



Open Graph and Twitter Card metadata

Essential metadata for optimizing how articles are shared on social media

Description of metadata properties

Property	Description
og:type	Type of content (e.g. "article")
og:title	Title of article
og:description	Description of article. This is usually the Meta Description
og:url	URL for the article
og:site_name	Name of the site
og:image	URL for the image to be shared on social media
og:image:secure_url	Same <i>og:image</i> URL – used as a fallback for sites that use HTTP and HTTPS
twitter:card	Specifies card type (Recommended: "summary_large_image")
twitter:site	Twitter handle used by site or company (e.g. "@coywolf")
twitter:creator	Twitter handle used by author (e.g. "@henshaw")

Open Graph and Twitter Card metadata code example

```
<meta property="og:type" content="article" />
<meta property="og:title" content="Title of article" />
<meta property="og:description" content="Brief description of article..." />
<meta property="og:url" content="https://coywolf.pro/title-of-article/" />
<meta property="og:site_name" content="Coywolf Pro" />
<meta property="article:section" content="Paid Marketing" />
<meta property="og:image" content="https://coywolf.pro/img/social.jpg" />
<meta property="og:image:secure_url" content="https://coywolf.pro/img/social.jpg" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:site" content="@coywolf" />
<meta name="twitter:creator" content="@henshaw" />
```