
How to Add Social Media Share Buttons to PDFs:

Helping others share your brilliance



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*Helping you keep your business communication
simple, clear, and uniquely yours.*

INTRODUCTION

You work hard at marketing, looking for the right hook that captures the attention of potential customers. With the noisy social media world, it's a challenge to be heard. You want to make it as easy as possible for customers and prospects to have access to your business.

This guide offers a simple solution that allows readers to share your brilliance. Add social media share buttons to your business writing – white papers, ebooks – anything that is a good representation of your business.

Follow this short tutorial to learn how to add social media share buttons for some of the more popular social media platforms.

WHAT YOU NEED TO GET STARTED

Before you add social media share buttons to your document, you need a few tools for modifying your Portable Document Format (PDF).

Access to Software for Modifying PDFs

Some PDF applications are for viewing only. The software does not accommodate changes to the PDF. For embedding share buttons, you require access to software that allows modifications to PDFs.

The following are a few of the applications that do that.

- [Adobe Acrobat Prof DC](#)
- [Nitro PDF Pro](#)
- [Foxit PDF Edit](#)

I have no affiliation with any of the above software applications. There are other PDF editors, including freeware and online versions, so you will need to determine what works best for you. You want to be sure the application has the capabilities for adding/modifying images and hyperlinks.

Images for Social Media Platforms

I am not an attorney or copyright/trademark expert; however, most platforms have branding or logo guidelines. To be on the safe side, I recommend you follow those guidelines.

FACEBOOK

Here is a link to Facebook's (Meta) Branding Resource Center –
<https://about.meta.com/brand/resources/facebookapp/guidelines>

Advise readers what the link directs them to. For example, you could add, "Share this document" with the link.

The following describes the steps for adding the Facebook share button.

1. Download your Facebook image.



Insert the logo in your original document (e.g., Word document).

2. Create your link to your landing page.

For this example, I'll use a Test document.

- Add the share button to the PDF document.
- Now, you want the reader to share the link to his or her Facebook timeline.

The first part of the link that allows sharing is:

<https://www.facebook.com/sharer/sharer.php?u=>

Immediately following the equal sign, add the url for your landing page.

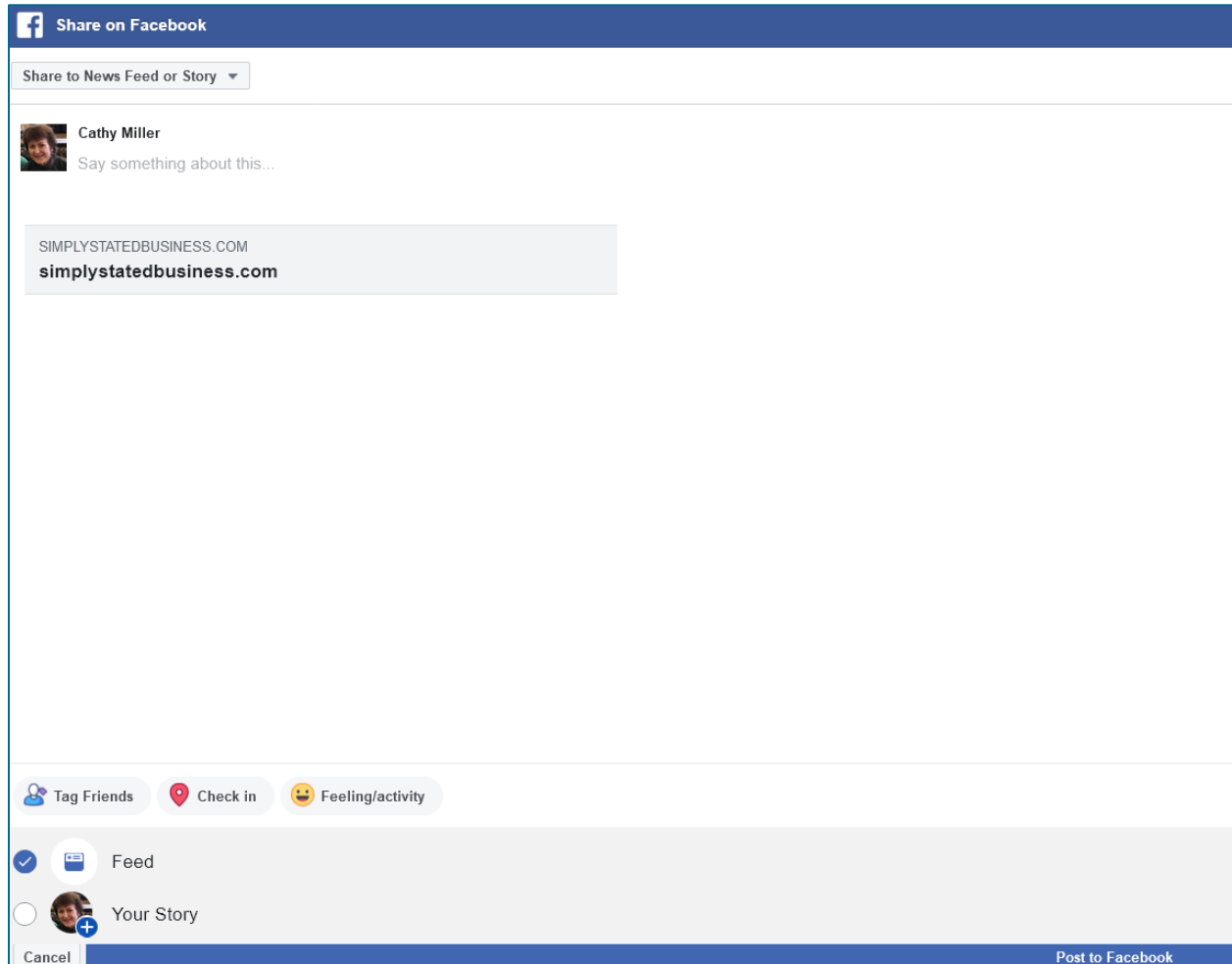
For example:

