

5 Steps to Add a Retweet Button to Your PDF

Next time you are sharing that free report, why not add a retweet button to your pdf? Make it easy for others to share your brilliance. Here are 5 steps to help you do that.

1. **Start with the retweet button.** You need a graphic for your documents. Beware of copywriting rights. Add text instructions to your graphic, for example: **Retweet this pdf**. Copy and paste your graphic throughout your original document—for example, your Word document – before you create a pdf.
2. **Create your tweet.** The great thing about this process is you create your own message.
 - Keep it short – allow room for others to add their comments
 - Add your Twitter ID – this increases your visibility and following
 - Add a hashtag – it helps you track the retweets
 - Use shortened URL– this links back to your landing page for the pdf

Example: 5 Steps to Add a RT Button to Your PDF (via @millercathy) <http://ht.ly/3VjxX> #addrt2pdf

There are many URL shorteners. Some Twitter applications, like Hootsuite and Tweetdeck, have them built into the application. You can look for the retweet results by entering your hashtag on TwitterSearch.

3. **Create your retweet URL.** You want something to happen when the reader clicks on your graphic. That's where this part comes in.
 - Copy this <http://twitter.com/home/?status=>
 - Add your tweet you created in #2

Example: [http://twitter.com/home/?status=5 Steps to Add a RT Button to Your PDF \(via @millercathy\) http://ht.ly/3VjxX #addrt2pdf](http://twitter.com/home/?status=5+Steps+to+Add+a+RT+Button+to+Your+PDF+(via+@millercathy)+http://ht.ly/3VjxX+%23addrt2pdf)

- Replace spaces with a + sign and the hashtag # sign with %23

Example: [http://twitter.com/home/?status=5+Steps+to+Add+a+RT+Button+to+Your+PDF+\(via+@millercathy\)+http://ht.ly/3VjxX+%23addrt2pdf](http://twitter.com/home/?status=5+Steps+to+Add+a+RT+Button+to+Your+PDF+(via+@millercathy)+http://ht.ly/3VjxX+%23addrt2pdf)



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continued

4. **Test drive your URL.** Copy and paste the new URL in your browser. If it doesn't show up in your Tweet message box, check to make sure you followed all the steps – especially the replacement part.
5. **Create your pdf and add hyperlinks.** Right click on the graphic in your original.
 - Select Hyperlink
 - Paste in your retweet URL
 - Click OK
 - Convert the document to pdf

Depending on your pdf converter software, the process for converting may vary.

Congratulations—you did it!



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