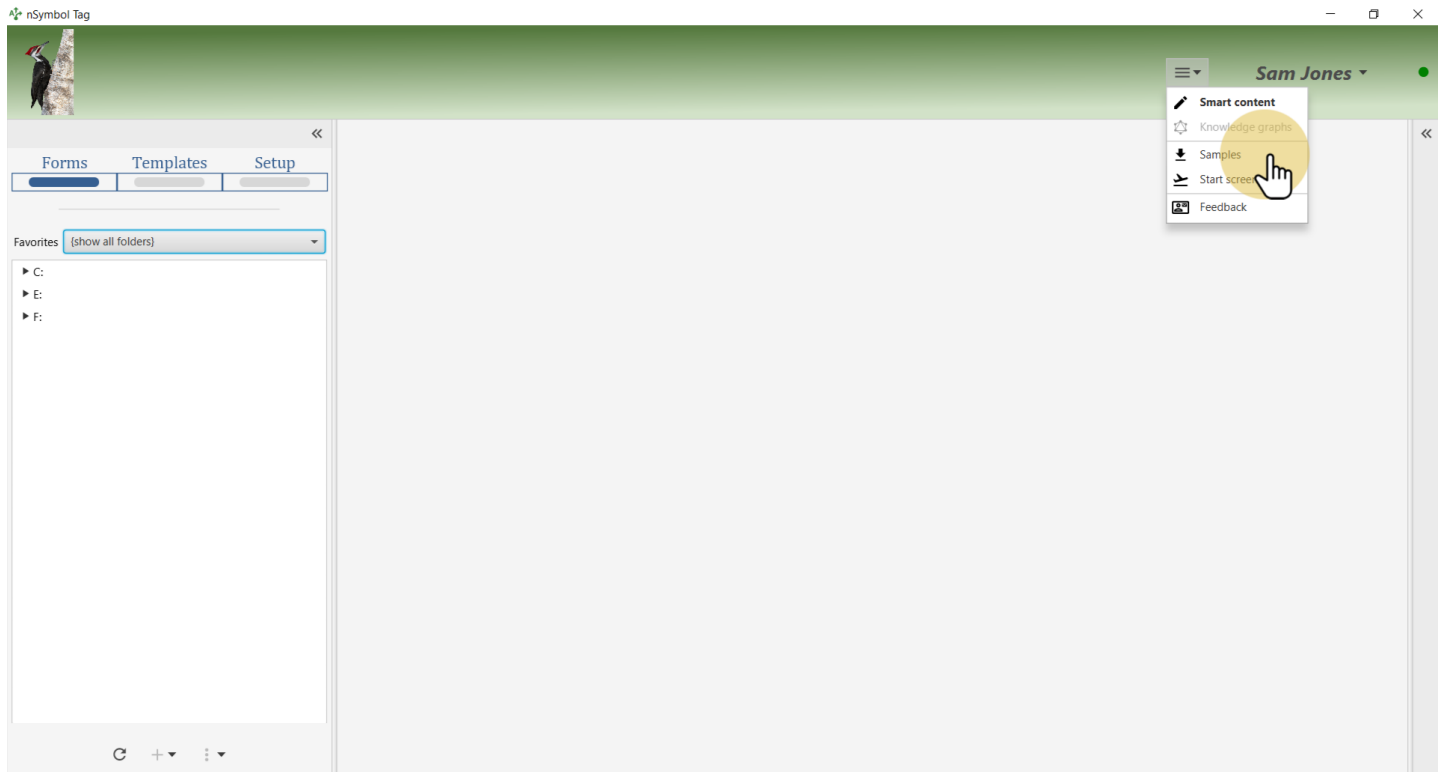


# Open Graph

This guide shows how to generate Open Graph metadata to improve website visibility on social networks.

