

Overview

iOS SHARING SHEET

The majority of iOS apps that allow sharing use the standard iOS sharing sheet. Facebook, Twitter, Flickr, and Vimeo are the only social networks supported.

FACEBOOK

The implementation of Facebook in the standard iOS sharing sheet is to share a link. It is not a simple one-click “like”. The only apps I could find with simple one-click Facebook “like”s are Apple’s own App Store, iTunes Store, and Game Center apps.

GOOGLE+

In-app sharing to Google+ was introduced to the Google+ iOS SDK on October 4, 2013 (see <http://googleplusdaily.com/2013/10/google-ios-sdk-bumped-up-to-140-brings.html>). Google’s own YouTube app the only app I could find that includes in-app sharing to Google+ so far.

PINTEREST

In-app sharing to Pinterest is currently not possible. Sharing to Pinterest from an iOS app requires the user to have the Pinterest app installed (if not, the user is directed to the App Store). See <http://developers.pinterest.com/ios> for more info. Etsy is the only app I could find that has implemented Pinterest so far.

WEB SOCIAL WIDGETS

I could not find any iOS app that employs anything similar to the familiar HTML/Javascript social widgets available for the web. (with the exception of the three Apple apps with Facebook likes mentioned above)

FOLLOWING

The iOS sharing sheet allows the user to share a link, but not follow a feed. I could not find an example of in-app following. Some apps link to their owner’s Twitter and/or Facebook web pages in Mobile Safari (usually in the context of a Contact Us or Help section).

Product Detail Screen Option 1: iOS sharing button in app header

The most common implementation. Standard iOS share button in app header. Opens standard iOS sharing sheet (iOS 7 version shown here).

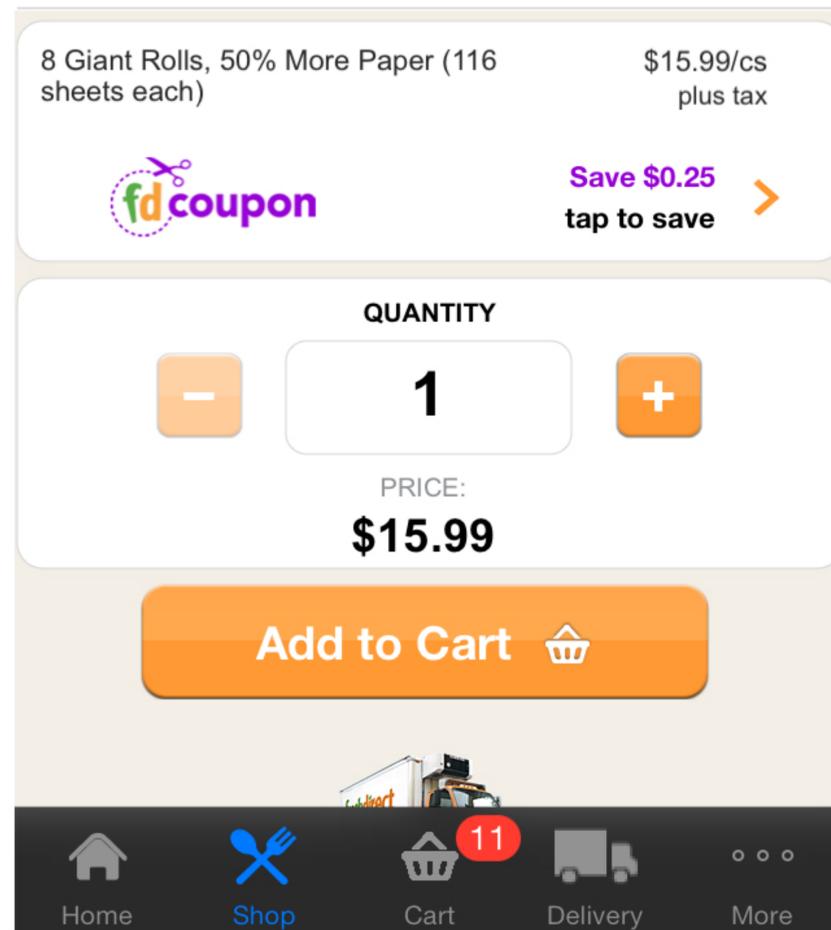
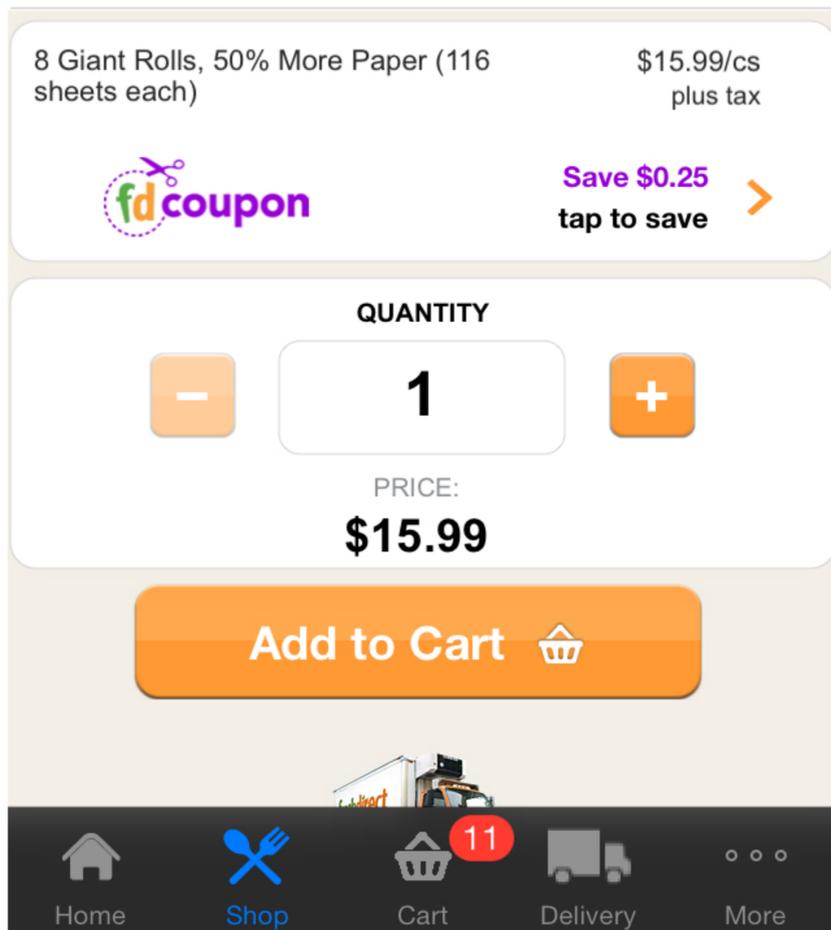
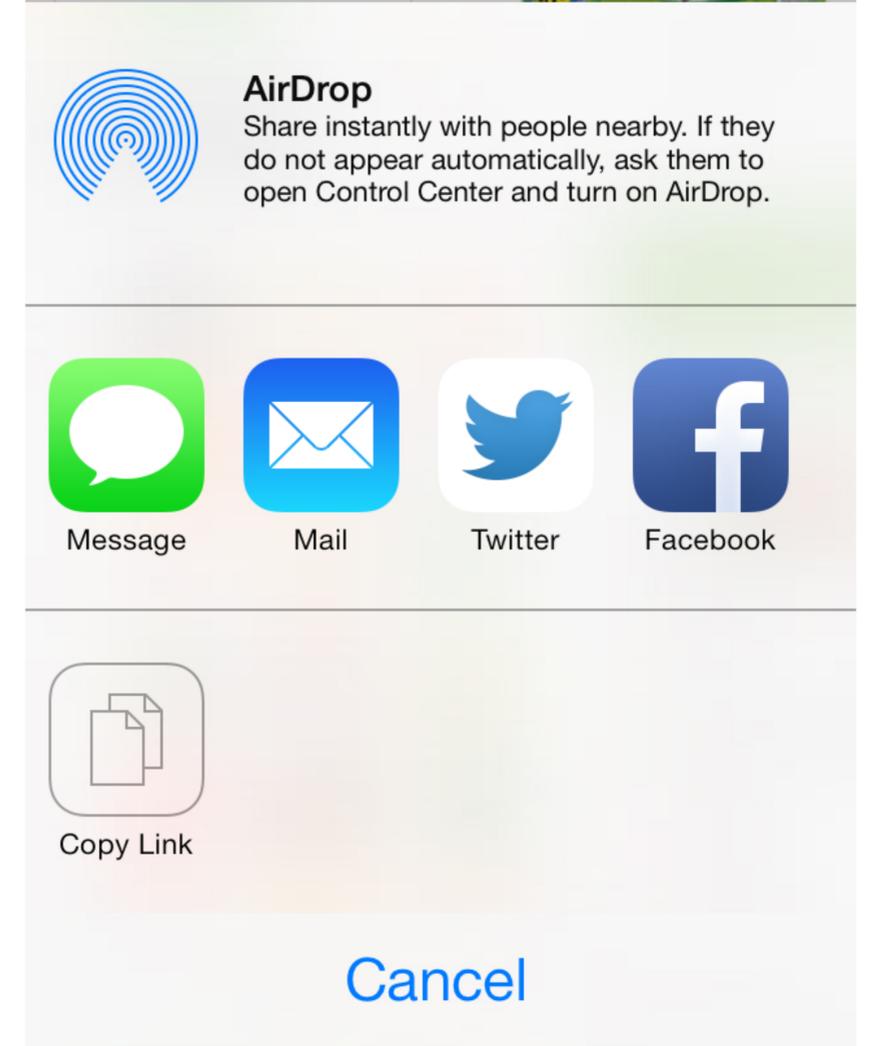
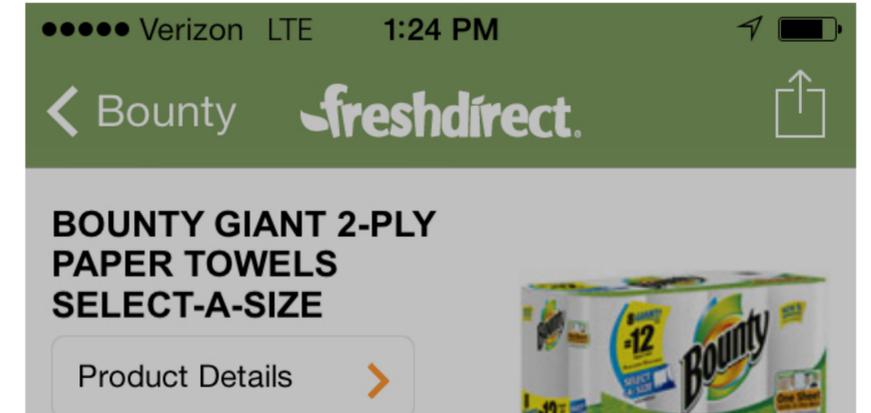
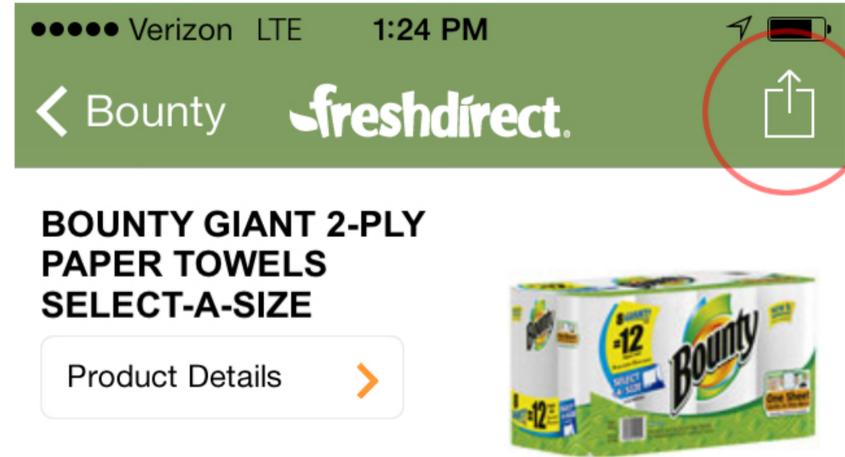
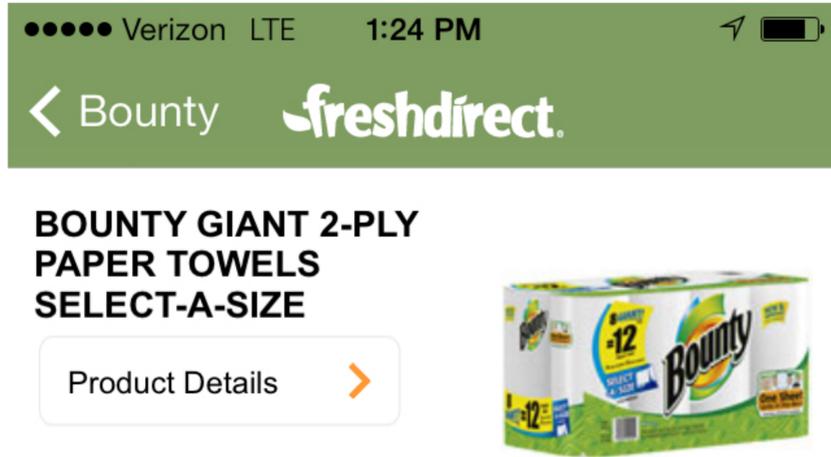


