Use a Meta Tag Strategy and Drupal to Look Your Best on Social Media

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Agenda

• Why social meta tags are important

• Meta tag content strategy

• Choosing meta tags

• Modules

• Gotchas & tips

• Example configuration
Why Social Meta Tags Were Important for Princeton
HILLARY CLINTON ADOPTS ALIEN BABY

Space creature survived UFO crash in Arkansas!

Secret Service building special nursery in the White House!
MY STEAMY NIGHTS WITH HILLARY IN UFO LOVE NEST

EXTRATERRESTRIAL AFFAIR: Hillary had some steamy nights with her "luchador" man, "P'Led," but it all came crashing to a halt when the news leaked out about her love affair.

To get the real story, a new book penned by alien boyfriend "P'Led" offers a revealing look at their relationship.

"I was sent to Earth by my home planet to protect you," says the book. "I have been watching over you from the stars, waiting for the right moment to reveal myself to the world."
Facebook won’t let people change the headlines in links — and social media managers aren’t pleased

JULY 7, 2017 by Max Willens
Dr. Paul P. Gauthier, Postdoctoral Research Associate, Geosciences

How do you define sustainability?

I define sustainability as the way to avoid the depletion of natural resources in order to sustain human life in balance with nature for an extended period of time. In other words, being sustainable means being aware that human activity has an impact on the environment and finding all possible solutions to limit this impact.

How is sustainability a part of your research and why?

Sustainability is part of my research in many ways. I study plant carbon balance and the adaptation of plants in regulating this balance under different environments. As part of my research, I developed the Princeton Vertical Farming Project® to tackle the current limitations and environmental issues that face the vertical farming industry. Vertical farming is a promising concept that could eventually help support future food security. However, many practices are outdated or simply misinformed leading to a lack of success in the development of sustainable businesses in the United States. There are typically many challenges that start-ups must deal with and biological limitations or environmental sustainability are usually not the first priority. Part of our project is to investigate the sustainability aspect of vertical farms and evaluate their impact on the environment. By increasing carbon fixation, we could also decrease climate change by adopting this type of agric...
How to Succeed in Business? Do Less

Most top performers in business have one thing in common: They accept fewer tasks and then obsess over getting them right

By Morten T. Hansen
Life-saving medicines grow from fundamental chemistry, win Gates Foundation backing

Wendy Plump for the Office of Engineering Communications
Jan. 8, 2018 noon

By the time Princeton professor Robert Prud’homme visited the Bill and Melinda Gates Foundation in Seattle two years ago, his technology for encasing medicine in ultra-small particles had already led to new drug delivery approaches for high-value medical applications, including oncology.

But Gates Foundation officials posed a new challenge: They wanted to use the technology to produce pediatric drugs to combat widespread killers in the developing world. That meant the drugs had to be cheap and easy to produce in massive volume, they had to be stable for long periods in hot and humid conditions, and they had to work as a single dose administered by mouth. And, most important, they had to be effective in circumstances in which other drugs had failed. Prud’homme, who has been developing the technology for the last 15 years, said the tasks were difficult but doable.
Life-saving medicines grow from fundamental chemistry, win Gates Foundation backing

Researchers in the lab of Robert Prud'homme, a professor of chemical and biological engineering, work to increase medicines' effectiveness in the developing world.
The Gates Foundation is backing Professor Robert Prud'homme and his team as they develop technologies to improve the delivery and effectiveness of medication for children in the developing world.

Life-saving medicines grow from fundamental chemistry, win Gates Foundation backing

Researchers in the lab of Robert Prud'homme, a professor of chemical and biological engineering, work to increase medicines' effectiveness in the...
How cool is this? Designing medicines for developing countries to fight infant diarrhea in developing countries.

Life-saving medicines grow from fundamental chemistry, win Gates Foundation... Researchers in the lab of Robert Prud'homme, a professor of chemical and biological engineering, work to increase medicines' effectiveness in the developi... princeton.edu
Meta Tag Content Strategy
Anatomy of a Content Strategy

Ref: Content Strategy for the Web by Kristina Halvorson and Melissa Rach
Anatomy of a Content Strategy

- Substance
  - What content?
  - Why?
- Structure
  - How do you manage?
  - How do you display?
Choose the Right Metadata

- Facebook, Twitter and LinkedIn want your metadata
- Less is more
- Target the platforms and their tags
Choosing the Right Meta Tags
Google

• charset

• title

• description

• site verification
Facebook & LinkedIn

- fb:app_id
- og:url
- og:title
- og:description
- og:image
- og:type
- og:site_name
Twitter

• twitter:site
• twitter:description
• twitter:title
• twitter:image
• twitter:image:alt
• twitter:card
Configuring Drupal
All Together …
Modules

• Metatag
  • Metatag: Facebook
  • Metatag: OpenGraph
  • Metatag Twitter Cards
  • Metatag: Verification

• Requires:
  • D8: Token, Field
  • D7: System, Chaos Tools, Token

• Optional: Path & Pathauto
Gotchas & Tips

• Extensive token list
• Inheritance
• Specify defaults
• Custom pages
• Start small and build
• Exportable as config
• You can test
• Set and forget
Example Configurations