OmniUpdate Training Tuesday
Social Media Tags in OU Campus

Zoom Event # 151-180-826
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.

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AGENDA

- What’s the Problem?
- What are Social Media Meta Tags?
- How to Apply to Your Site!
- Additional Resources
Here’s my new page:
And here’s my Facebook post:
And here’s my Twitter post:

Get ready for the Grand Wizarding Conference of 2020!
master-outc20.oucampusdemo.com/workshop-polis...
Now, let’s try that again, but with some Magic! ...
Here’s my updated Facebook post:
And here’s my updated Twitter post:
WHAT ARE SOCIAL META TAGS?

You might be 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"/>`
WHAT ARE SOCIAL META TAGS?

Social Meta Tags = metadata 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
OPEN GRAPH TAGS

- Originally developed by Facebook
- Considered the most universal standard
- Other platforms use it too
- Formatted as:

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

- Tag examples:
  - og:title
  - og:type
  - og:image
  - og:url
  - og:site_name

- More documentation here at Facebook:
  [https://developers.facebook.com/docs/sharing/webmasters/](https://developers.facebook.com/docs/sharing/webmasters/)
TWITTER CARDS

- Only used on Twitter
- 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 (choose different card layouts for emphasizing certain content types)
  - twitter:site
  - twitter:creator
  - twitter:url
  - twitter:description

GREAT, SO HOW DO I ADD THEM TO MY SITE?

- Add them directly to your PCF
  (Not ideal, but works in a pinch)

- Import Pre-Made XSL here:
  [https://github.com/omniupdate/example-code-social-meta](https://github.com/omniupdate/example-code-social-meta)
  (Better, but has some limitations)

- Hybrid with Page Parameters
  (Ideally customized for each page type)
1. Edit PCF in Source Editor, and look for the `<headcode>` element
2. Insert and edit desired meta tags:

```html
<headcode>
    <!-- Facebook Simple Fix -->
    <meta property="og:type" content="website"/>
    <meta property="og:title" content="Preparing for the Conference!"/>
    <meta property="og:description" content="Are you ready for OUTC 20? The Wizarding Conference is about to begin, so now is the time to prepare!"/>
    <!-- Twitter Simple Fix -->
    <meta name="twitter:card" content="summary"/>
</headcode>
```
1. Go to [https://github.com/omniupdate/example-code-social-meta](https://github.com/omniupdate/example-code-social-meta)
2. Upload `social-meta.xsl` to your shared/import folder
3. Choose either `common.xsl` or an individual template xsl (ie. `blog-post.xsl`)
4. Edit XSL file in Source Editor, and look for the `<xsl:import>` element(s)
5. Add the following statement, making sure that the path matches in relation to the file you are updating:
   `<xsl:import href="_shared/social-meta.xsl" />`
6. Look for a ‘template’ that inserts content into the HTML head region, and add the following code:
   `<xsl:call-template name="social-meta" />`
7. Add ‘Directory Variables’ for any information that you want uniform across a site or folder:
   `og:image => https://gallenauniversity.com/images/logo.jpg`
At the time of this presentation, this is the functionality the stand-alone XSL provides:

- **og:title** and **og:description** are automatically pulled from page metatags
- **og:type** defaults to ‘website’
- **twitter:card** defaults to ‘summary’
- All other tags (including **og:image**) are pulled from Directory Variables that will need to be created
OPTION 3: HYBRID WITH PAGE PARAMETERS

Step 1: Add parameters (to PCF pages) for specific elements you want to customize on a per-page basis (ex. og-image):

```xml
<!-- Social Media Meta Tags -->
<parameter section="Social Media Meta Tags"
    name="og-image"
    group="Everyone"
    type="filechooser"
    dependency="yes"
    prompt="Image"
    alt="Choose an image to be used as a thumbnail for social media posts.">
</parameter>
```

---

**Social Media Meta Tags**

**Image**

Choose an image to be used as a thumbnail for social media posts.
OPTION 3: HYBRID WITH PAGE PARAMETERS

**Step 2:** Update `social-meta.xsl` to use those parameters if they have a value:

```xml
<xsl:template name="social-meta">
  <!-- opengraph start -->
  <xsl:variable name="og-image-parameter" select="normalize-space(ouc:properties/parameter[@name='og-image'])" />
  <xsl:choose>
    <xsl:when test="$og-image-parameter != ''"> <!-- Parameter is Used! -->
      <!-- Convert Root-Relative to Absolute -->
      <meta property="og:image" content="{if (starts-with($og-image-parameter, '/'))
          then concat(ouc:httproot, substring-after($og-image-parameter, '/'))
          else $og-image-parameter}"/>
    </xsl:when>
    <xsl:when test="$ou:og-image != ''"> <!-- Directory Variable is Used! -->
      <meta property="og:image" content="{$ou:og-image}"/>
    </xsl:when>
    <!-- Do Nothing if No Image is Specified -->
  </xsl:choose>
  <meta property="og:title" content="[ouc:properties/title/text()]/">
</xsl:template>
```
Double-check your pages with these handy tools:
- Facebook: https://developers.facebook.com/tools/debug/
- Twitter: https://cards-dev.twitter.com/validator

Learn more about customizing your Page Parameters here:

Learn more about Directory Variables here:
https://support.omniupdate.com/learn-ou-campus/administration/access/directory-variables.html
Next month’s Training Tuesday will be held on March 31st, 2020. We’ll be covering the topic of Gadgets Overview. Be sure to visit the OCN or Support Site for further details!

http://ocn.omniupdate.com
http://support.omniupdate.com
Thank you!