Fig. 1: PDP, from current app version (shown for comparison)

Fig. 2: Sharing button in header

Fig. 3: Sharing sheet slides up from bottom

Product Detail Screen Option 2: non-standard sharing sheet

The standard iOS sharing sheet only supports Twitter and Facebook. Some apps that support sharing to other social networks use a custom sharing sheet. Note that sharing to Pinterest requires sending the user to the Pinterest App.

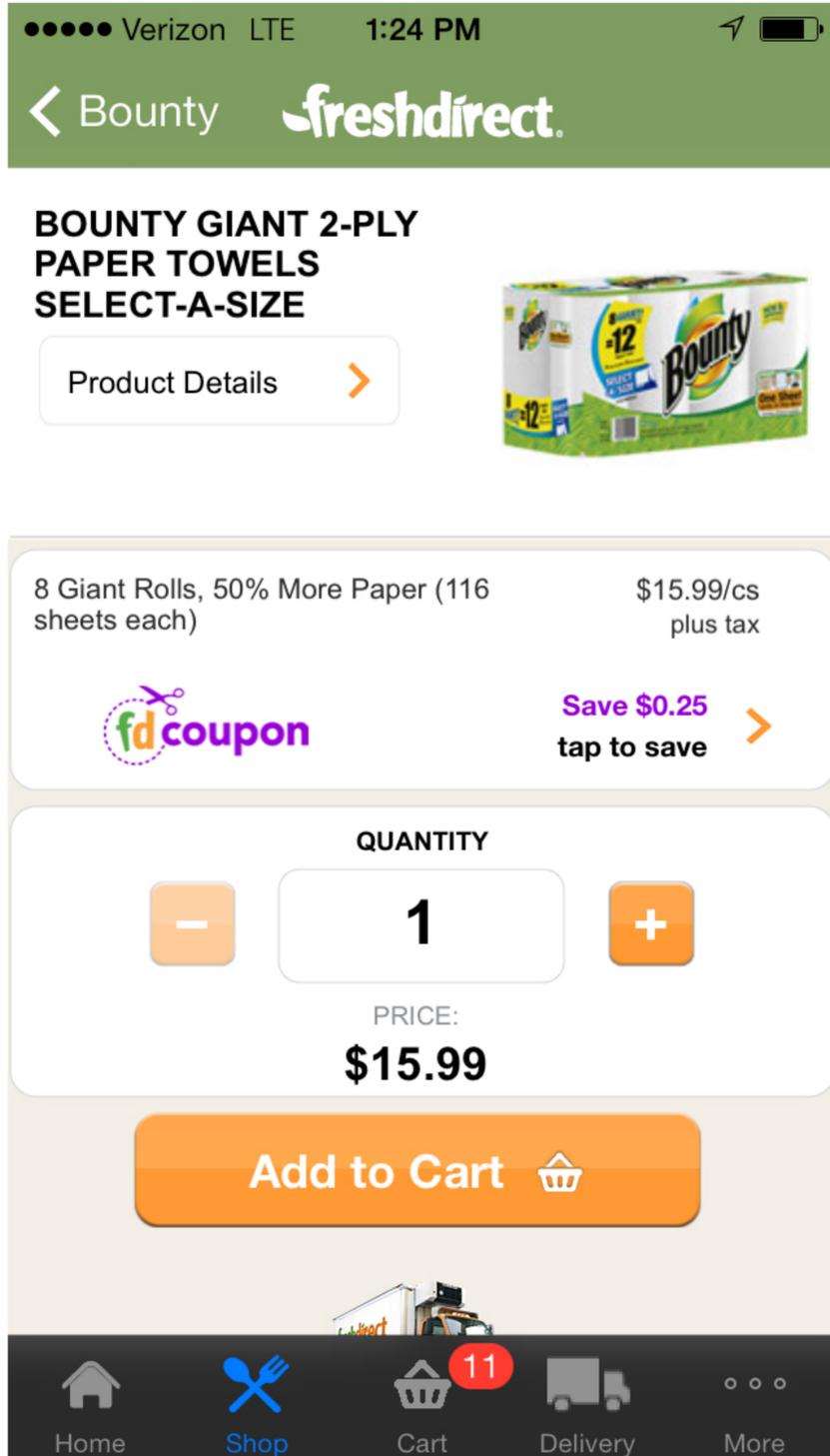


Fig. 1: PDP, from current app version (shown for comparison)