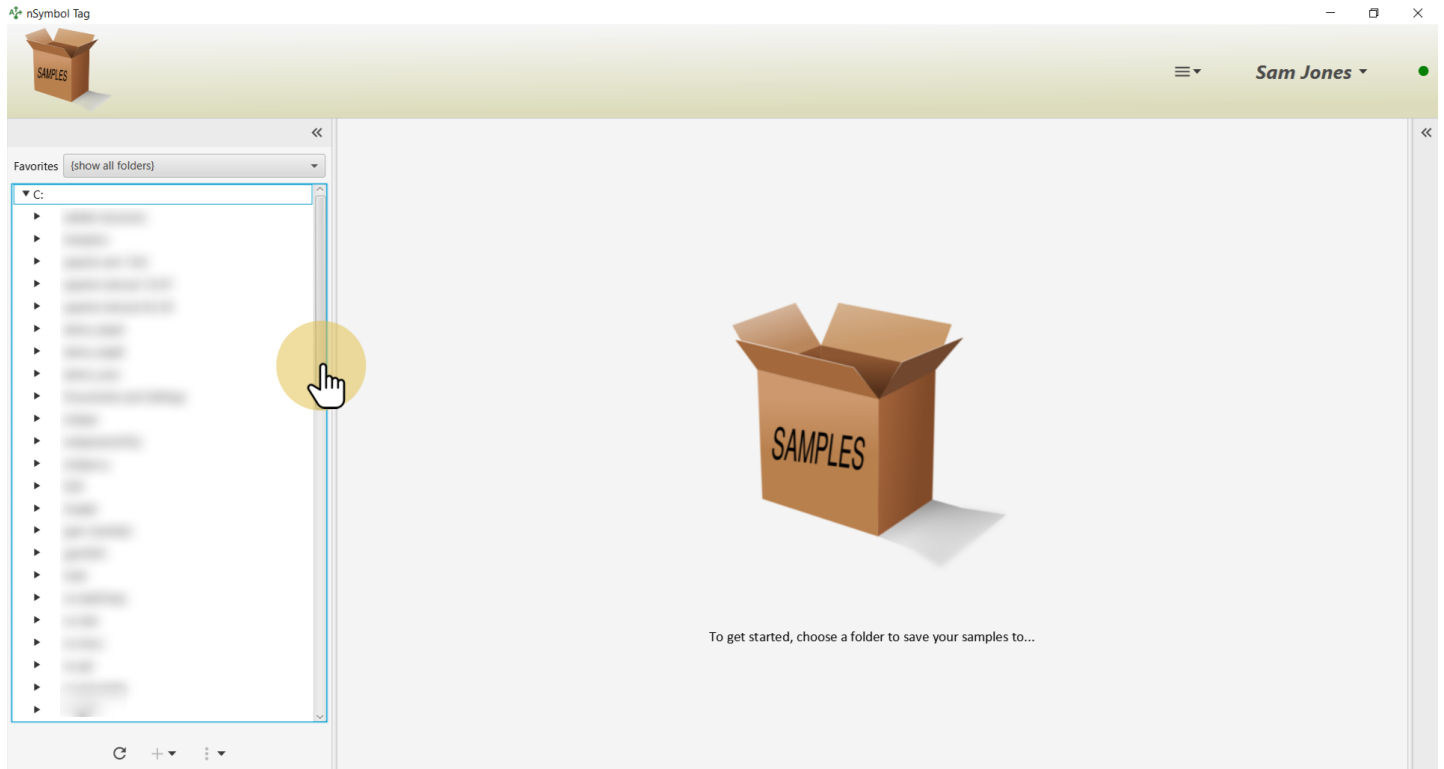
# 1 Go to the Samples app

Use the *Apps menu* to go to the *Samples app*.



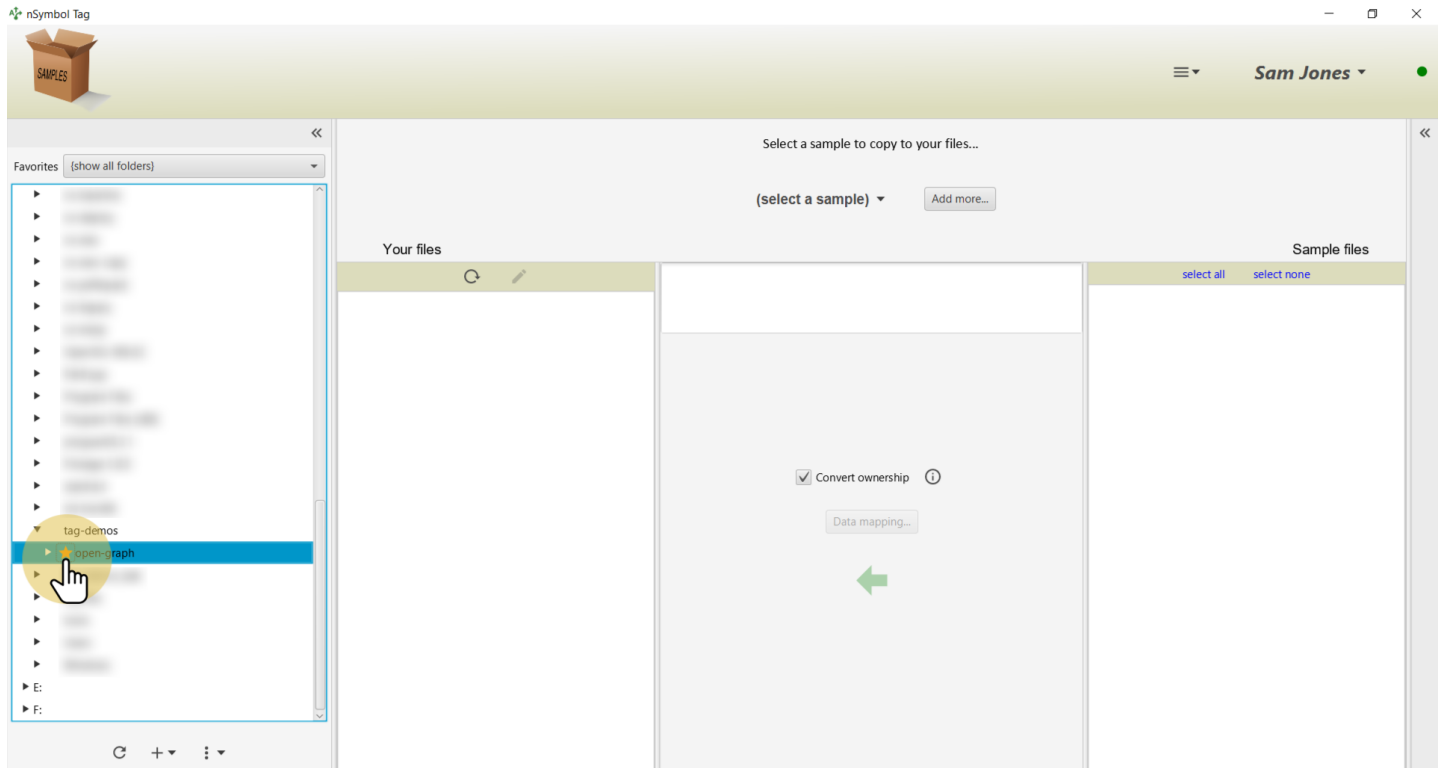
## 2 Navigate to an empty folder

Use the file tree to find an existing empty folder to work with, or create a new one using the *plus menu* under the file tree.



