OmniUpdate Training Tuesday

Social Media Meta Tags

WebEx Event # 851 415 144

Audio will be heard on your computer speakers.

If you do not have working computer speakers, call 1-408-792-6300. Enter event number and attendee ID or press # if no attendee ID.

Webcast will start at the top of the hour.

Presented By:
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Software Trainer
▪ 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...

Check out my new page!
http://bscherman.oudemo.com/trainin.../open-graph-test-3.html

Omni Train

Check out my new page!

BSCHERMAN.oudemo.com
Here’s my Open Graph Title!
Here’s my Open Graph Description!
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:

  ```html
  <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](https://github.com/omniupdate/example-code-social-meta)

- CSS-Tricks article on Social Meta Tags

- The Open Graph Protocol homepage
  - [http://ogp.me/](http://ogp.me/)

- Facebook Debugger – preview and debug Open Graph tags
  - [https://developers.facebook.com/tools/debug/](https://developers.facebook.com/tools/debug/)

- Twitter Card Validator – preview and debug Twitter cards
  - [https://cards-dev.twitter.com/validator](https://cards-dev.twitter.com/validator)

- Getting Started with Twitter Cards

- Sharing for Webmasters (Facebook document on using OG tags)
  - [https://developers.facebook.com/docs/sharing/webmasters/](https://developers.facebook.com/docs/sharing/webmasters/)
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!