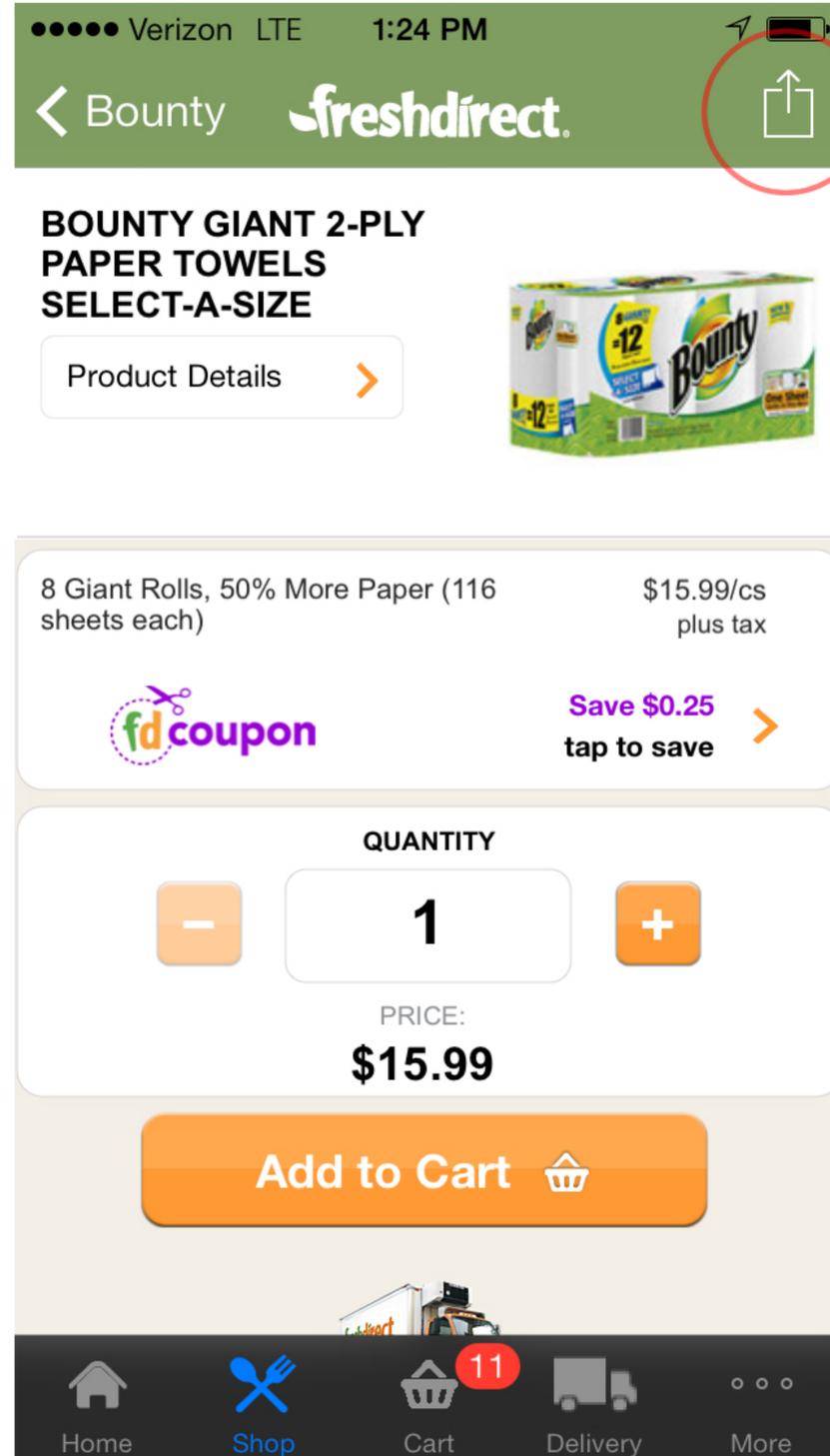


Fig. 2: Sharing button in header

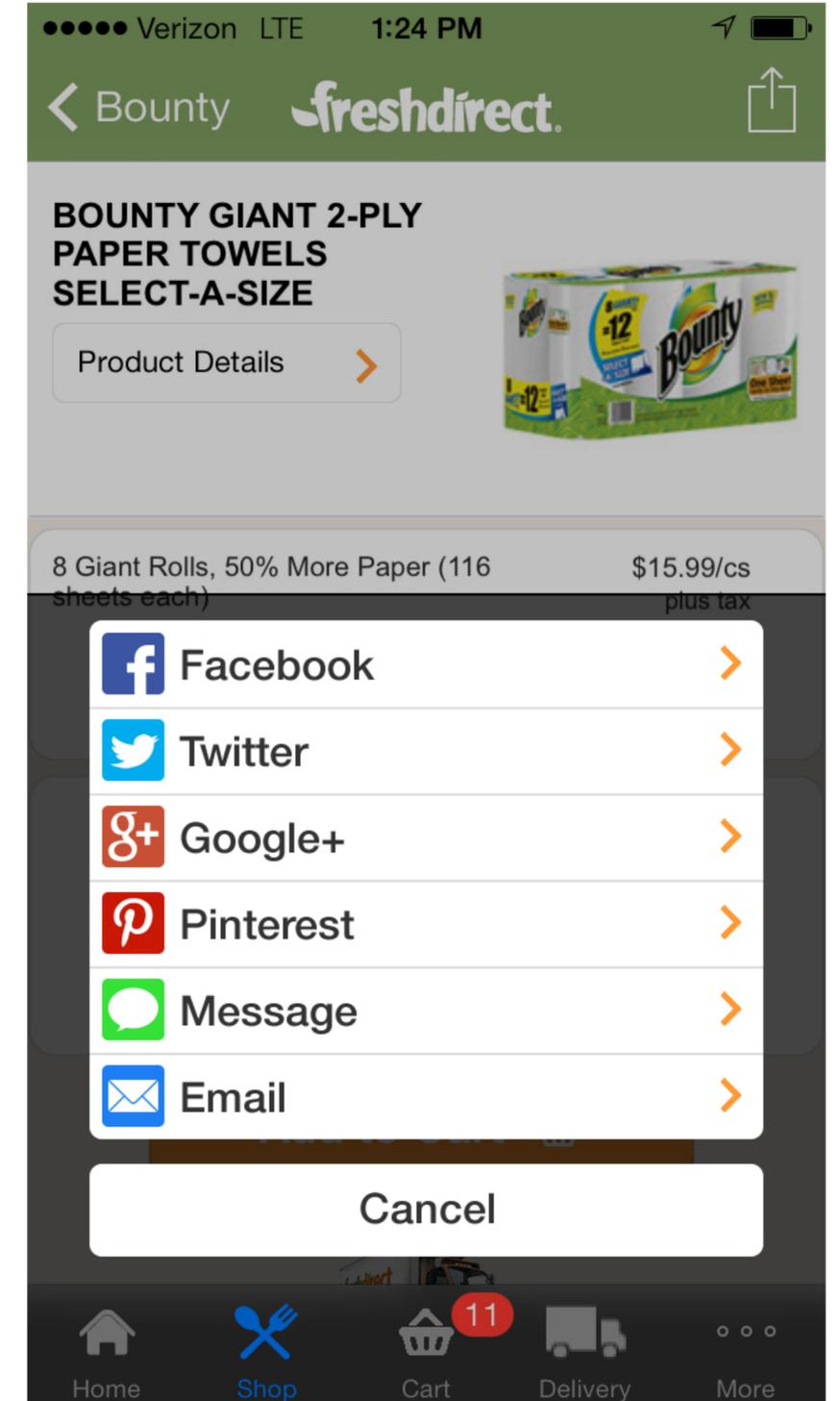


Fig. 3: Sharing sheet slides up from bottom

Product Detail Screen Option 3: iOS sharing button in app header with separate Facebook "like"

As implemented in Apple's App Store, iTunes Store, and Game Center apps. Unique to those three apps as far as I can tell.