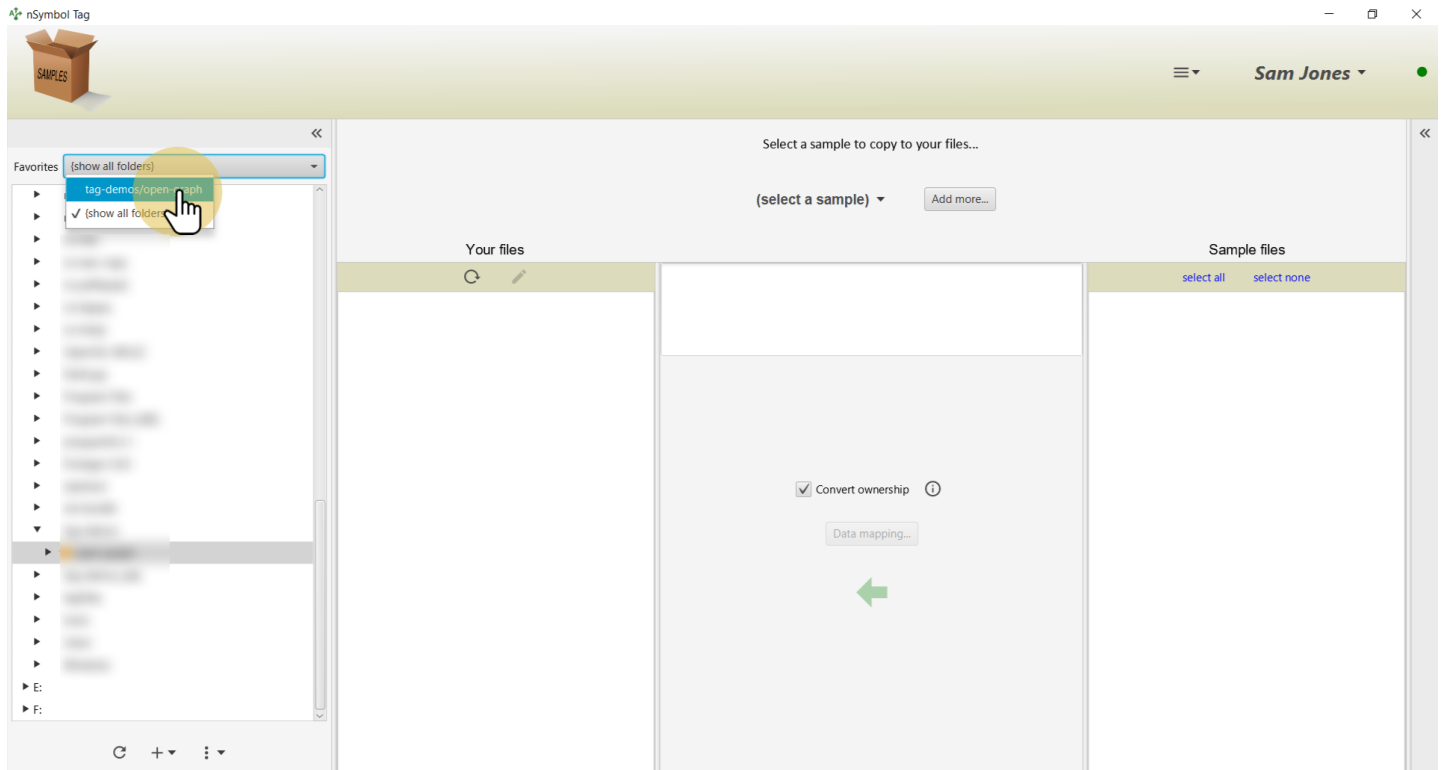
### 3 Make folder a favorite

Click on the *star icon* next to the folder name to make it a favorite.