**[https://www.facebook.com/sharer/sharer.php?u=
https://simplystatedbusiness.com/wp-content/uploads/2023/02/Test-document.pdf](https://www.facebook.com/sharer/sharer.php?u=https://simplystatedbusiness.com/wp-content/uploads/2023/02/Test-document.pdf)**

3. Test drive your url.

Copy and paste the url in your browser. You will have to sign in on Facebook.

When I tested this, the result looked different. Before, it showed an image of the PDF. The illustration below is what you will see after copying and pasting the url.



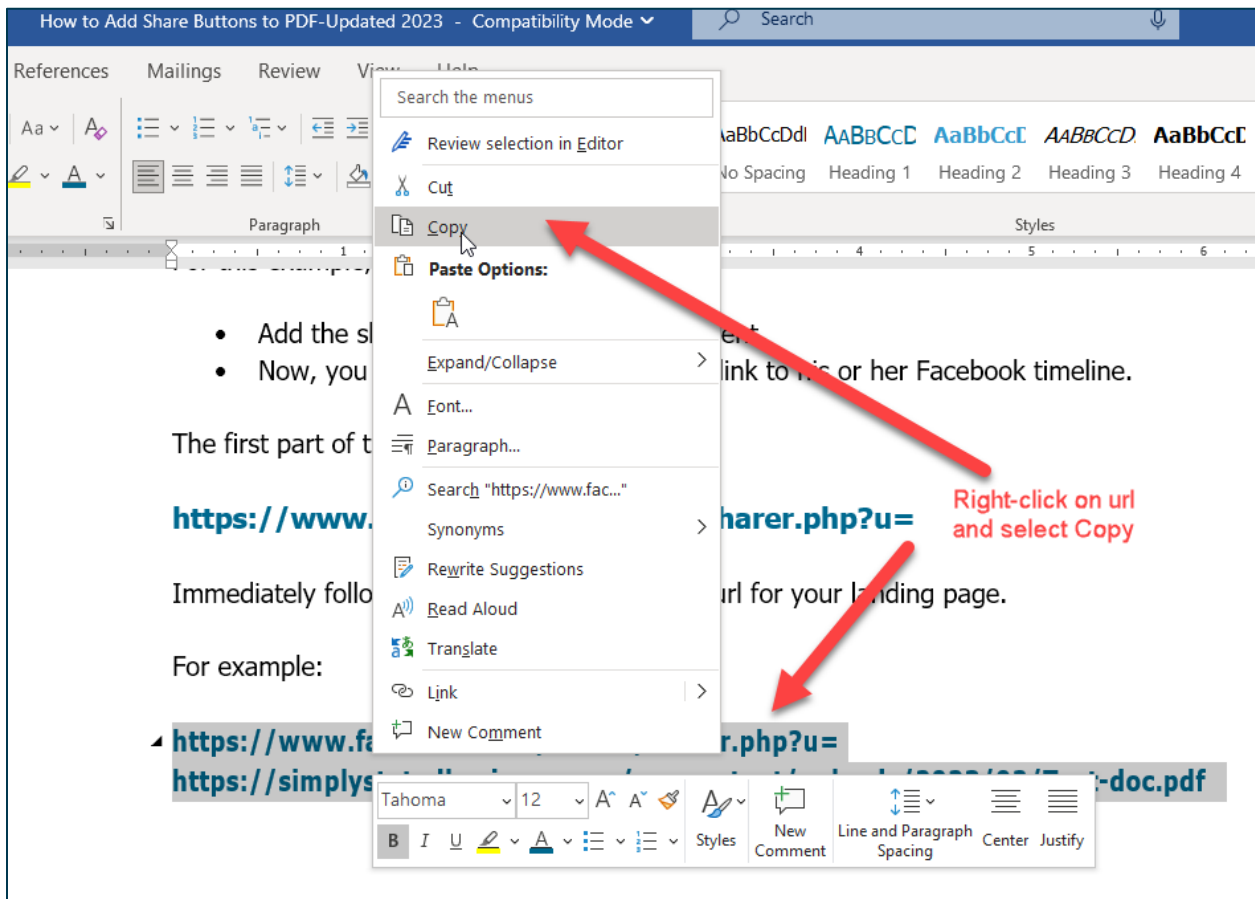
Unfortunately, the share shows a generic reference to the site. But, when I tested it live, it did open to the pdf. The reason could be because I do not have a Facebook page for Simply Stated Business.

You may want to suggest to readers to also add a comment about what they're sharing. See the last page of this document (Share This Tutorial) for an example.

4. Create the pdf and add hyperlink.


Copy the url from your Word document to your Clipboard.

Step 1





Then, save your document in pdf format. Depending on your pdf software, the process may differ from the following Adobe Acrobat Professional instructions.