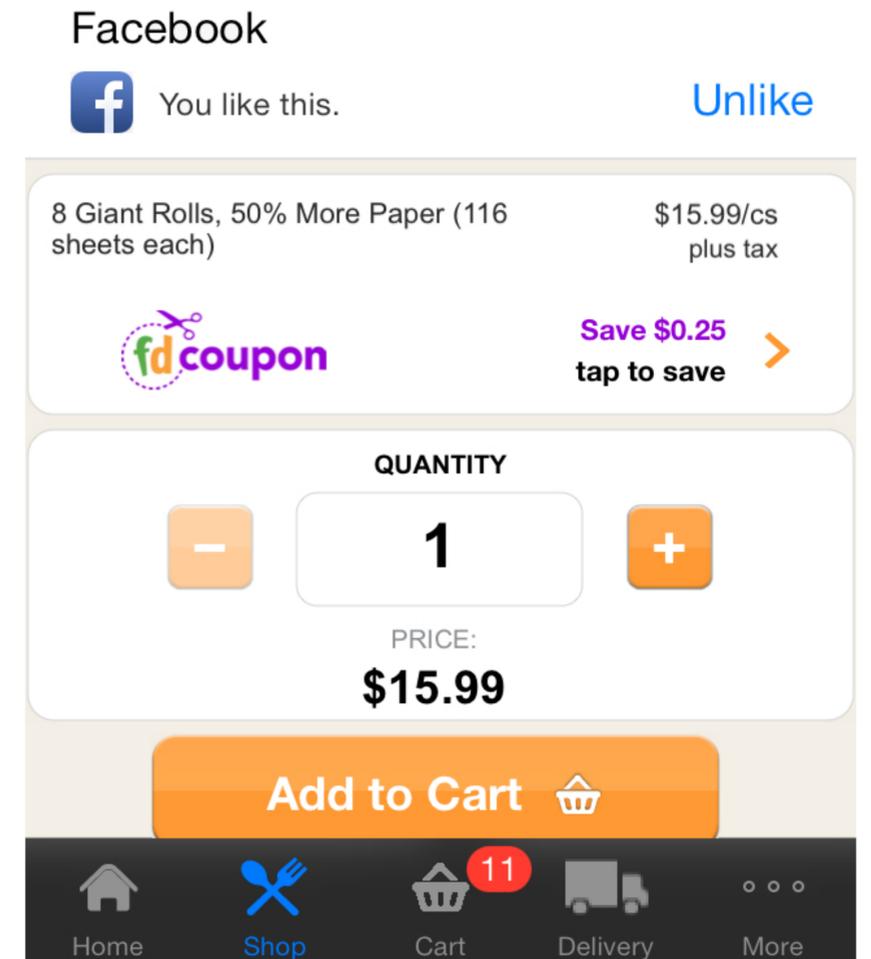
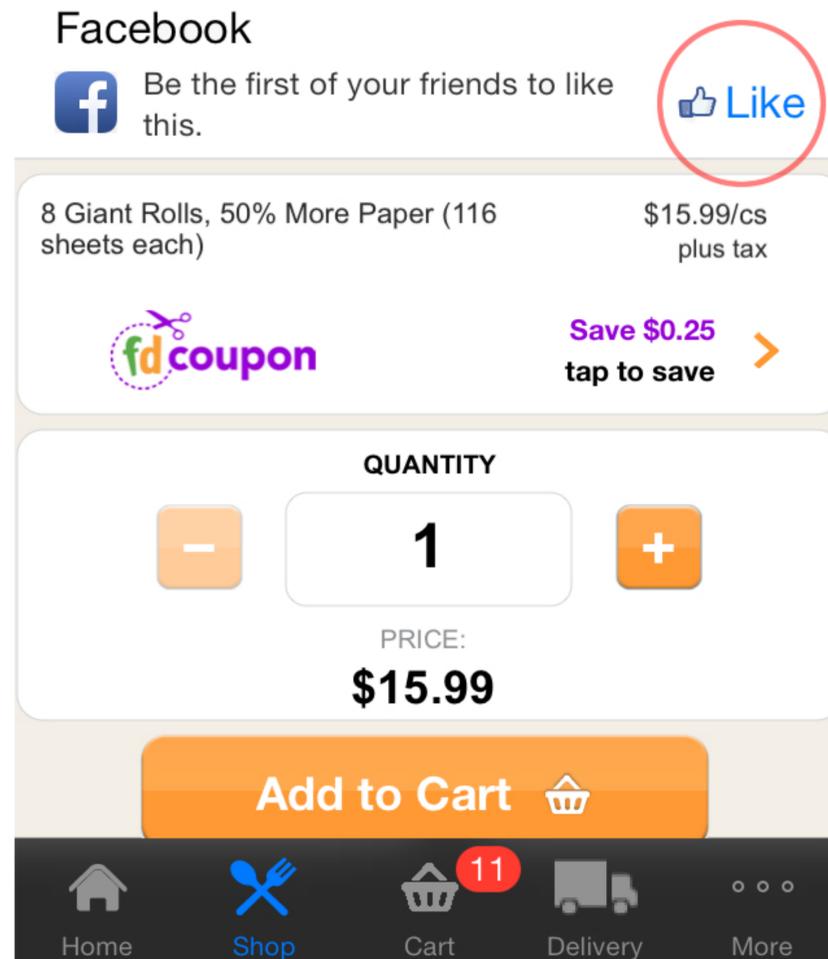
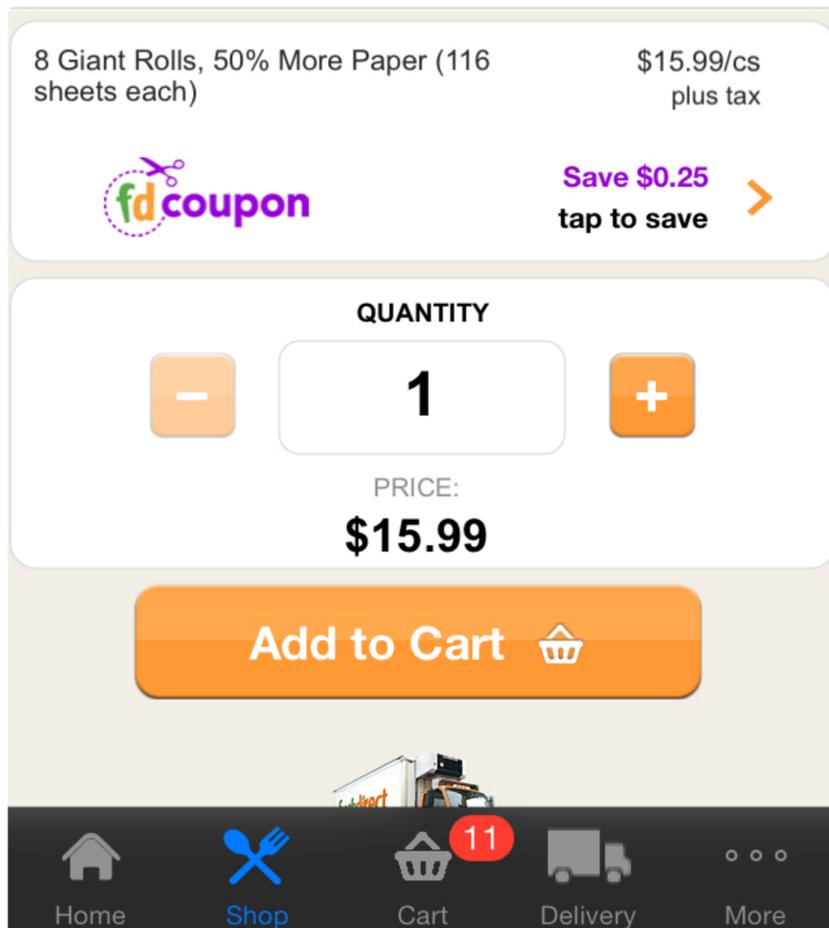
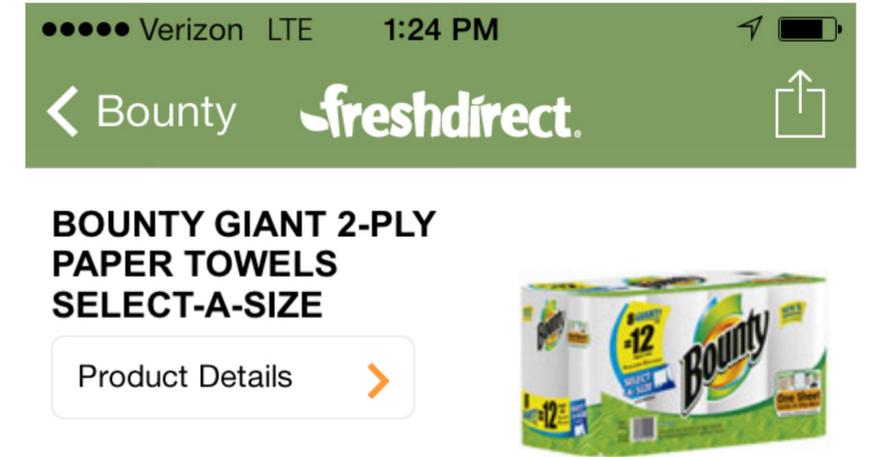
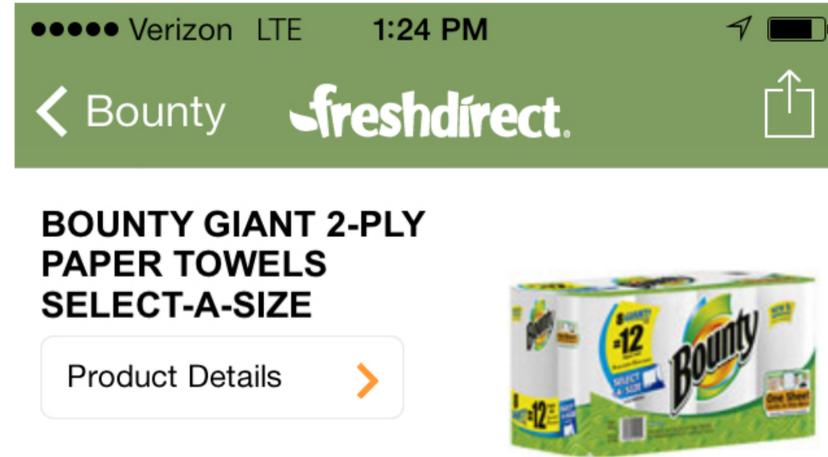
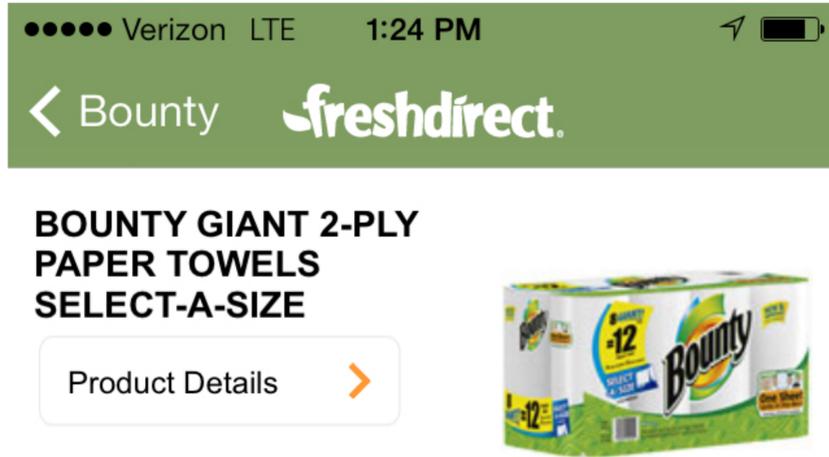


Fig. 1: PDP, from current app version (shown for comparison)

Fig. 2: Sharing button in header, with separate Facebook like button

Fig. 3: Liked

Product Detail Screen Option 4: sharing button below product name

Share button in the same style as "Product Details" button. Opens standard iOS sharing sheet.

