**Open Graph tags?**

The open graph protocol allows developers to leverage Facebook in new and exciting ways. One of the easiest ways to venture into the world of Open Graph is to add the open graph meta tags to your site.

Open graph meta tags allow you to control what content shows up when a **page is shared on Facebook.** We’ve all seen posts like these on Facebook. Ever wonder how you can control the content that displays. Well the answer is Open Graph.

[](http://redclayinteractive.com/wp-content/uploads/open_graph_tags.png)

There are many Open Graph meta tags that provide different information to Facebook. These tags can be added to your pages manually, either directly to the code on the page or through a CMS if fields are available or also programatically. Below are the most common Open Graph tags you will encounter with a brief description of each.

**og:title** – The title of your page, content, object etc. as you would like for it to appear when displayed on Facebook.

**og:site\_name** – the name of your site.

**og:description** – Perhaps the most important tag. This is the 1-2 sentence snippet that shows up in the post. Write this carefully as this can be the difference between getting clicks or not.

**og:type** – The type of content. Think of these as categories, hotel, blog, article etc. [Click here for a full list of Open Graph types.](http://developers.facebook.com/docs/opengraph/#types)

**og:image** – The URL for an image you want to represent the your content. Images must be either PNG, JPEG and GIF formats and at least 50px by 50px.

**og:url** – This will be the URL that will be associated with your content ie the link.

## https://gist.github.com/lancejpollard/1978404

## Basic HTML Meta Tags

<meta name="keywords" content="your, tags"/>

<meta name="description" content="150 words"/>

<meta name="subject" content="your website's subject">

<meta name="copyright"content="company name">

<meta name="language" content="ES">

<meta name="robots" content="index,follow" />

<meta name="revised" content="Sunday, July 18th, 2010, 5:15 pm" />

<meta name="abstract" content="">

<meta name="topic" content="">

<meta name="summary" content="">

<meta name="Classification" content="Business">

<meta name="author" content="name, email@hotmail.com">

<meta name="designer" content="">

<meta name="copyright" content="">

<meta name="reply-to" content="email@hotmail.com">

<meta name="owner" content="">

<meta name="url" content="http://www.websiteaddrress.com">

<meta name="identifier-URL" content="http://www.websiteaddress.com">

<meta name="directory" content="submission">

<meta name="category" content="">

<meta name="coverage" content="Worldwide">

<meta name="distribution" content="Global">

<meta name="rating" content="General">

<meta name="revisit-after" content="7 days">

<meta http-equiv="Expires" content="0">

<meta http-equiv="Pragma" content="no-cache">

<meta http-equiv="Cache-Control" content="no-cache">

## OpenGraph Meta Tags

<meta name="og:title" content="The Rock"/>

<meta name="og:type" content="movie"/>

<meta name="og:url" content="http://www.imdb.com/title/tt0117500/"/>

<meta name="og:image" content="http://ia.media-imdb.com/rock.jpg"/>

<meta name="og:site\_name" content="IMDb"/>

<meta name="og:description" content="A group of U.S. Marines, under command of..."/>

<meta name="fb:page\_id" content="43929265776" />

<meta name="og:email" content="me@example.com"/>

<meta name="og:phone\_number" content="650-123-4567"/>

<meta name="og:fax\_number" content="+1-415-123-4567"/>

<meta name="og:latitude" content="37.416343"/>

<meta name="og:longitude" content="-122.153013"/>

<meta name="og:street-address" content="1601 S California Ave"/>

<meta name="og:locality" content="Palo Alto"/>

<meta name="og:region" content="CA"/>

<meta name="og:postal-code" content="94304"/>

<meta name="og:country-name" content="USA"/>

<meta property="og:type" content="game.achievement"/>

<meta property="og:points" content="POINTS\_FOR\_ACHIEVEMENT"/>

<meta property="og:video" content="http://example.com/awesome.swf" />

<meta property="og:video:height" content="640" />

<meta property="og:video:width" content="385" />

<meta property="og:video:type" content="application/x-shockwave-flash" />

<meta property="og:video" content="http://example.com/html5.mp4" />

<meta property="og:video:type" content="video/mp4" />

<meta property="og:video" content="http://example.com/fallback.vid" />

<meta property="og:video:type" content="text/html" />

<meta property="og:audio" content="http://example.com/amazing.mp3" />

<meta property="og:audio:title" content="Amazing Song" />

<meta property="og:audio:artist" content="Amazing Band" />

<meta property="og:audio:album" content="Amazing Album" />

<meta property="og:audio:type" content="application/mp3" />

## Create Custom Meta Tags

Use custom meta tags to store data that you need in javascript, instead of hard-coding that data into your javascript. I store my Google Analytics code in meta tags. Here's some examples:

<meta name="google-analytics" content="1-AHFKALJ"/>

<meta name="disqus" content="abcdefg"/>

<meta name="uservoice" content="asdfasdf"/>

<meta name="mixpanel" content="asdfasdf"/>

## Company/Service Meta Tags

#### ClaimID

<meta name="microid" content="mailto+http:sha1:e6058ed7fca4a1921cq91d7f1f3b8736cd3cc1g7" />

