Creative Kit Web Documentation V2

(CONFIDENTIAL - PLEASE DO NOT SHARE)

Overview

With Creative Kit Web, your **web** users can now share directly to Snapchat without having to copy paste. On mobile web we'll support deep linking and on desktop we'll support scanning with the Snapchat camera to transfer media. This doc outlines the current implementation (subject to change).

Sharing of the content on Snapchat requires your app to be registered at https://kit.snapchat.com/ and prior approval from Snapchat.

Currently this product is in early closed beta and requires a custom build of Snapchat to work. Additionally, we will need all URL slugs that you are going to test with so that we can whitelist them.

Embedding the Share Button

In order to use the Creative Kit web SDK, there are a few steps

- On the App Details page of the Snap Kit Developer Portal, make sure the Creative Kit Toggle under the 'Kits' section is switched on.
    - Once turned on, a new section will appear titled 'Whitelisted Attachment URL Domains'. Click the 'Add' button to add a new **base** URL to be whitelisted for Creative Kit web. (For example, if your article is hosted at `https://www.snapchat.com/article/helloWorld` you need only enter `https://www.snapchat.com`. Be sure to include the `https://` so as to pass URL validation).
        - **Note** - Attempting to share a URL whose **base domain** has not been whitelisted will result in an error message in Snapchat once deeplinked in.
- Include our Javascript SDK in the HTML via the following `<script />` tag.

```
<script>
    // Load the SDK asynchronously
    (function (d, s, id) {
      var js, sjs = d.getElementsByTagName(s)[0];
      if (d.getElementById(id)) return;
      js = d.createElement(s); js.id = id;
      js.src = "https://sdk.snapkit.com/js/v1/create.js";
      sjs.parentNode.insertBefore(js, sjs);
    }(document, 'script', 'snapkit-creative-kit-sdk'));
  </script>
```

    - The script tag will asynchronously load the Javascript SDK, so as to not block the rendering of the rest of the page.
- To add the Snapchat Share button, add a div in your HTML code with the predefined class - `snapchat-creative-kit-share`. The `class` attribute is used over the `id` attribute to allow multiple share buttons on the same page.

```
<html>

<head>
    <meta content="Snapchat" property="og:site_name">
    <meta content="The fastest way to share a moment!" property="og:title">
```

```
    </head>

    <body>
        <!-- Other Page HTML -->

        <div class="snapchat-creative-kit-share"></div>

        <!-- Other Page HTML -->
    </body>

    </html>
```

- This div can receive 4 additional data attributes - `data-share-url`, `data-size`, `data-theme`, and `data-text`
  - `data-share-url`: The URL of the attachment to be shared. If not provided, this will default to the address of the page hosting the button (i.e. `window.location.href`).
  - `data-theme`: The share button supports two themes - light and dark. By default, the button uses the light theme. In order to use the dark theme, simply set `data-theme="dark"` on the div.
  - `data-size`: The share button supports two sizes - a "small" size (66x20), and a "large" size (90x28). By default, the button uses the large size. In order to use the small size, simply set `data-size="small"` on the div.
  - `data-text`: The share button includes our Ghost logo, and a 'Snapchat' label by default. If you would like to hide the text and only show the logo, you can set `data-text="false"` on the div. This will change the size of the button to 28x28 and 20x20 for the large and small sizes respectively.

Putting the two together, here is what the HTML might look like:

```
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<head>
    <meta content="Snapchat" property="og:site_name">
    <meta content="The Fastest Way to Share a Moment!" property="og:title">
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<body>
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</body>
```

```
    </html>
```

Using the Share Button

There are two different scenarios for the share button - desktop and mobile web

1. Desktop - If a user on desktop clicks the Snapchat share button, a new window will open with a Snapcode and information about the page. This information is pulled from OG tags - `og:title`, and `og:site_name`. The user can scan the Snapcode with the Snapchat camera, and the link will attach the URL to Snapchat.
2. Mobile Web - If a user on a mobile device taps on the Snapchat share button, one of two things will happen
   a. Snapchat app installed - the user will be deeplinked into the Snapchat app, and be presented with a modal containing information about the page. This information is pulled from OG tags - `og:title`, and `og:site_name`. The modal will also contain prompts to attach the URL to a Snap, or send the URL via chat.
   b. Snapchat app not installed - the user will be prompted to open the App/Play store to the Snapchat page.

Publisher Linking

In order to link the Creative Kit Share back to yourself as a publisher, you can add an additional meta tag to the html. First, obtain your publisher ID from Story Studio. Then, include it in your HTML as follows:

```
<head>
    <meta content="YOUR PUBLISHER ID HERE" property="snapchat:publisher" />
</head>
```

Custom Share Buttons

If you would prefer to completely customize your Snapchat share button, there are a couple more steps to take.

- Implement a `<button />` or `<a />` tag on your page, and style it to your liking (be sure to keep in mind our design guidelines). Just make sure that your button has `snapchat-share-button` as a class. As with the non-customized button, you can set the `data-share-url` attribute on the element to specify the URL to be shared, or exclude it to use the address of the page hosting the button (i.e. `window.location.href`).

For example:

```
<button
    class="class1 class2 snapchat-share-button"
    data-share-url="https://kit.snapchat.com/"
>
    Share on Snapchat
</button>
```

- As with before, include our Javascript SDK on your page, but with one additional step. You'll need to call our initialize function, and pass in all of the buttons on your page with the `snapchat-share-button` class. For example:

```html
<script>
    window.snapKitInit = function () {
      snap.creativekit.initalizeShareButtons(
        document.getElementsByClassName('snapchat-share-button')
      );
    };

    // Load the SDK asynchronously
    (function (d, s, id) {
      var js, sjs = d.getElementsByTagName(s)[0];
      if (d.getElementById(id)) return;
      js = d.createElement(s); js.id = id;
      js.src = "https://sdk.snapkit.com/js/v1/create.js";
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        js.src = "https://sdk.snapkit.com/js/v1/create.js";
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      }(document, 'script', 'snapkit-creative-kit-sdk'));
    </script>
</body>

</html>
```

Share Sticker

Including a sticker in your Snapchat share flow provides context to the shared Snap (branding, description, summary) and provides an opportunity for a call to action (e.g. "Swipe up to read"). In order to include a share sticker, add a meta tag to your html, with the property `snapchat:sticker` and the public URL pointing to the sticker asset:

```
<head>
    <meta content="https://kit.snapchat.com/ckweb/test/image.png"
     property="snapchat:sticker" />
</head>
```

Sticker assets should be 400x400px transparent PNGs < 1MB. Animated GIF stickers are supported on both Android and iOS.

Frequently Asked Questions (FAQ)

1. IS CREATIVE KIT FOR THE WEB COMPATIBLE WITH THE AMP FRAMEWORK?

Yes! CK Web is compatible with AMP (Accelerated Mobile Pages), however since the address of the page hosting the button (i.e. `window.location.href`) is used as the share url by default, you will have to specify the share url using the `data-share-url` attribute.

2. DO YOU CACHE ASSETS?

Yes. Assets such as `snapchat:sticker`, `og:title` and `og:site_name` are cached and refreshed every hour.