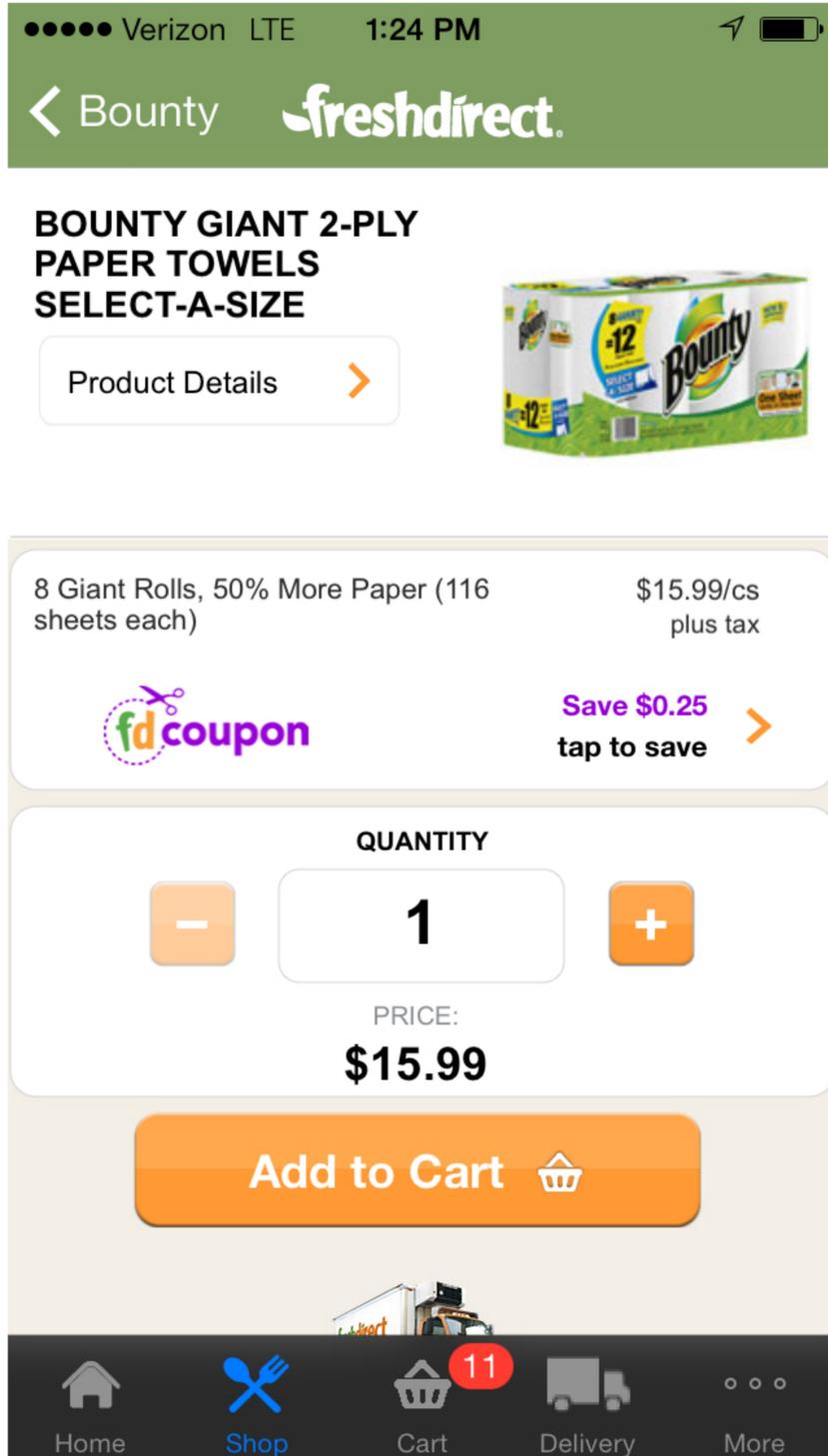


Fig. 1: PDP, from current app version (shown for comparison)