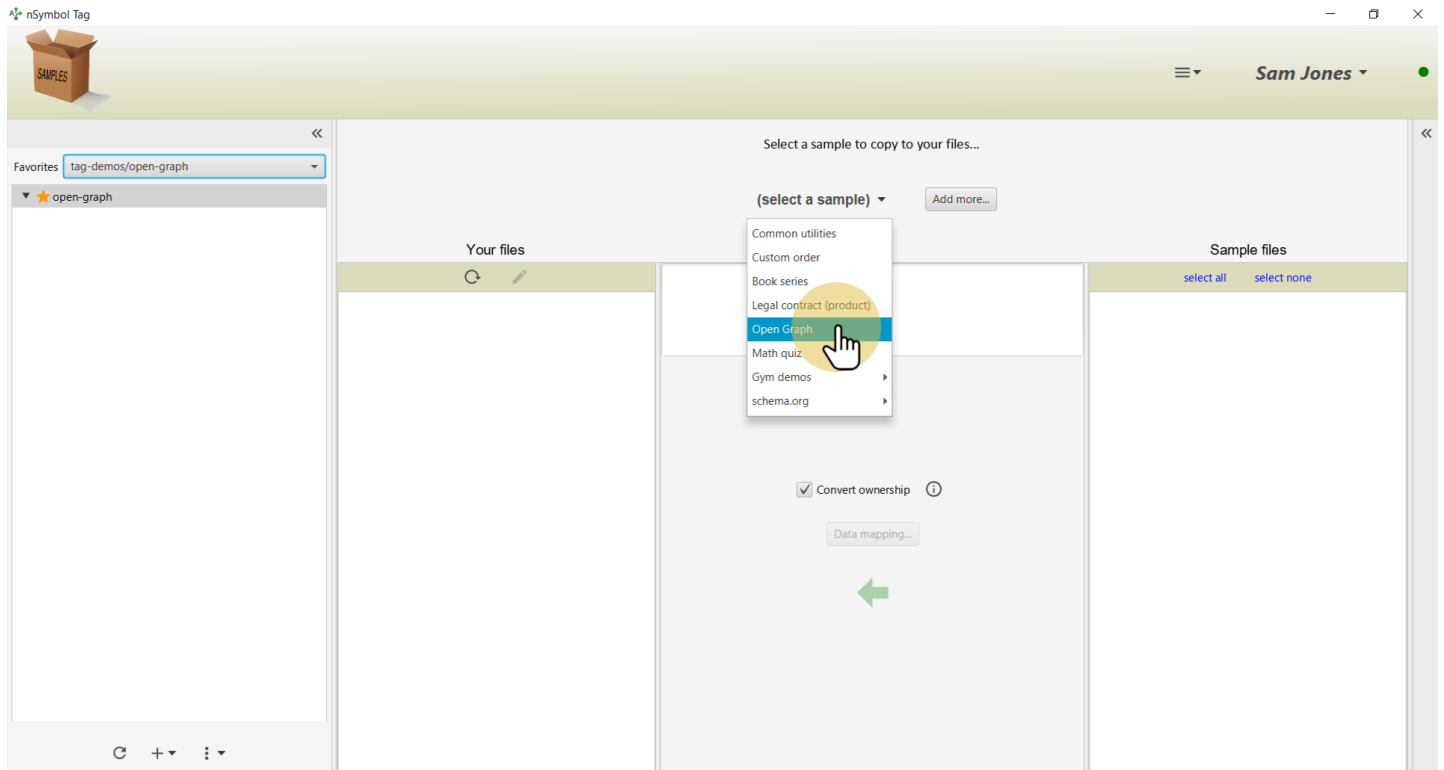
## 4 Select favorite folder

Select the folder in the *Favorites* dropdown list to reduce screen clutter.



