

# Community Syndication

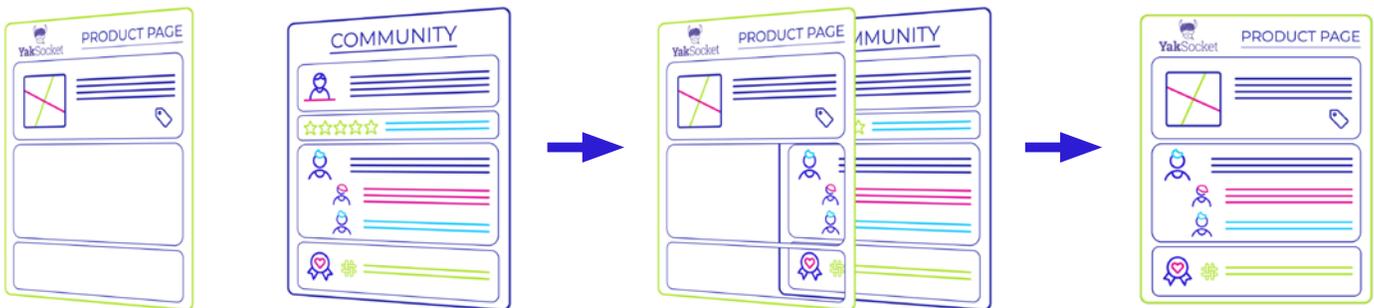
Helping brands create interactive, authentic customer experiences by embedding community conversations anywhere

## THE CHALLENGE

Brand communities are spaces where people share ideas, answer questions, create powerful networks, and build knowledge. However, only a small percentage of a brand's target audience becomes part of the online community, mostly because it can be hard for new visitors to find and understand the value of membership.

## THE SOLUTION

Community Syndication is a unique capability of the Khoros platform that allows brands to easily highlight different conversations based on a variety of characteristics, and embed them as interactive content in any digital channel.



## Typical uses of Community Syndication

Community Syndication is a flexible tool, and Khoros customers are already using it in a variety of ways to boost engagement on all their digital properties:

- Creating dynamic, credible FAQs by leveraging their most popular Forum posts
- Making popular blogs interactive by safely adding discussion threads from the community
- Adding peer feedback to marketing landing pages via simple, dynamic product associations
- Integrating community discussions with outreach campaigns to drive engaging conversations between customers
- Embedding fresh customer testimonials into product pages

## Flexible, easy setup — no coding required

Community Syndication is included in every Khoros Community platform because it helps brand communities connect and engage audiences to build a dedicated network of people helping each other to solve problems. Community and Marketing teams have enough to do, so Community Syndication does not require developer time to implement for nearly any use case.

**Pick a single location, select discussion styles, and add other filters like labels, products, tags, and authors**

**Click the button to generate a preview**

**Define configuration parameters and see the preview update.**

**Toggle between desktop and mobile views**

**Click the button to generate code snippets**

**Place the code snippet on your web page**

The screenshot shows a three-step setup process:

- 1. Define the Content:** Includes dropdown menus for Location, Discussion Styles, Labels, Product, Tag, and Author. A "Get Content" button is highlighted.
- 2. Configure & Preview:** Includes a "Configure" section with options for Display Style (List view, Card view), Component title, Number of messages, Sort by, and Additional data to display. A "Preview" section shows a grid of four dog-related posts. A toggle for desktop and mobile views is highlighted.
- 3. Setup The Code:** Includes a "Get the Code" button and a preview of the generated code snippets.

**Common Script**

```
...script type="text/javascript" data-l1-  
url="http://[redacted].com/ts/activecast/iframepage" id="lia-syndicate"  
src="http://[redacted].com/html/assets/js/activecast/widget.js"></script>
```

**Component Code**

```
<li component="id="content_syndication_widget_message-list" location-display-id="blog-  
board:subcat:blog" sort-by="date-asc" number-of-messages="4" display-style="card_view"  
show-avatars="false" show-author-name="true" show-date-and-time="false" show-kudos="true"  
show-comments="true" ></li></component>
```

**Noscript**

```
The noscript REST API endpoint can be used to embed the component a noscript version of the component on the server-side  
and improve SEO.  
http://[redacted].com/activecast/iframepage/noscript/true/component-
```

## Key features

- Filter posts based on location, author, popularity, tags, labels, product associations, and more
- Multiple display formats
- Leverage variables like product IDs to build one snippet that works in many locations
- Show a page preview or customize CSS if needed