Extending Your App's Presence with Sharing

Session 247

Gavin Condon, Technology Evangelist
Sharing

Content
Sharing

Content

Placement
Sharing

Content

Placement

Timing
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- Apple Design Awards
- Disability and Innovation: The Universal Benefits of Accessible Design
- Keynote
- Marvel: Making a Difference in the Real World
- Platforms State of the Union
- Talking In Pictures: Reconstructing the Building Blocks of Language
- Tapping into Innovative Solutions to Save the World's Wildlife

Media 2016

- Advances in AVFoundation Playback
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Why a URL?
Why a URL?

Your App ➔ Fallback ➔ Web Browser
Sharing to New Users

Smart App Banners increase awareness of your app
Sharing to New Users

Smart App Banners increase awareness of your app

Use Open Graph for Rich iMessage Link Previews
Sharing to New Users

Smart App Banners increase awareness of your app

Use Open Graph for Rich iMessage Link Previews
Summary

Share meaningful content and experiences
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Consider when to offer Sharing
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Consider when to offer Sharing
Use Action button and consider placement
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More Information
