



OmniUpdate Training Tuesday

Social Media Meta Tags



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Software Trainer

WebEx Event # **851 415 144**

Audio will be heard on your computer speakers.

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Webcast will start at the top of the hour.



AGENDA

- What are “Social Meta” tags?
 - Open Graph
 - Twitter Cards
- Live Demonstration
 - Add social meta tags to a normal HTML page
 - Take it one step further with XSL



WHAT ARE SOCIAL META TAGS?

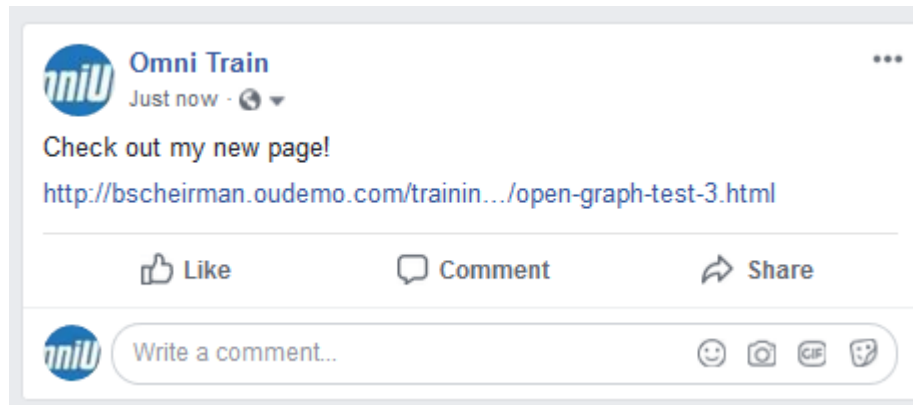
You're probably familiar with "normal" metadata

- Content that lives in the "head" of your HTML document
- Tells browsers and external services basic information about the page
- Examples:
 - `<title>Academics | Gallena University</title>`
 - `<meta name="Description" content="This is the description of the page."/>`
 - `<meta name="Keywords" content="gallena,academics,learning,higher ed"/>`
- Social Meta Tags are the same thing, but specifically used by social media channels
 - Now, you can cater your pages to deliver the most relevant information when they're posted on Facebook, Twitter, LinkedIn, etc.
 - Two main standards:
 - Open Graph tags
 - Twitter Cards



WHAT ARE SOCIAL META TAGS?

In short, Social meta tags help you go from this...



To this...





- Open Graph

- Originally developed by Facebook, but considered the most universal standard (other platforms will use it as well)
- Formatted as:

```
<meta property="og:[name of tag]" content="[put your content here]"/>
```

- Tag examples:

- `og:title`
- `og:type`
- `og:image`
- `og:url`
- `og:site_name`



- Twitter Cards
 - Only used on Twitter; allows you to add metadata that is specific to Twitter (e.g. Twitter handle, type of “card” you want to use)
 - If Twitter cards are omitted, Twitter will use Open Graph to fill in what it can
 - Formatted as:

```
<meta name=“twitter:[name of tag]” content=“[put your content here]”/>
```
 - Tag examples:
 - `twitter:card`
 - `twitter:site`
 - `twitter:creator`
 - `twitter:url`
 - `twitter:description`



Let's Take a Look!



USEFUL TOOLS AND FURTHER READING

- OmniUpdate Social Meta XSL Code
 - <https://github.com/omniupdate/example-code-social-meta>
- CSS-Tricks article on Social Meta Tags
 - <https://css-tricks.com/essential-meta-tags-social-media/>
- The Open Graph Protocol homepage
 - <http://ogp.me/>
- Facebook Debugger – preview and debug Open Graph tags
 - <https://developers.facebook.com/tools/debug/>
- Twitter Card Validator – preview and debug Twitter cards
 - <https://cards-dev.twitter.com/validator>
- Getting Started with Twitter Cards
 - <https://developer.twitter.com/en/docs/tweets/optimize-with-cards/guides/getting-started.html>
- Sharing for Webmasters (Facebook document on using OG tags)
 - <https://developers.facebook.com/docs/sharing/webmasters/>



NEXT TRAINING TUESDAY

Next month's Training Tuesday will be held on **July 31st, 2018.**

We'll be covering the topic of **The Mechanics of OU Campus.**

Be sure to visit the OCN or Support Site
for further details!

<http://ocn.omniupdate.com>

<http://support.omniupdate.com>



Thank you!