Open Graph and Twitter Card metadata
Essential metadata for optimizing how articles are shared on social media

Description of metadata properties

Property	Description
og:locale	Language and country (e.g. **"en_US"**)
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
article:publisher	URL for the site's Facebook Page
article:section	Main category for the article
article:published_time	Original publish date (e.g. **"2020-02-19T04:31:46+00:00"**)
article:modified_time	Date when article was last updated (e.g. **"2020-02-19T13:49:16+00:00"**)
og:updated_time	Time when article was last updated (e.g. **"2020-02-19T13:49:16+00:00"**)
og:image	URL for the image to be shared on social media
og:image:secure_url	Same *og:image* URL – used as a fallback for sites that use HTTP and HTTPS
og:image:height	Height in pixels (e.g. **"1200"**)
og:image:width	Width in pixels (e.g. **"630"**)
twitter:card	Specifies card type (Recommended: **"summary_large_image"**)
twitter:description	Description of article. This is usually the Meta Description
twitter:title	Title of article
twitter:site	Twitter handle used by site or company (e.g. **"@coywolf"**)
twitter:image	URL for the image to be shared on social media
twitter:creator	Twitter handle used by author (e.g. **"@henshaw"**)
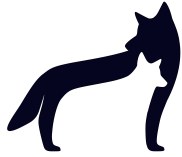
Open Graph and Twitter Card metadata code example

```html
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="article" />
<meta property="og:title" content="Google Ads is forcing agencies to use its recommendations or risk losing their Google Partners badge" />
<meta property="og:description" content="Google Ads is changing the requirements for its Google Partners badge program by the end of June 2020. One change, in particular, requires partners to adopt a high percentage of recommendations that are made by Google's machine learning or risk losing their badge. Agencies are claiming Google's optimizations are ignoring their expertise and don't make sense for their clients' campaigns." />
<meta property="og:url" content="https://www.coywolf.news/paid/google-ads-partner-badge-controversy/" />
<meta property="og:site_name" content="Marketing &amp; Technology News" />
<meta property="article:publisher" content="https://www.facebook.com/coywolfmarketing/" />
<meta property="article:section" content="Paid Marketing" />
<meta property="article:published_time" content="2020-02-19T04:31:46+00:00" />
<meta property="article:modified_time" content="2020-02-19T13:49:16+00:00" />
<meta property="og:updated_time" content="2020-02-19T13:49:16+00:00" />
<meta property="og:image" content="https://www.coywolf.news/wp-content/uploads/2020/02/og-google-partner.jpg" />
<meta property="og:image:secure_url" content="https://www.coywolf.news/wp-content/uploads/2020/02/og-google-partner.jpg" />
<meta property="og:image:width" content="1200" />
<meta property="og:image:height" content="630" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:description" content="Google Ads is changing the requirements for its Google Partners badge program by the end of June 2020. One change, in particular, requires partners to adopt a high percentage of recommendations that are made by Google's machine learning or risk losing their badge. Agencies are claiming Google's optimizations are ignoring their expertise and don't make sense for their clients' campaigns." />
<meta name="twitter:title" content="Google Ads is forcing agencies to use its recommendations or risk losing their Google Partners badge" />
<meta name="twitter:site" content="@coywolf" />
<meta name="twitter:image" content="https://www.coywolf.news/wp-content/uploads/2020/02/og-google-partner.jpg" />
<meta name="twitter:creator" content="@henshaw" />
```

Created by Coywolf Pro