

Social Meta Data – Open Graph Title, Image, and Description

Social Meta Data in Sitecore allows us to control how the post will look when a user clicks “Share” from henryford.com.

Open Graph Title and Description

The Open Graph Title and Description can be entered to control the headline and text of a page shared on social.

Recommended character counts:

- Open Graph Title: 30 characters
- Open Graph Description: 40 characters

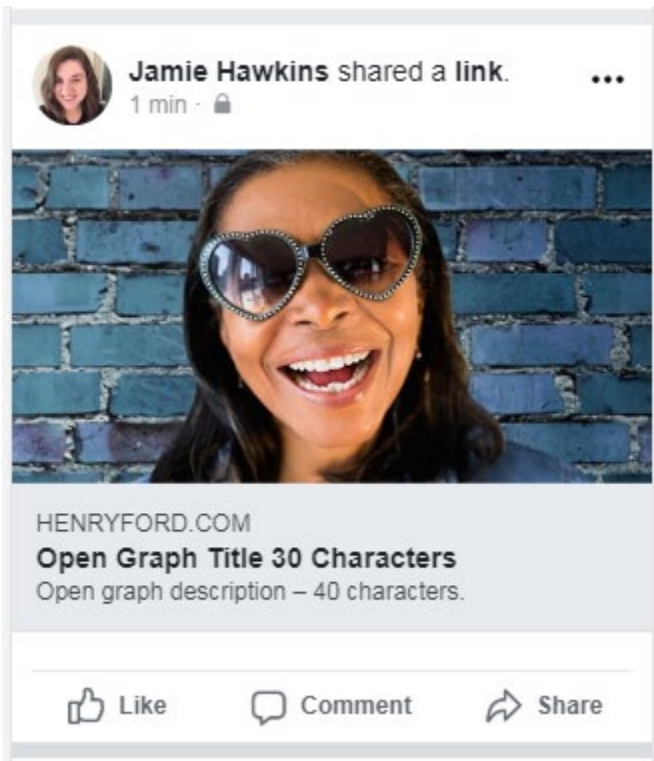
If no open graph title or description is provided, the title will be the page’s H1 and the description will be the meta description. Depending on the character counts, these may be truncated, especially on smaller devices.

Examples with Social Meta Data Entered

Desktop:



Mobile (smaller phone):



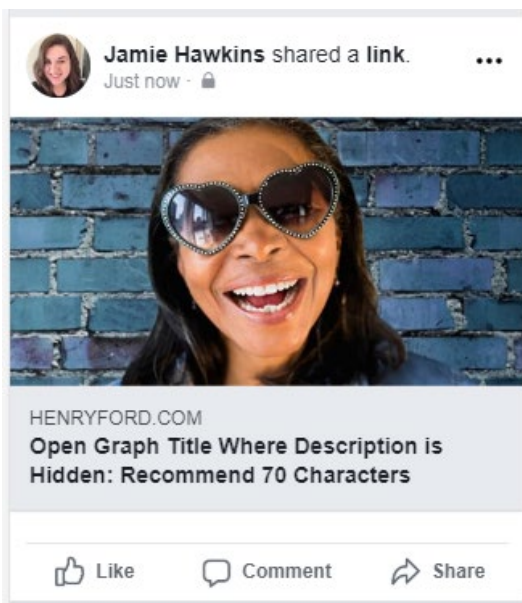
Examples Headline Only

If the headline is too long, Facebook will automatically remove the description field and show headline only. In this case, the headline can be up to 70 characters. *Note: 70 character recommendation is based on Facebook. Twitter will cut off titles inconsistently around 40 characters, depending on device.*

Desktop:



Mobile:



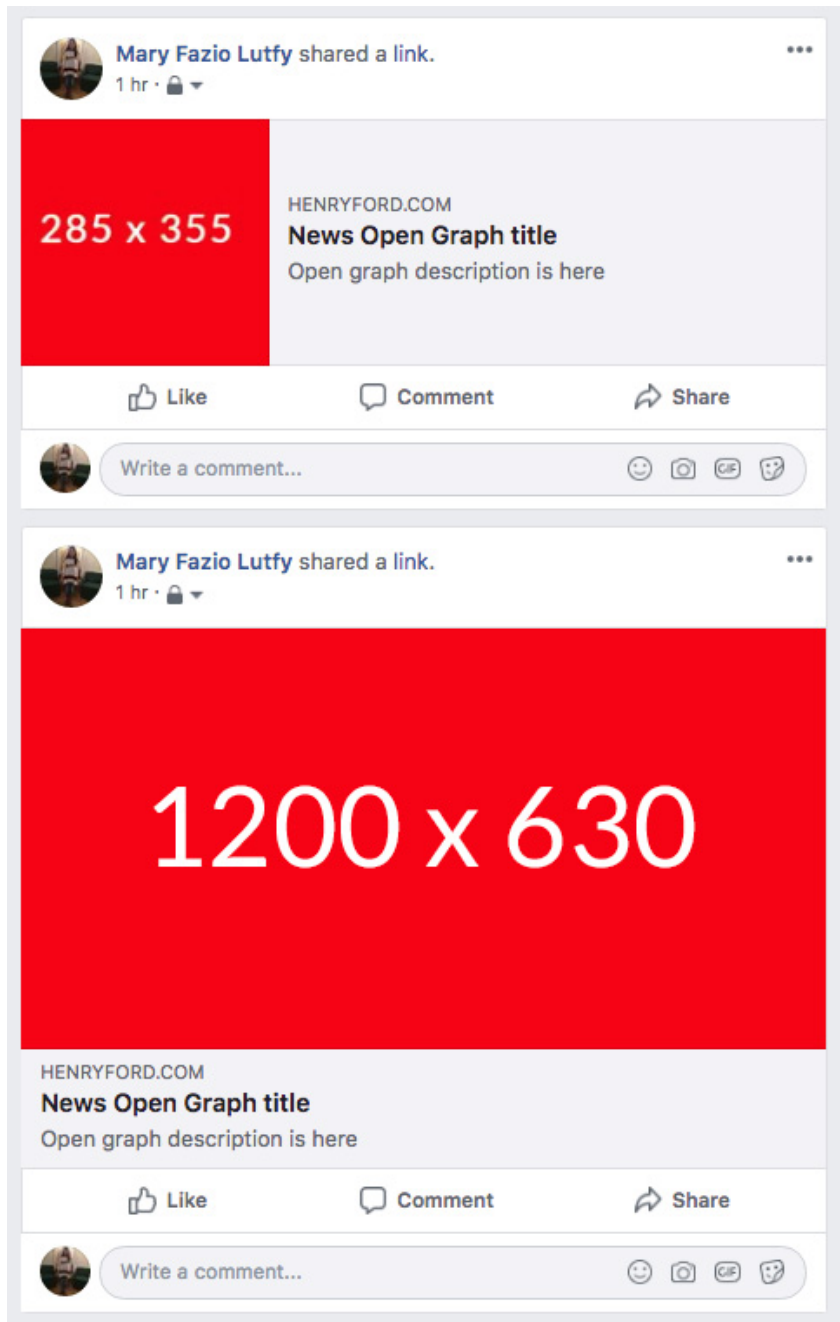
Open Graph Image

The open graph image controls the image that is displayed along with the link on social. The recommended specs are:

- At least 1200px wide for landscape orientation, recommended size is 1200 x 630px
- Headshot size 285 x 355 will crop down to 160 x 160

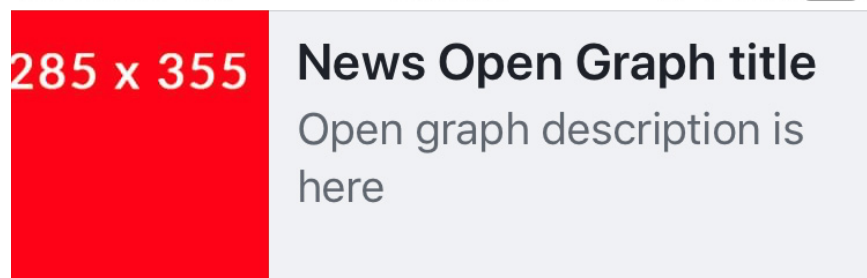
Pictures will scale down as necessary.

Desktop:



Mobile:

Verizon LTE 9:20 AM 80%



Like Comment Share

Mary Fazio Lutfy shared a link. 1 hr



Like Comment Share

Mary Fazio Lutfy shared a

If no image is provided, a default Henry Ford Health System logo image will be used.