Step 2

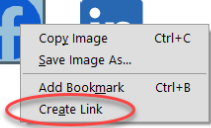


Test Document for adding share buttons to PDFs


Share This Tutorial

Right-click on logo and select Create Link





Step 3

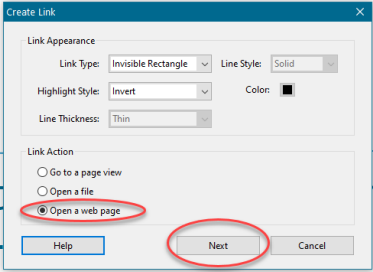


Test Document for adding share buttons to PDFs

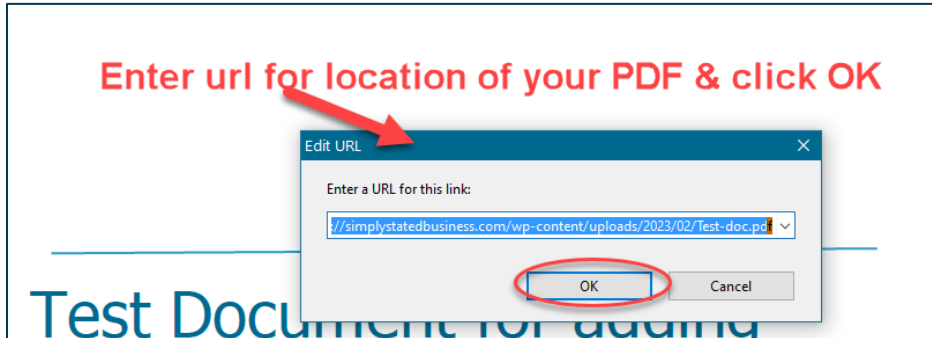
Share This Tutorial

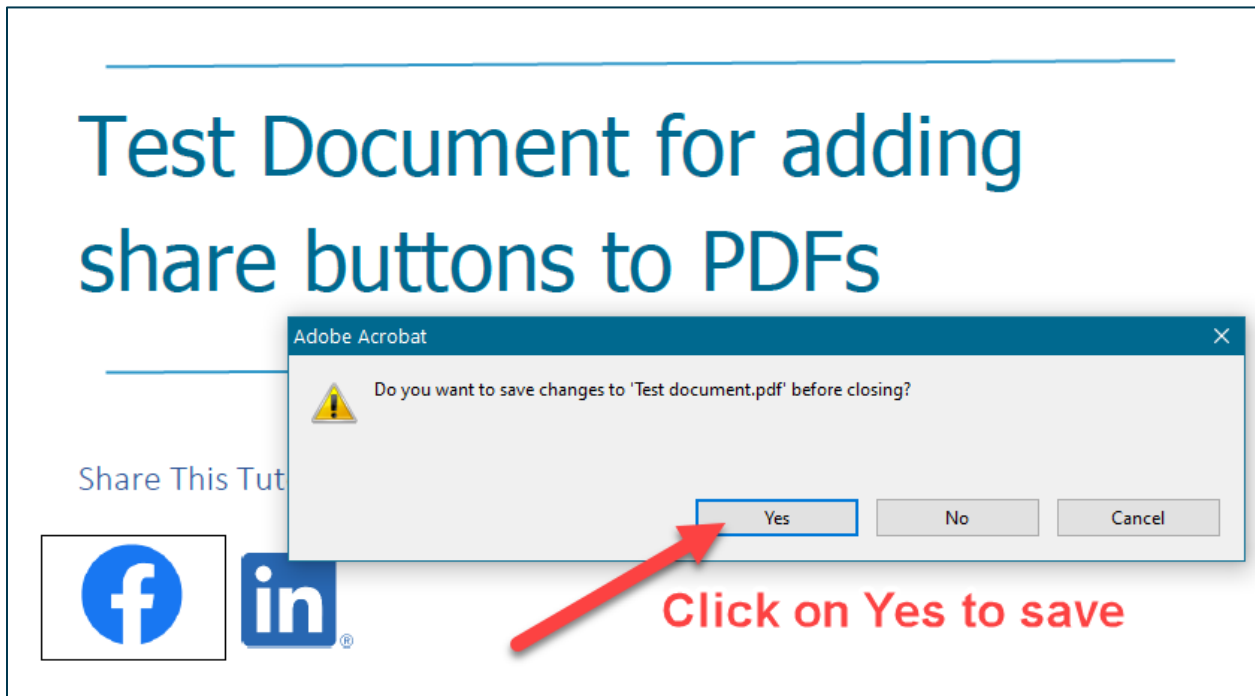
Select how you want the link to look, Open a web page, and click Next



Step 4



Step 7



Now, readers can share your brilliance on Facebook by clicking on the logo. Next up are instructions for sharing your PDFs on LinkedIn.

LINKEDIN®

Here is a link to LinkedIn® Branding Guidelines –
<http://developer.linkedin.com/documents/branding-guidelines>

Follow the same steps you did for Facebook, substituting the LinkedIn® url.

1. Download your LinkedIn® image.



2. Create your link to your landing page.

The first part of the link that allows sharing is:

<https://www.linkedin.com/shareArticle?mini=true&url=>

Immediately following the last equal sign, add the url for your landing page.

