

WDD 231

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W02 Learning Activity: Social Media Meta

Overview

Social media sites, such as Facebook, crawl websites so they can provide a rich preview to their users that includes information such as the title, description, and a preview image. Without any additional information, they will attempt to guess the content of your page, however, you can provide this content to these social media platforms directly, so that your site will appear the way that you would like. This information is provided through **social media meta tags**.

In this activity, you will learn more about social meta tags and how to include them on your web pages.

Prepare

Social media meta tags are used to support a rich preview to social media crawlers, like Facebook, with relevant information including a title, description, preview image, and locality. Without social media meta tags, the social media platform will attempt to guess the content of your page. It is better to provide the information explicitly so that you can specify what you would like displayed.

Common Social Media Meta Tags

As you have learned previously, you can use **meta** tags in the **<head>** section of your page to specify information about the page, such as the author or a description of the page. If you use specific meta tags that align with the expectations of social media sites, it makes it easy for those sites to know and use the information you would like.

There is no official standard for social media properties that is defined as part of the HTML standards. Instead, there are certain properties that the large social media sites look for that you can provide on your page to inform them.

The most common meta tags for social media include the following:

Facebook

Facebook uses Open Graph meta tags to provide a rich preview of your page when it is shared on their platform.

The following are common **Open Graph (og) properties** that you may want include in your HTML pages:

- `<meta property="og:title" content="">` — The content contains the title of your page. The title should be descriptive and relevant to the content of your page.
- `<meta property="og:description" content="">` — The content is a short description or summary of the page. Do not reuse your title. The length is between 2 and 4 sentences with a maximum of 200 characters.
- `<meta property="og:image" content="">` — An absolute URL to an image that represents the content of your page. It should be at least 600x315 pixels with about a 2 to 1 aspect ratio.
- `<meta property="og:locale" content="">` — The canonical URL for your page with any variables or parameters.

Example

The following are the **og** meta tags on **apple.com**:

```
<meta property="og:title" content="Apple">
<meta property="og:description" content="Discover the innovative world
<meta property="og:url" content="https://www.apple.com/">
<meta property="og:locale" content="en_US">
<meta property="og:image" content="https://www.apple.com/ac/structured-
<meta property="og:type" content="website">
<meta property="og:site_name" content="Apple">
```

X (Twitter)

The social media platform X, formerly known as Twitter, uses Twitter social media cards (or X Cards) to provide a rich preview of your page when it is shared on their platform.

The following are common **Twitter Card properties** that you may want include in your HTML pages:

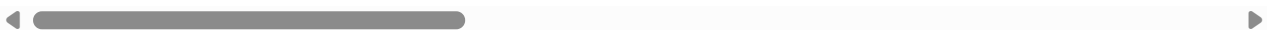
- **twitter:card** – The type of card to be displayed. The most common type is **summary** or **summary_large_image**.
 - **summary** – A title, description, and thumbnail image.
 - **summary_large_image** – A large image with a short description.
- **twitter:title** – The title of your page. The title should be descriptive and relevant to the content of your page.

- **twitter:description** – A short description or summary of the page. Do not reuse your title. The length is between 2 and 4 sentences with a maximum of 200 characters.
- **twitter:image** – Specify the URL of the image you want to display in the X card. Use visually appealing and relevant images to capture the user's attention.

Example

The following are the Twitter meta tags on **microsoft.com**:

```
<meta name="twitter:url" content="https://www.microsoft.com/en-us">  
<meta name="twitter:title" content="Microsoft – AI, Cloud, Productivity">  
<meta name="twitter:description" content="Explore Microsoft products ar">  
<meta name="twitter:card" content="summary">
```



Decide what to include

As you can see, there are many different properties that can be defined for both Facebook and Twitter as well as for other social media sites. Because of all these options, it may be difficult to decide what to include.

If you want to explicitly define all of these values for all of these sites, you will need to include all of these meta tags even though they may seem redundant. On the other hand, you may decide that only the most basic properties are needed, and you are comfortable letting a social media site guess any other information it needs.

Most web sites include some, but not all of the properties that are available.

Check Your Understanding

1. What are the Social Media properties for the Church's main website at <https://www.churchofjesuschrist.org?>

You can view the meta properties by navigating to the site and viewing the source or inspecting the page content.

Note that this content can change at any time. If you are not seeing the same content, do not worry as the principle and application are the important part of this exercise.

▼ Click for Answer

```
<meta property="og:description" content="Discover a service-orient  
<meta property="og:image" content="https://www.churchofjesuschrist  
<meta property="og:title" content="Homepage - The Church of Jesus
```

Activity Instructions

Add social media meta tags for Facebook to your course home page.

1. Open your course home page from the previous week's assignment. (**index.html**)
2. Add these **Open Graph meta properties** to the document:
 1. **title**
 2. **description**
 3. **image**
 4. **url**
3. Test and review your meta information by viewing the page source in the browser developer tools.

Optional Resources

[A Guide to Sharing for Webmasters](https://developers.facebook.com/docs/sharing/webmasters) - developers.facebook.com

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