#### Apple Meta Tags

<meta name="apple-mobile-web-app-capable" content="yes">

<meta content="yes" name="apple-touch-fullscreen" />

<meta name="apple-mobile-web-app-status-bar-style" content="black">

<meta name="format-detection" content="telephone=no">

<meta name="viewport" content="width = 320, initial-scale = 2.3, user-scalable = no">

#### Internet Explorer Meta Tags

<meta http-equiv="Page-Enter" content="RevealTrans(Duration=2.0,Transition=2)" />

<meta http-equiv="Page-Exit" content="RevealTrans(Duration=3.0,Transition=12)" />

<meta name="mssmarttagspreventparsing" content="true">

<meta http-equiv="X-UA-Compatible" content="chrome=1">

<meta name="msapplication-starturl" content="http://blog.reybango.com/about/"/>

<meta name="msapplication-window" content="width=800;height=600"/>

<meta name="msapplication-navbutton-color" content="red"/>

<meta name="application-name" content="Rey Bango Front-end Developer"/>

<meta name="msapplication-tooltip" content="Launch Rey Bango's Blog"/>

<meta name="msapplication-task" content="name=About;action-uri=/about/;icon-uri=/images/about.ico" />

<meta name="msapplication-task" content="name=The Big List;action-uri=/the-big-list-of-javascript-css-and-html-development-tools-libraries-projects-and-books/;icon-uri=/images/list\_links.ico" />

<meta name="msapplication-task" content="name=jQuery Posts;action-uri=/category/jquery/;icon-uri=/images/jquery.ico" />

<meta name="msapplication-task" content="name=Start Developing;action-uri=/category/javascript/;icon-uri=/images/script.ico" />

<link rel="shortcut icon" href="/images/favicon.ico" />

#### TweetMeme Meta Tags

<meta name="tweetmeme-title" content="Retweet Button Explained" />

#### Blog Catalog Meta Tags

<meta name="blogcatalog" />

#### Rails Meta Tags

<meta name="csrf-param" content="authenticity\_token"/>

<meta name="csrf-token" content="/bZVwvomkAnwAI1Qd37lFeewvpOIiackk9121fFwWwc="/>

#### Apple Tags

<meta name="apple-mobile-web-app-capable" content="yes">

<meta name="apple-mobile-web-app-status-bar-style" content="black">

<meta name="format-detection" content="telephone=no">

<meta name= "viewport" content = "width = 320, initial-scale = 2.3, user-scalable = no">

<meta name= "viewport" content = "width = device-width">

<meta name = "viewport" content = "initial-scale = 1.0">

<meta name = "viewport" content = "initial-scale = 2.3, user-scalable = no">

<link rel="apple-touch-icon" href="touch-icon-iphone.png" />

<link rel="apple-touch-icon" sizes="72x72" href="touch-icon-ipad.png" />

<link rel="apple-touch-icon" sizes="114x114" href="touch-icon-iphone4.png" />

<link rel="apple-touch-startup-image" href="/startup.png">

<link rel="apple-touch-icon" type="image/png" href="/apple-touch-icon.png" />

## HTML Link Tags

<link rel="alternate" type="application/rss+xml" title="RSS" href="http://feeds.feedburner.com/martini" />

<link rel="shortcut icon" type="image/ico" href="/favicon.ico" />

<link rel="fluid-icon" type="image/png" href="/fluid-icon.png" />

<link rel="me" type="text/html" href="http://google.com/profiles/thenextweb"/>

<link rel='shortlink' href='http://blog.unto.net/?p=353' />

<link rel='archives' title='May 2003' href='http://blog.unto.net/2003/05/' />

<link rel='index' title='DeWitt Clinton' href='http://blog.unto.net/' />

<link rel='start' title='Pattern Recognition 1' href='http://blog.unto.net/photos/pattern\_recognition\_1\_about/' />

<link rel='prev' title='OpenSearch and OpenID? A sure way to get my attention.' href='http://blog.unto.net/opensearch/opensearch-and-openid-a-sure-way-to-get-my-attention/' />

<link rel='next' title='Not blog' href='http://blog.unto.net/meta/not-blog/' />

<link rel="search" href="/search.xml" type="application/opensearchdescription+xml" title="Viatropos" />

<link rel="self" type="application/atom+xml" href="http://www.syfyportal.com/atomFeed.php?page=3"/>

<link rel="first" href="http://www.syfyportal.com/atomFeed.php"/>

<link rel="next" href="http://www.syfyportal.com/atomFeed.php?page=4"/>

<link rel="previous" href="http://www.syfyportal.com/atomFeed.php?page=2"/>

<link rel="last" href="http://www.syfyportal.com/atomFeed.php?page=147"/>

<link rel='shortlink' href='http://smallbiztrends.com/?p=43625' />

<link rel="canonical" href="http://smallbiztrends.com/2010/06/9-things-to-do-before-entering-social-media.html" />

<link rel="EditURI" type="application/rsd+xml" title="RSD" href="http://smallbiztrends.com/xmlrpc.php?rsd" />

<link rel="pingback" href="http://smallbiztrends.com/xmlrpc.php" />

<link media="only screen and (max-device-width: 480px)" href="http://wordpress.org/style/iphone.css" type="text/css" rel="stylesheet" />