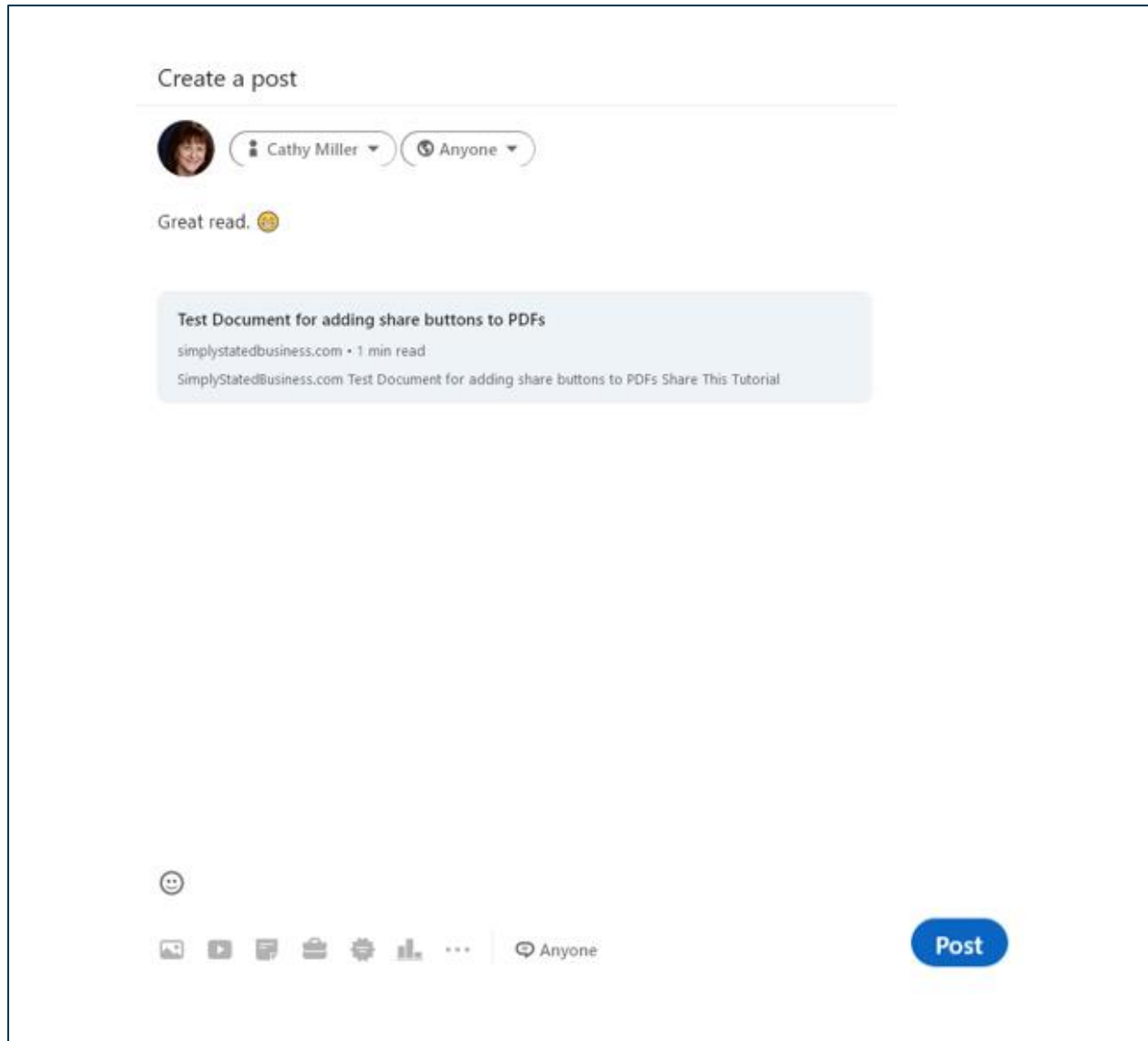
For example:

<https://www.linkedin.com/shareArticle?mini=true&url=https://simplystatedbusiness.com/wp-content/uploads/2023/02/Test-document.pdf>

3. Test drive your url.

Copy and paste the url in your browser.

Readers will see a screen that allows them to share the link in their update posts.



4. Create the pdf and add hyperlink.

Follow the steps shown under #4 for Facebook to add the hyperlink (illustrated for Adobe Acrobat Professional).

TWITTER

When this guide was first published in 2012, it contained instructions for adding a retweet (RT) button to your PDF for sharing on Twitter. Unfortunately, the steps no longer work and I have been unable to locate new instructions – but I’ll keep looking!

The last steps I found online were updated in November of 2020, but they also do not work. If you have seen any since then, let me know and I will be happy to test them out.

The original guide also had instructions for Google+ but since it was eliminated in 2019, I removed that set of instructions.

SHARE THIS TUTORIAL



Note: Click on the above icon to link to its platform. The link opens to a generic-looking screen. So your connections know what you’re sharing, we recommend you add something about the document you’re sharing.

For example: Check out this guide on how to add social media share buttons to your marketing PDFs.