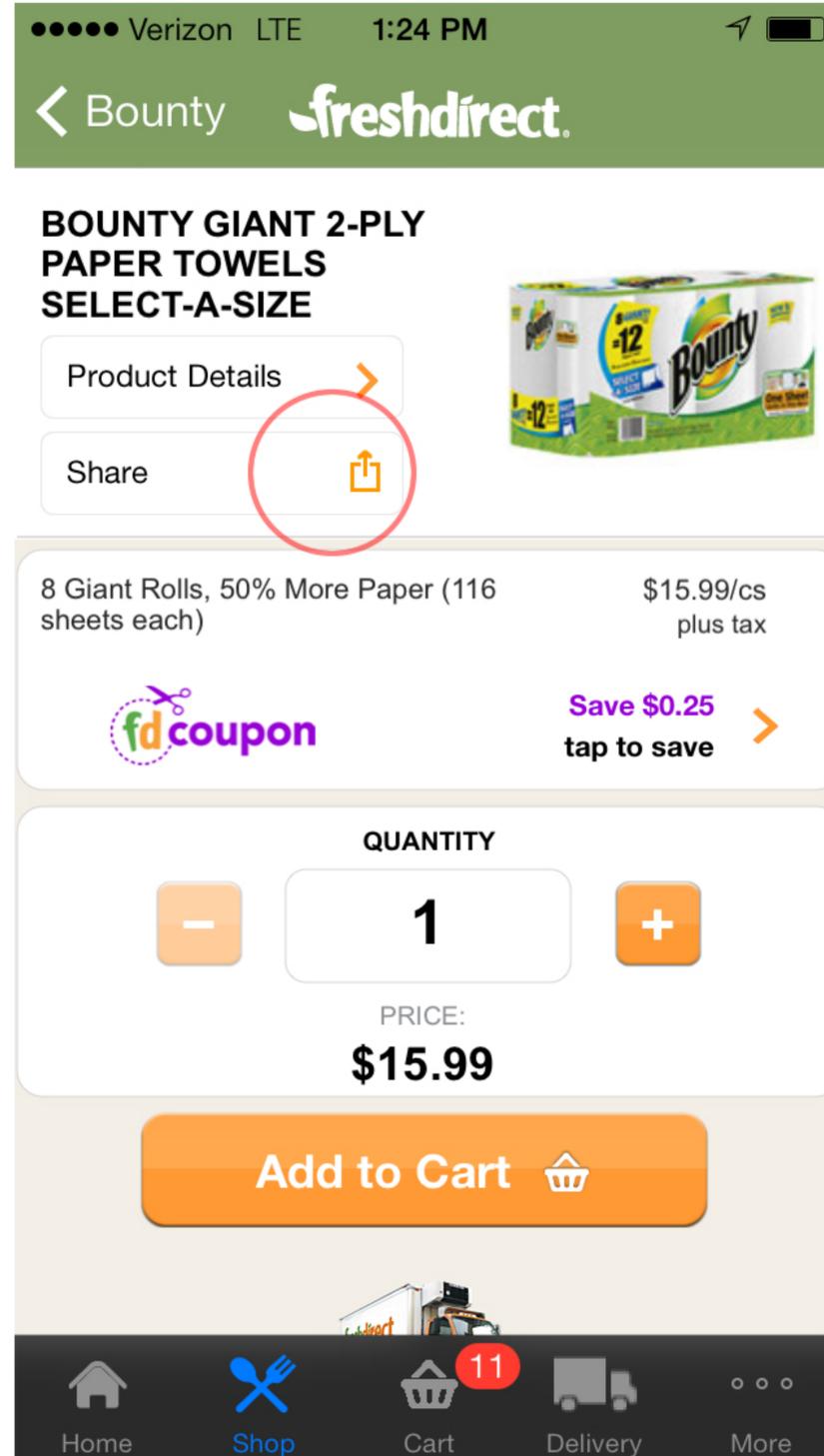


Fig. 2: Sharing button below product name

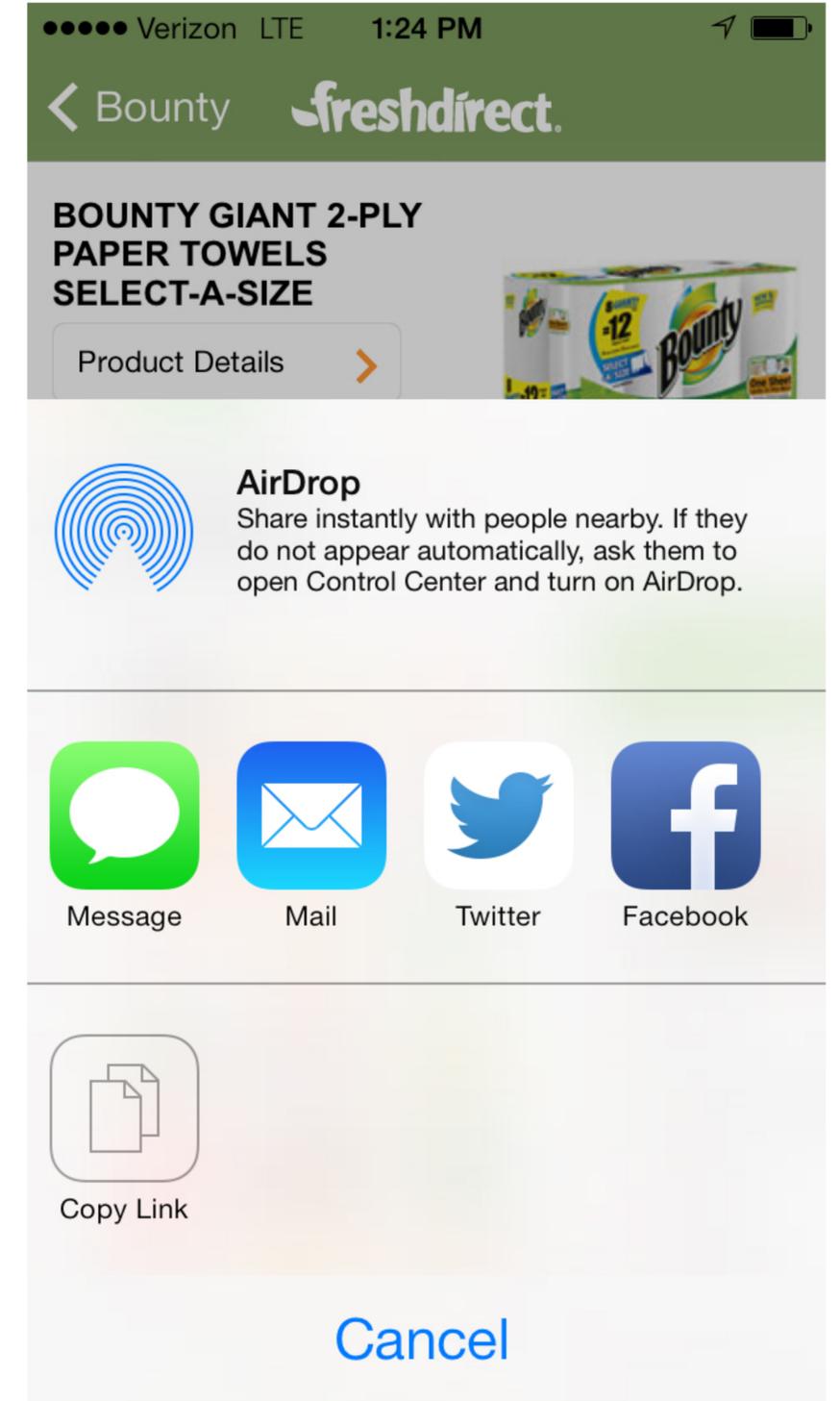


Fig. 3: Sharing sheet slides up from bottom

Product Detail Screen Option 5: sharing button adjacent to Add to Cart button

Similar to Soap.com's app implementation. Opens standard sharing sheet.

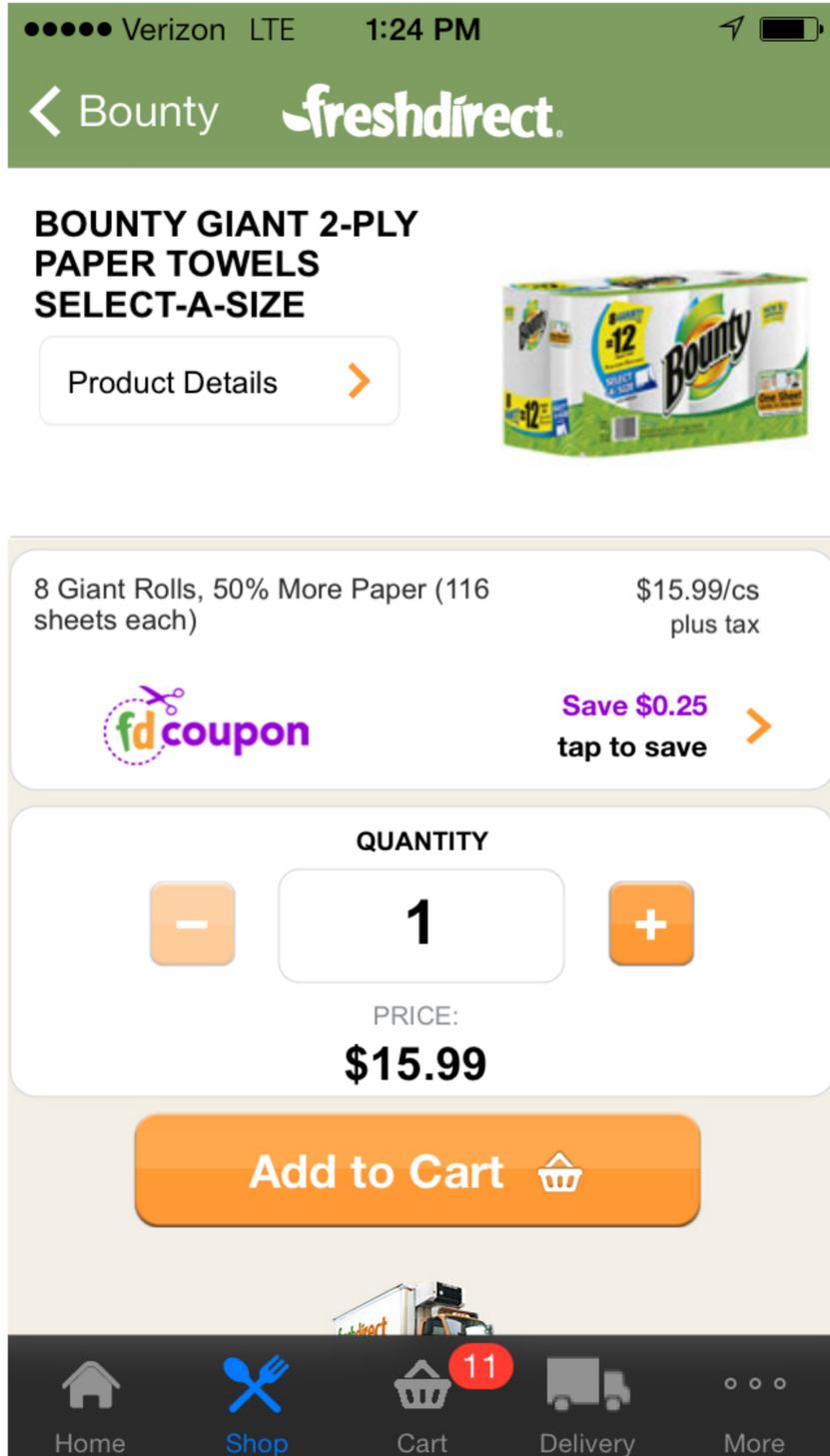


Fig. 1: PDP, from current app version (shown for comparison)

