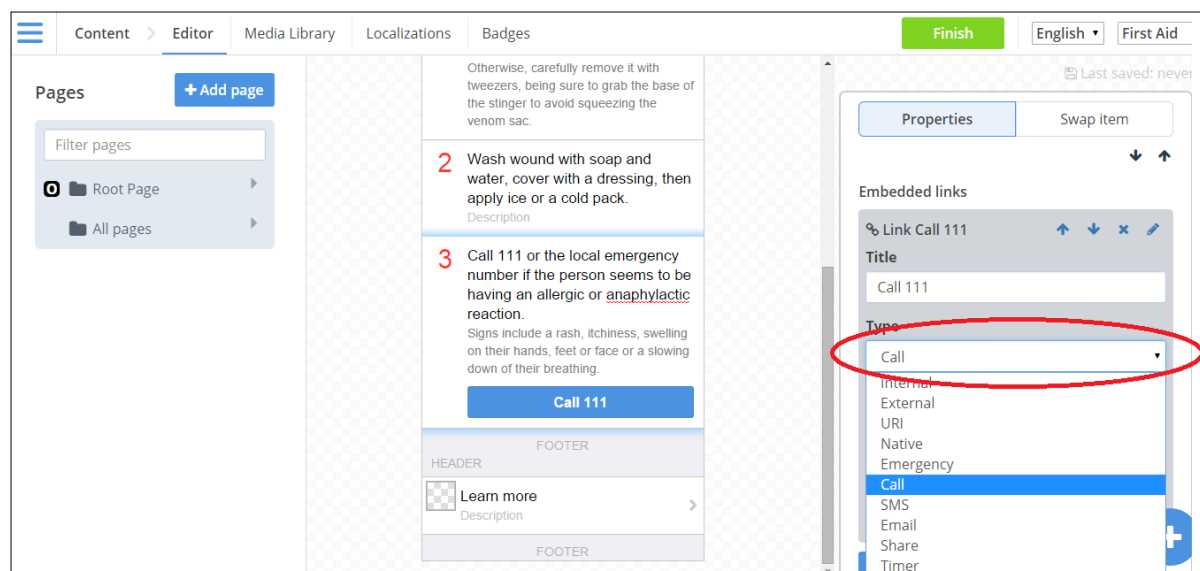


Link Type Guidelines

- **Internal** – Links to pages within the app, created in the CMS.
- **External** – Links to external web pages, but within the app. (e.g., Link will open the Red Cross/Red Crescent Volunteer web page within the app as opposed to the phone's Safari/Chrome web browser) **DO NOT USE FOR DONATION LINKS** (use URI for donation links).
- **URI** – These can be used for web links. If the link destination is a web page, the app will kick out to the phone's Safari/Chrome web browser (this is important for Apple guidelines on donations).
- **Native/Timer** – Links to a native page in the app. (e.g. link opens a timer for burns test).
- **Emergency** – Allows for custom emergency numbers to be added. If a phone number is set to Emergency rather than Call, it can be set to a different number in a phone's settings (e.g. user can change 911 to 112. The button will still display 911, but the number dialled when the button is pressed will be 12.)
- **Call** – This will give a telephone prompt box with the number to dial that allows user to call that number directly.
- **SMS** – Allows a text to be sent from the app.
- **Email** – Allows the user to send an e-mail directly to a predetermined address.
- **Share** – Users can create customized message for the 'Share' post. The message text, along with the share link, is entered into the 'Body Text' section.

*** Remember, any web link to a donation page must be set to URI.**



Frequently Asked Questions

Q. How do I insert an external link to direct users from the app to my national society's website?

A. In the CMS, you have the option to insert a link URI for the desired web page destination (where you want to direct user). Enter the URL in the 'Destination' form under link type. Also, be sure to select the appropriate link type (see above).

Q. When I select an option that will direct users to an external site (e.g., 'Donate now' 'Story Share'), why does the link not load properly/appears to be broken?

A. In the CMS, make sure the appropriate link type has been selected link type (see above) and check that the correct URL is inserted in 'Destination'.

Q. Where can I insert the link destination for the 'Share this app' option under 'Info'? In the CMS, I set the link type as 'Share' but where is the option to insert URL?

A. You do not need to insert the URL manually. The link to the app in the relevant store will be shared along with any text inserted in 'Body text'. In 'Body text' you can insert a customized message that will accompany the link. For example: "Check out this free First Aid app from the Irish Red Cross".