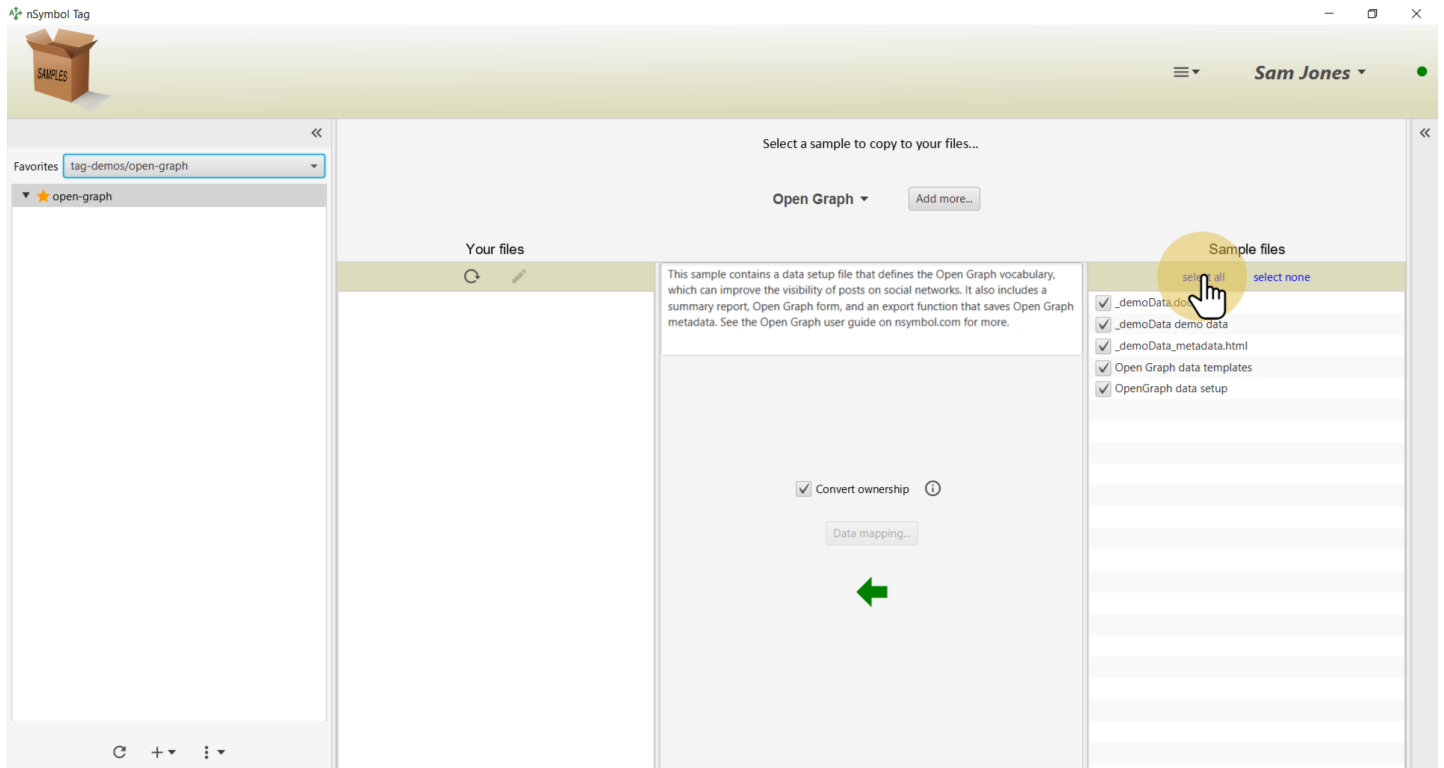
## 5 Select Open Graph sample

Select the *Open Graph* sample to display all included files.



## 6 Select all sample files

Use the *select all* tool to select all sample files for copying.



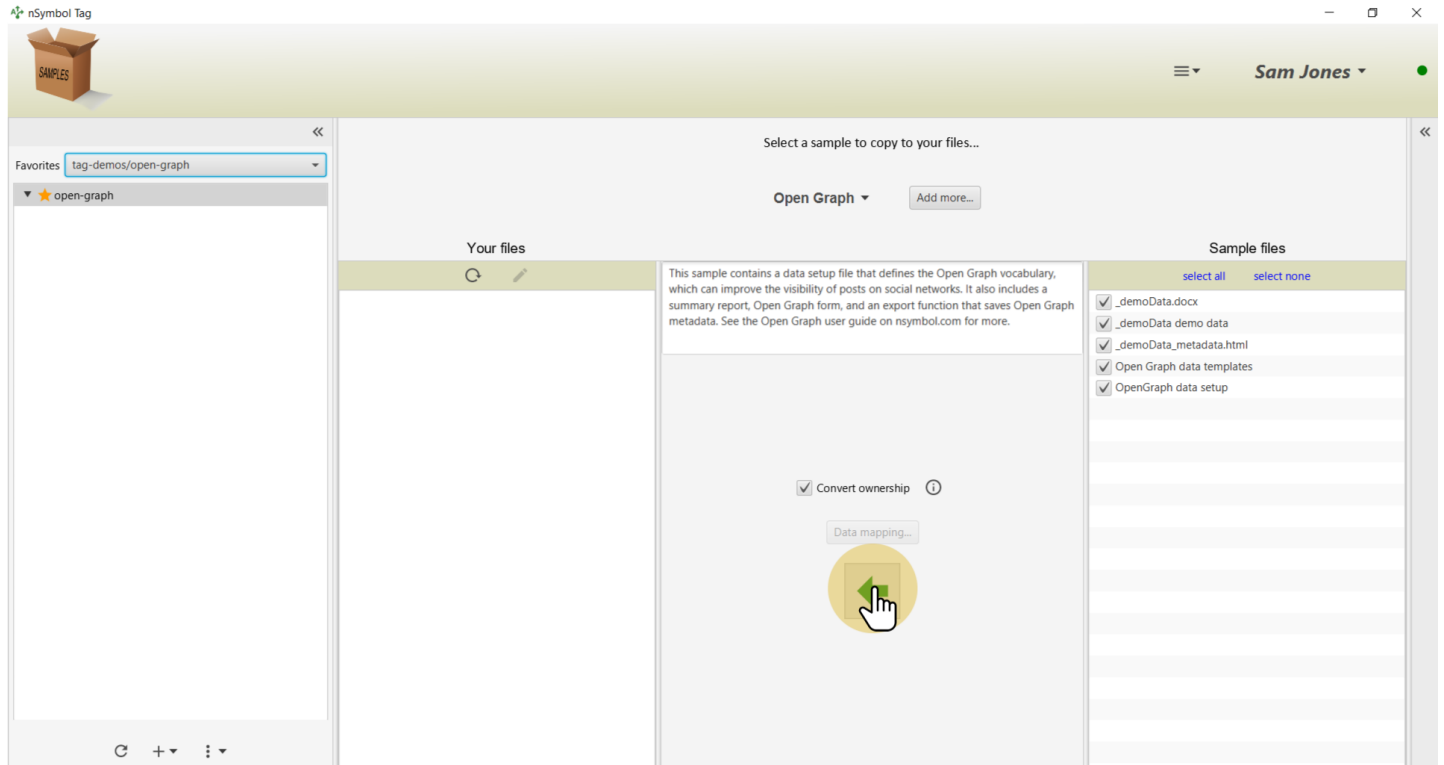
The screenshot shows the nSymbol Tag application interface. On the left, a sidebar displays 'Favorites' with 'tag-demos/open-graph' selected. The main area is titled 'Select a sample to copy to your files...' and features a dropdown menu set to 'Open Graph'. Below this, a 'Your files' section is empty. The 'Sample files' section on the right lists several files, all of which are checked: 

- .\_demoData.doc
- .\_demoData demo data
- .\_demoData\_metadata.html
- Open Graph data templates
- OpenGraph data setup

 A yellow callout bubble with a hand icon points to the 'select all' link above the file list. Below the file list, there is a checkbox for 'Convert ownership' (checked) and a 'Data mapping...' button. A large green arrow points left towards the 'Your files' section.