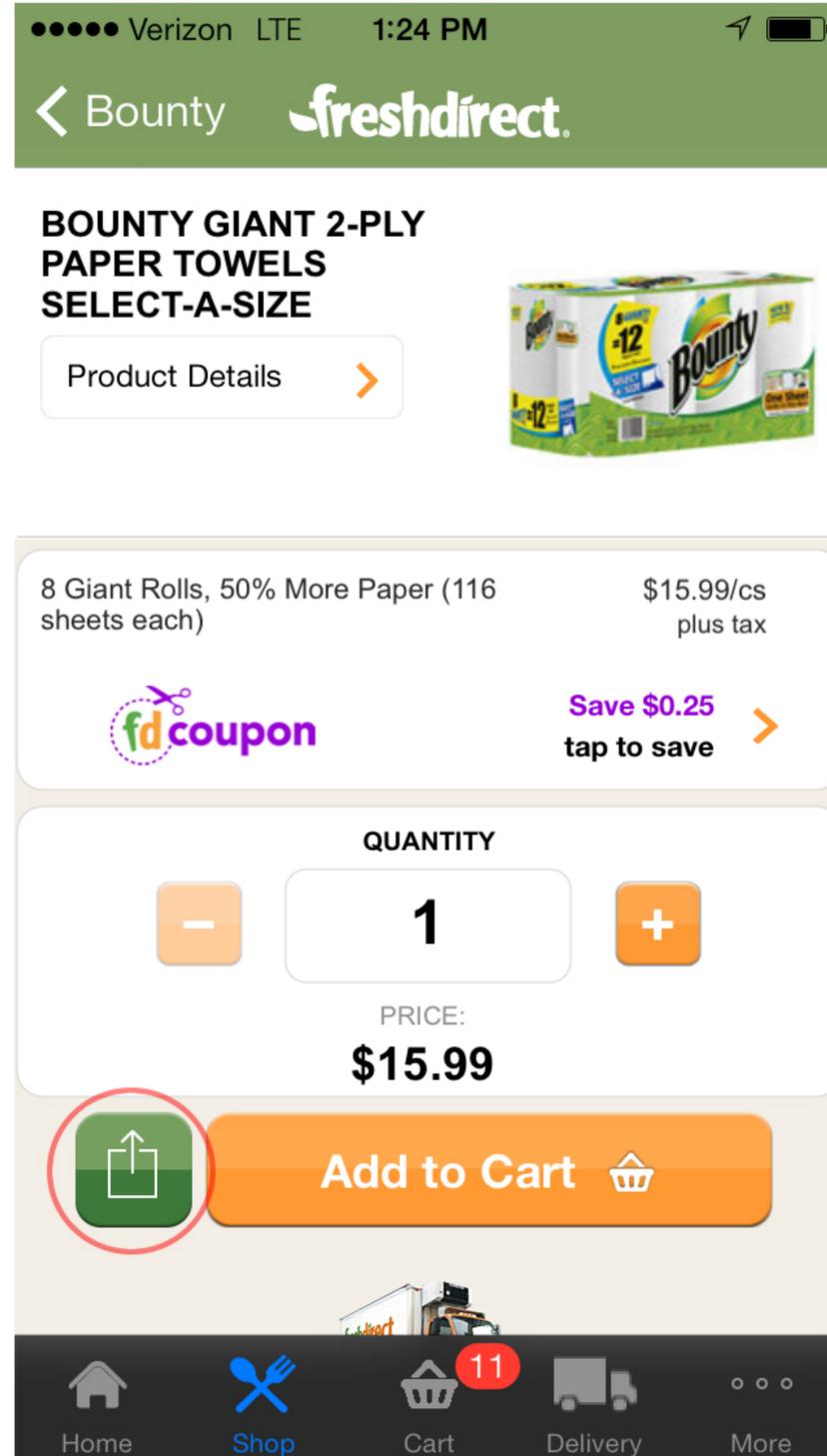


Fig. 2: Sharing button by Add to Cart button

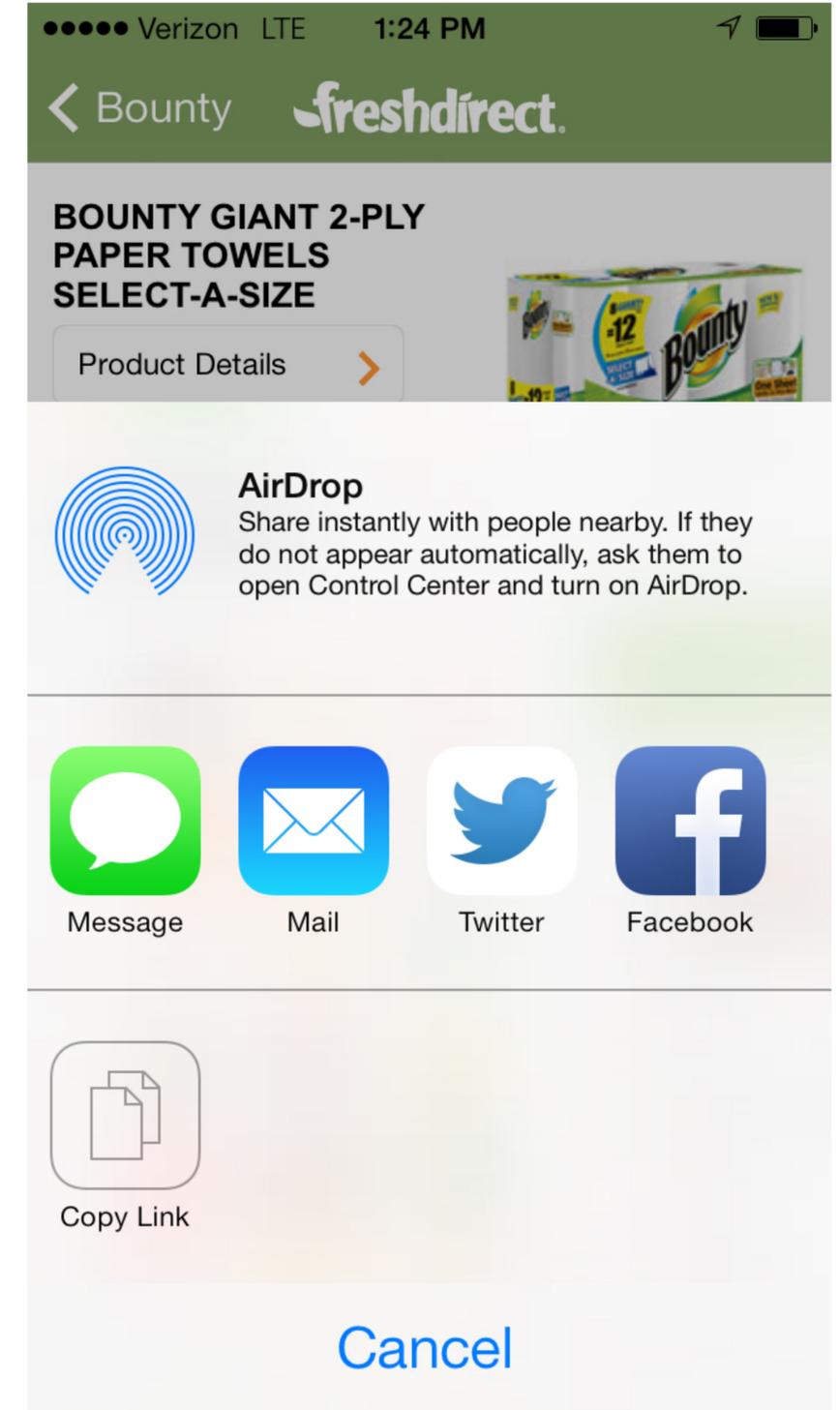


Fig. 3: Sharing sheet slides up from bottom

Product Detail Screen Option 6: custom social sharing buttons

To the best of my knowledge, the HTML/JavaScript sharing buttons provided by the major social networks for web pages are not implementable in native mobile apps. Only some Apple apps replicate the single-click Facebook like functionality, but I found no examples of Tweet, Pinterest, or Google+ buttons with counters. If it is possible to mimic the appearance and functionality of web social widgets in an app, below is one example of how it might look.

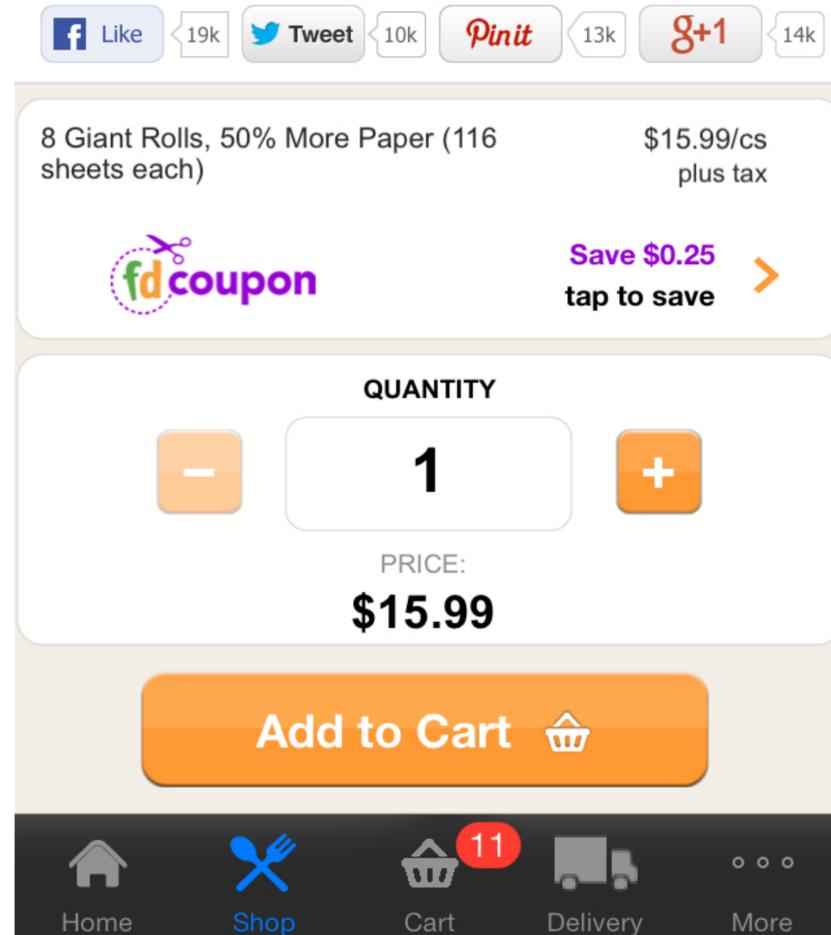
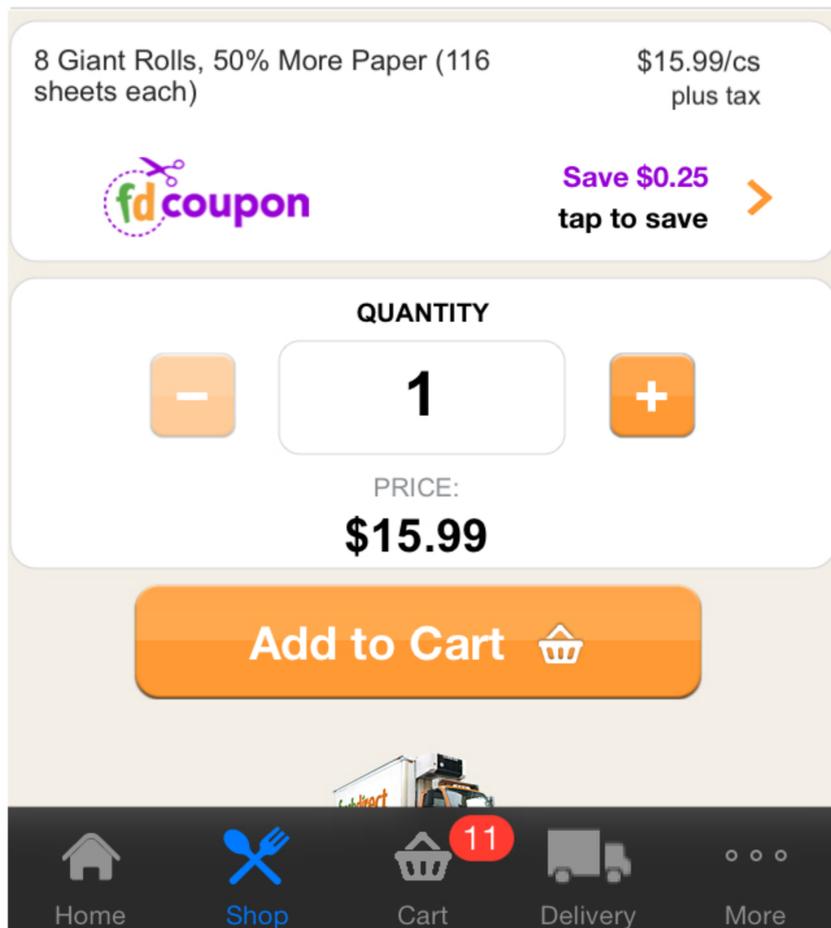
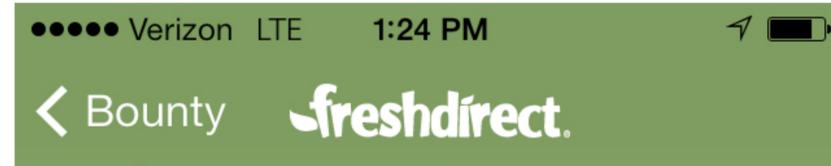


