook is a great tool to get listeners on your player. You can use your station’s Facebook page to prompt and direct listeners to go to your desktop player or download your mobile streaming apps. You can also incorporate a social media contest linking to your player, driving more user interaction.

ADDTHIS – SHARING FROM PLAYER
Share your Cirrus® Player link via email, Facebook, Twitter, Google Plus, Pinterest, LinkedIn, Tumblr, StumbleUpon and over 75 other top social media sites via the AddThis widget (Fig. 3).

![Player Social Sharing via AddThis](image)
YOUTUBE
Have a YouTube channel? Share your uploaded YouTube videos from your Cirrus® Player. Upload your station videos of special guest interviews, station personalities, specialty shows, station promos, news, weather, events, sporting games - the possibilities are endless (Fig. 4).

TWITTER
Embed your Twitter feed right on your Cirrus® Player as shown in Fig. 6. Listeners can access your full Twitter page by clicking on your Cirrus® Player’s embedded Twitter feed. Promote your player and apps on your Twitter page and incorporate player and mobile app promos into your daily feed and pages.

AUTOMATIC NOW PLAYING TWITTER UPDATES
Use this powerful tool to connect your now playing information to your Twitter account. Each time your player refreshes to a new song or segment, it provides a short link to your player along with the song or segment name - allowing anyone to pop the player open right from Twitter (Fig. 7).

Our system automatically adds popular hashtags: #nowplaying & #listenlive. This means for every song update, your Now Playing information will be automatically added to the ‘Now Playing’ & ‘Listen Live’ tag feed on Twitter. This is a great way to improve your Twitter presence and fan base. See below to learn how to add your own custom hashtags.

Prefer to display your own custom hashtags, such as your station slogan or name? This is especially useful in branding your station. Any custom hashtags will be added to the end of each song update tweet. Log into your control panel and select the SONG & MEDIA OPTIONS tab. Scroll down to the Twitter Updates section and make sure the “Post Playlist Updates” to Twitter option is checked. Enter your choice of hashtags, separated by a space in the hashtag field. Save your settings and refresh your Cirrus® Player if it is open (Fig. 8).
USE YOUR TOP MENU BUTTONS TO LINK TO YOUR SOCIAL MEDIA SITES

You can use a total of up to five menu buttons (Fig. 9) on the top of your Cirrus® Player. Link to your social media pages, mobile apps in the Google Play & iTunes Store, link to sponsors websites, on-air personality web pages, contest pages, network home pages - wherever you like!

You can also use the buttons to link to content sections within your player (Fig. 10). You can have the player function as a stand-alone website by simply pointing any domain name to your player URL. You can operate the player as a separate website for promotional purposes, or it can be used as a 5-page website for smaller stations and broadcasters. (Please contact our support department if you need assistance with domain setup).

You can upload background images for your buttons, or use our editor to create colorful buttons with or without text. Buttons can be easily edited for quick changes. To edit a button, click on the button you wish to edit in your control panel.

TO CREATE OR EDIT MENU BUTTONS:

From your Radio Control Panel, choose the DESKTOP PLAYER TAB. Select TOP MENU BUTTONS & CONTENT. From this section you can edit your top menu buttons’ images, colors, texts and links. Click on a button from this section to add/edit button links, content and colors.

For step-by-step directions on creating buttons, click here.

For more on creating content sections, click here.
ENABLE OR DISABLE PLAYER
FACEBOOK, YOUTUBE & TWITTER
FEEDS FROM YOUR CONTROL PANEL

1. Log into your Securenet Systems control panel @
https://secure.securenetsystems.net/myaccount

2. From your control panel’s RADIO STREAMING section,
choose your station from the drop-down menu.

3. Choose the yellow SOCIAL MEDIA tab.

4. To enable or disable feed sharing, toggle the SHARING
option to ON to enable or OFF to disable (Fig. 11).

5. Now choose your option of social media sites you wish to
link to, or enable all three – enter their respective URLs and
usernames in the supplied fields (Fig. 12).

6. Save your preferences. If your Cirrus® Player is open, you
will need to refresh the player by pressing the F5 button or
refresh icon in your browser to view any changes on player.
Social media feed icons will now appear on your Cirrus®
Player’s menu (Fig. 13)

Please Note:
The YouTube feed on your player will play your personally
uploaded videos, not your playlists of other user’s videos.

You must first be running automation software and have our
matching DCS (Data Capture Software) module installed on
your studio encoding PC in order for some of the above
features to function; such as displaying title, artist, album art
and Twitter updates. Please visit our FAQs to learn more
about DCS or to get started on a setup, we ask that you
submit a support ticket to our support department @
http://support.securenetsystems.net.