MEMO

Date:	8/15/18
To:	TPCP
From:	KW2
Subject:	Widget Embed Code/Instructions

Tobacco is Changing Widget Embed Codes and Instructions:

Below are the embed codes that coalitions and partners will be using to implement the Tobacco is Changing widget onto their website. To add this widget, the process is fairly simple and involves copying and pasting this code into their content management system (CMS). To encourage use of this widget, and to avoid any technical confusion, we have included simple instructions for your partners to use to implement. Feel free to add this code and instructions to a toolkit or send to partners directly. The widget graphics are currently saved on the Tobacco is Changing website (not published) so there will be no need to upload this to a resource website. These embed codes are live now and available to share, so as soon as they are copied and pasted onto the CMS, the widget will immediately show up on their site.

Embed Codes:

Here's the code for 360 x 177 pixels:

Here's the code for 360 x 139 pixels:

Here's the code for 360 x 91 pixels:

Here's the code for 360 x 77 pixels:

Instructions:

How to add the Tobacco is Changing widget to your website:

1. Determine the widget size that would best fit on your site. Included are 360 pixels x 177 pixels, 360 pixels x 139 pixels, 360 pixels x 91 pixels and 360 pixels x 77 pixels.

2. Highlight the embed code for the size that you want, then copy it into your clipboard. On Windows, press Control + C. On Mac, press Command + C. Or, right click on your selection and choose 'Copy.'

3. As editor, in your content management system, open the page that you would like to add the widget to and either open the text tab or the HTML viewer. As an editor, you will be embedding this widget the same way you would an image or video.

   Note: Every content management system is different, and this process can vary slightly.

4. Paste the embed code snippet you just copied into your HTML viewer or text tab. Then click 'OK' or 'Save.' Be sure you're not pasting it within another snippet of code – otherwise you will see errors on the webpage. This step is the same regardless of content management system.

5. After step 4 is completed you have successfully embedded the Tobacco is Changing widget on your website. Users will now be able to click the widget and be directed to the Tobacco is Changing website.