Fig. 1: PDP, from current app version (shown for comparison)

Fig. 2: Sharing widgets with appearance and functionality of web widgets (may not be possible in native apps)

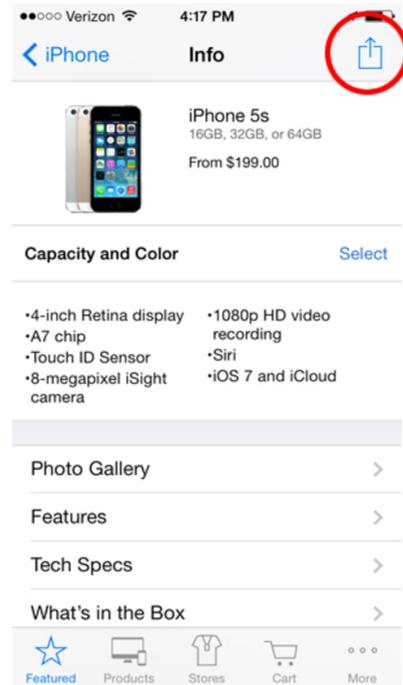
FreshDirect iPhone app

Social Sharing

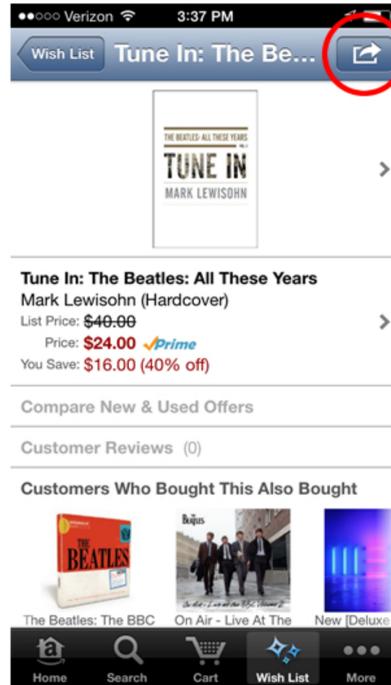
Examples of Social Sharing in Other Apps



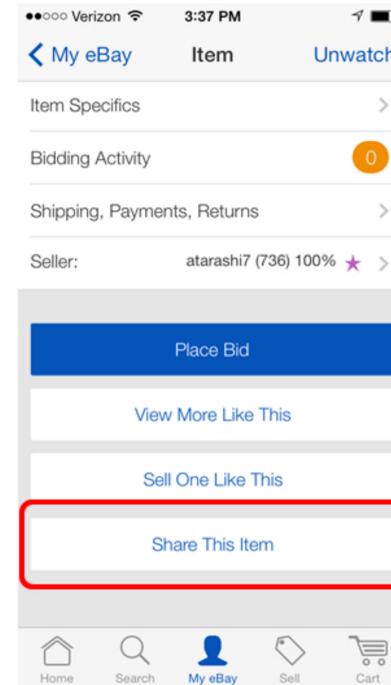
Apple App Store, iTunes Store, Game Center: Share button in header. Also an implementation of Facebook like button in the "reviews" screen of individual product listings.



Apple Store: Share button in header.



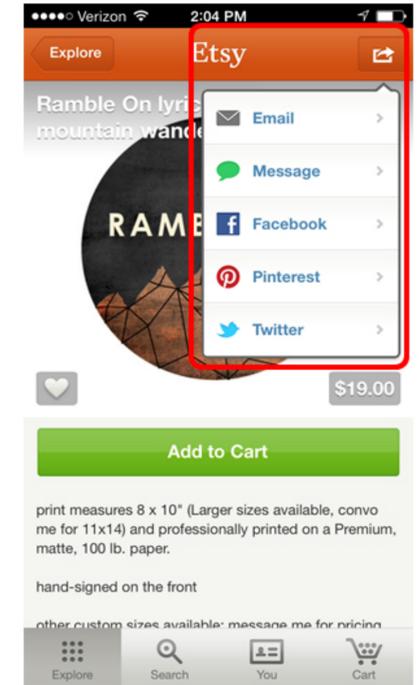
Amazon: Share button in header.



eBay: "Share This Item" button at bottom of active product listing. Appears to be integrated with system-wide Twitter login, but not Facebook.



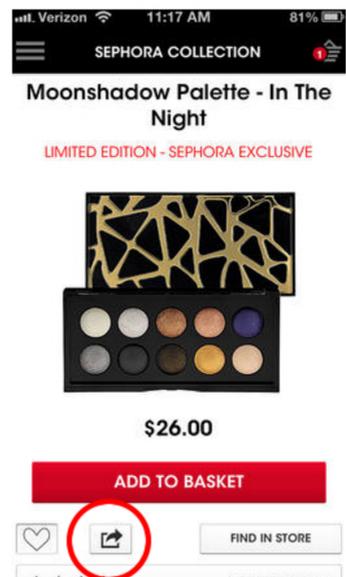
Zappos: Share button in header.



Etsy: Share button in header. Non-standard sharing sheet. Sharing to Pinterest exits Etsy app.



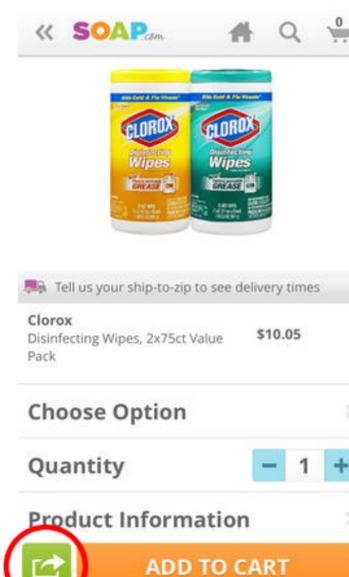
Target: Share button in header.



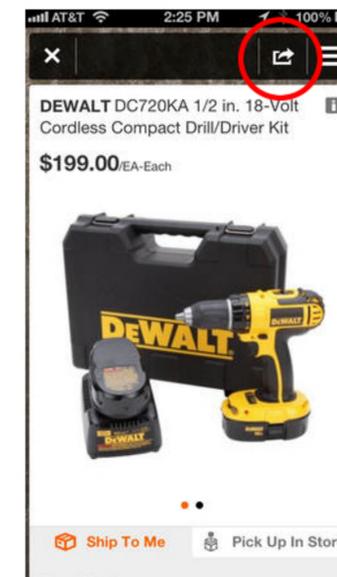
Sephora: Share button below add to cart button



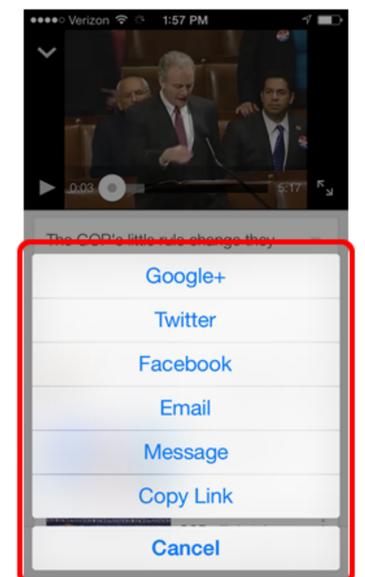
Walmart: Share button in header.



Soap: Share button adjacent to Add to Cart button



Home Depot: Share button in floating search menu



YouTube: Share button (with unusual icon) at the bottom of each video screen. Includes in-app sharing to Google+