## 7 Copy all files

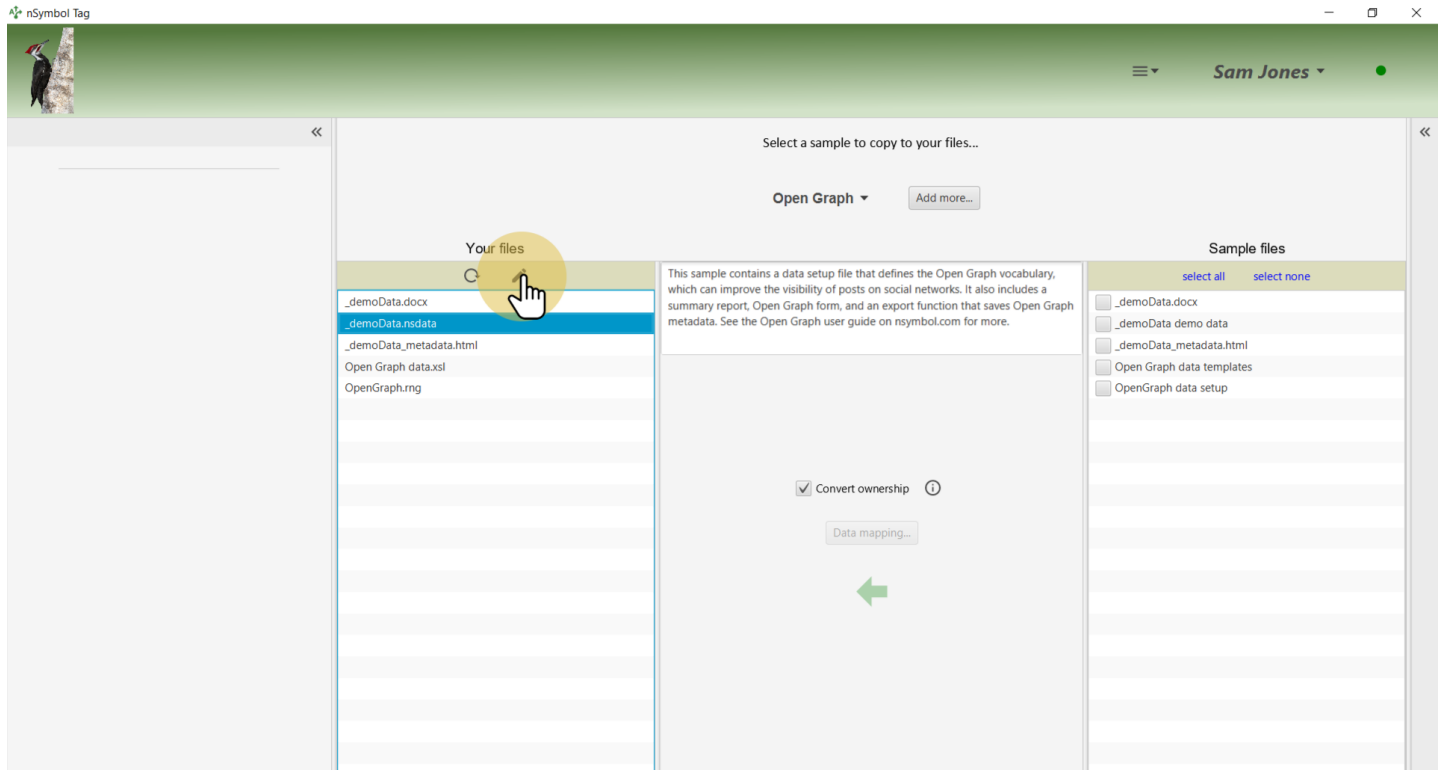
Click on the *big arrow* to copy the files. If the *Convert ownership* checkbox is selected, the data setup namespace will be changed to something unique to your account (recommended).





