

Open Graph Protocol

Use Open Graph Tags to connect to the social graph on Facebook

Every month, more than 250 million people engage with Facebook on external websites via Facebook Platform integrations such as the Like button. When stories about users' activities are published on their Walls and on their friends' News Feeds, those websites reach a much larger audience – after all, the average user has over 130 friends!

To fully leverage Facebook's distribution channels and control how your website appears on Facebook when someone clicks on your Like button, the most important thing you can do is add Open Graph Tags to all of your web pages.

Did you know?

*Retailers who use our best practices for adding the correct Open Graph Tags can see a **2-3x increase** in click-through rates for their resulting Facebook feed stories*

About Open Graph Tags

Open Graph Tags are meta tags that help Facebook, Bing and other websites understand your site's content. These tags give you control of how your webpages are represented on Facebook and they impact the amount of traffic that your site receives.

Open Graph Tags allow you to customize the image, title and description and other attributes associated with your page. And they're easy to add with just a few lines of HTML. Without Open Graph Tags, the length of your story may be shortened significantly, the wrong image may be posted, and you won't have access to your insights dashboard.

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For example, Jasper's is a high-end local grocery store that prides itself on its fresh produce. Here are two possible ways a post about their fresh shiitake mushrooms could appear, with and without Open Graph Tags:



Without Open Graph tags:



Wrong image

Truncated title

Grayed out URL



With Open Graph tags



3 minutes ago · Like · Comment · Share

Getting Started with Open Graph Tags

To maximize traffic to your website, add Open Graph Tags to the <head> section of all of your webpages. After someone interacts with a Social Plugin on your website, the Open Graph information determines how that activity is displayed on Facebook. For example, if a person likes an athletic shoe on a website with Open Graph Tags, the tags control what's shown in friends' News Feeds, where it appears on that person's profile, and how that item is surfaced in search results.

These tags also allow you to access Insights, our free analytics product, to understand user engagement, demographic data, and traffic from Facebook.

The following six tags are required:

1) Type - og:type

Choose from specific Activities, Businesses, Groups and Organizations, People, Places, Products & Entertainment and Websites. If your object is a video, select from these special tags which allow your video to be played in-line in the News Feed.

2) URL - og:url

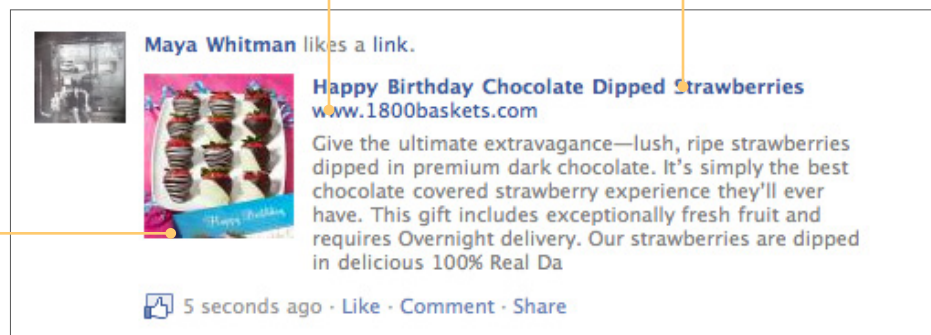
Enter the permanent URL associated with the object. When you use Open Graph tags, the Like button posts a link to whichever URL you've specified.

3) Title - og:title

Be concise, as this will appear in News Feed on one line.

4) Image - og:image

Enter the URL for a primary image. Images must be at least 50 pixels by 50 pixels and square images are best.



5) Administrator Info - fb:admins or fb:app_id

A comma-separated list of the user IDs or Application IDs that have permission to access and change information about your site. To manage multiple users, we recommend using an Application ID.

6) Name - og:site_name

The name of your site/your company or brand (example: "1800baskets").

To add open graph tags, follow these steps:

- 1) Review the documentation on the Facebook developer site: <https://developers.facebook.com/docs/opengraph/>
- 2) Select the OG tags that are relevant to the object you are linking to and decide which admins you will authorize
- 3) Integrate the tags you've selected into your content management system