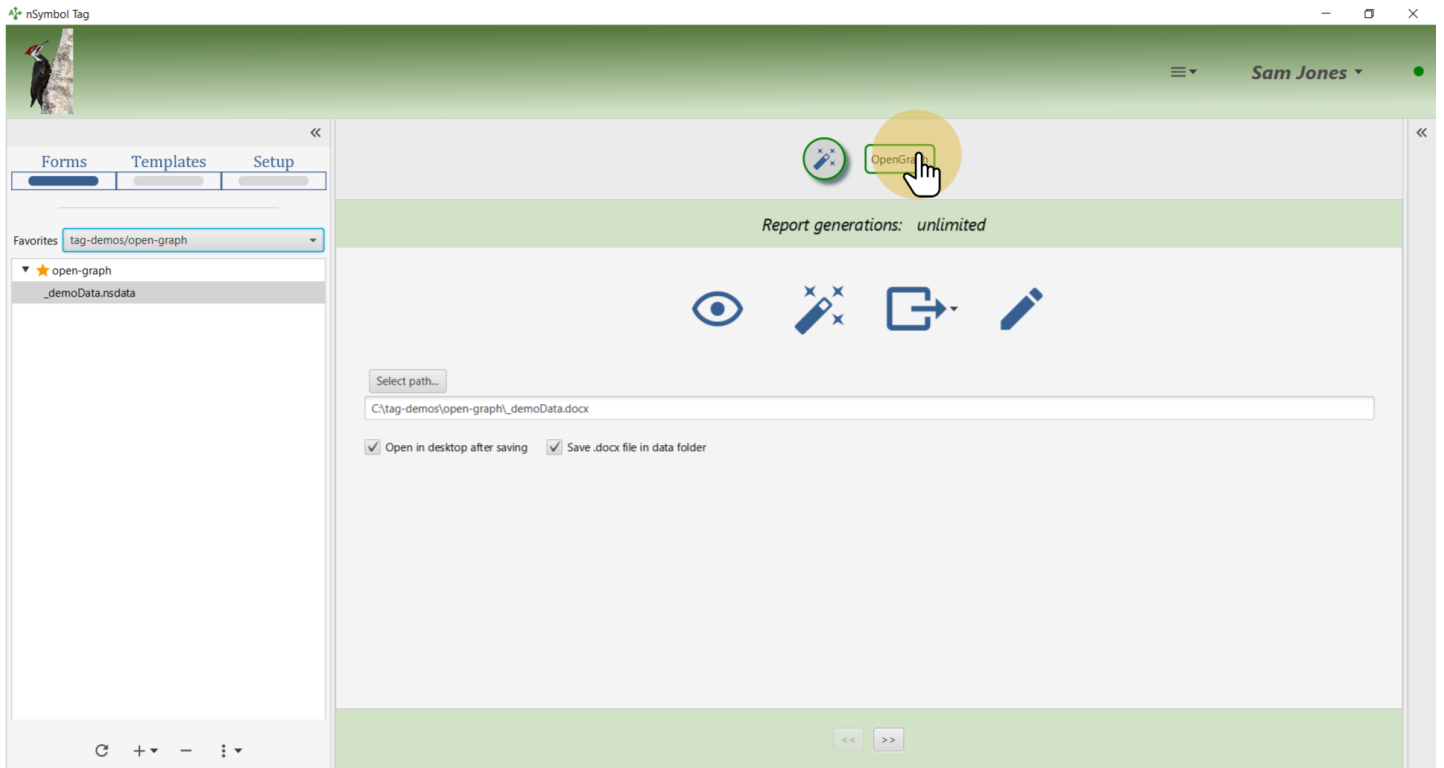
## 8 Go to the Smart content app

Select the `_demoData.nsdata` file and click the *pencil* tool. This will take you to the *Forms* screen in the *Smart content app*.



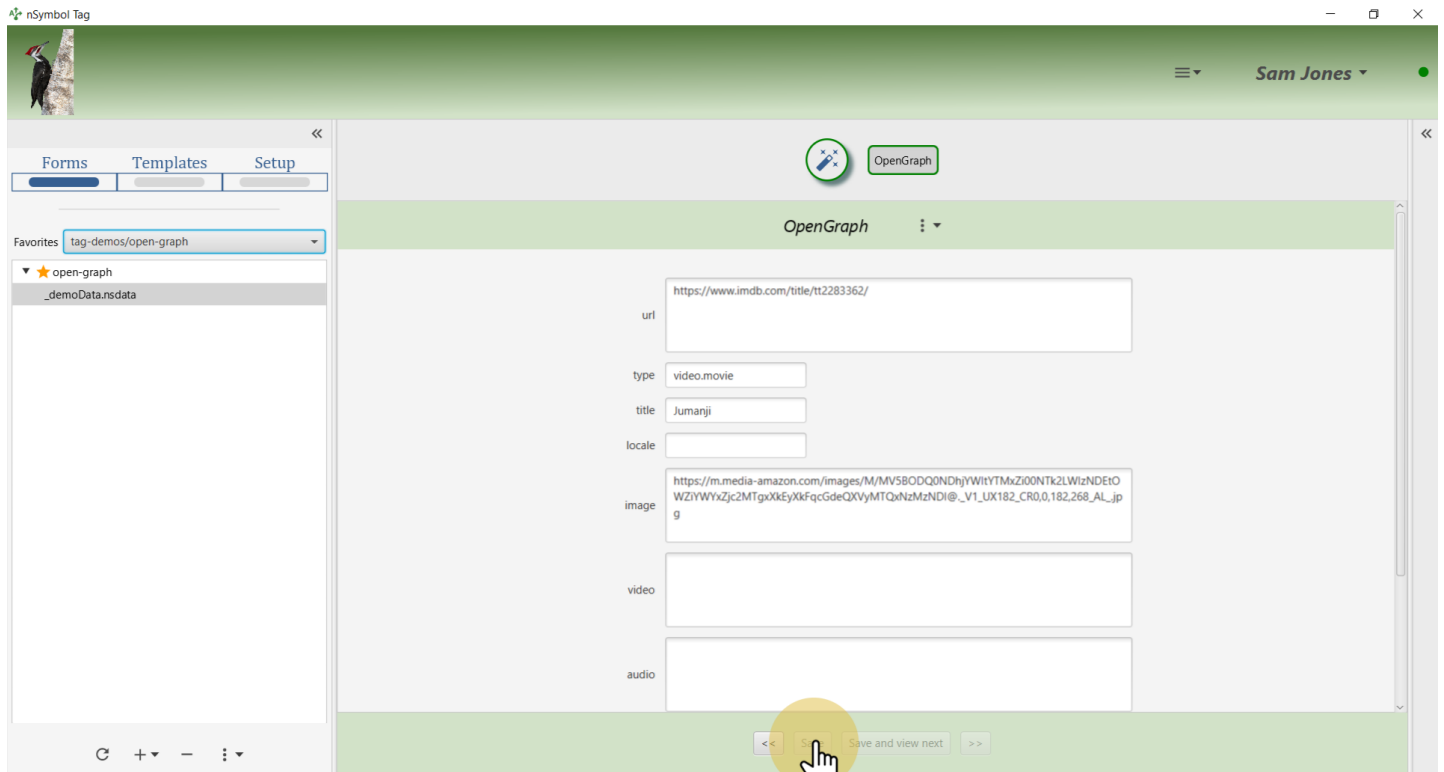
## 9 Show Open Graph form

Click on the *OpenGraph form tab* to display the form.



## 10 Enter Open Graph data

Change the demo data to something new, or keep the current values.



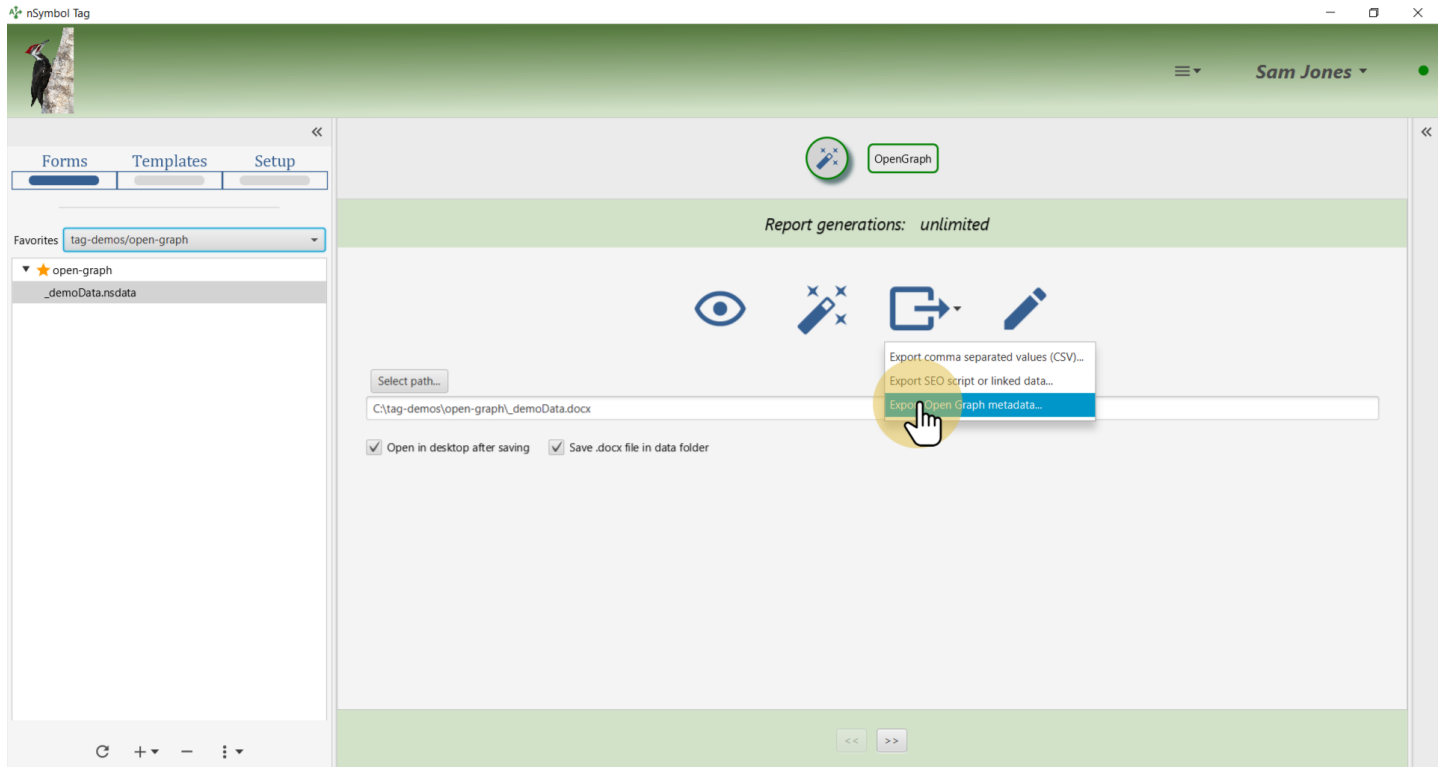
The screenshot shows the nSymbol Tag editor interface. On the left, there's a sidebar with a 'Forms' tab selected, showing a list of favorites including 'tag-demos/open-graph' and 'open-graph'. The main area displays the 'OpenGraph' form with the following fields:

- url:
- type:
- title:
- locale:
- image:
- video:
- audio:

At the bottom, there's a 'Save and view next' button with a hand cursor icon over it.

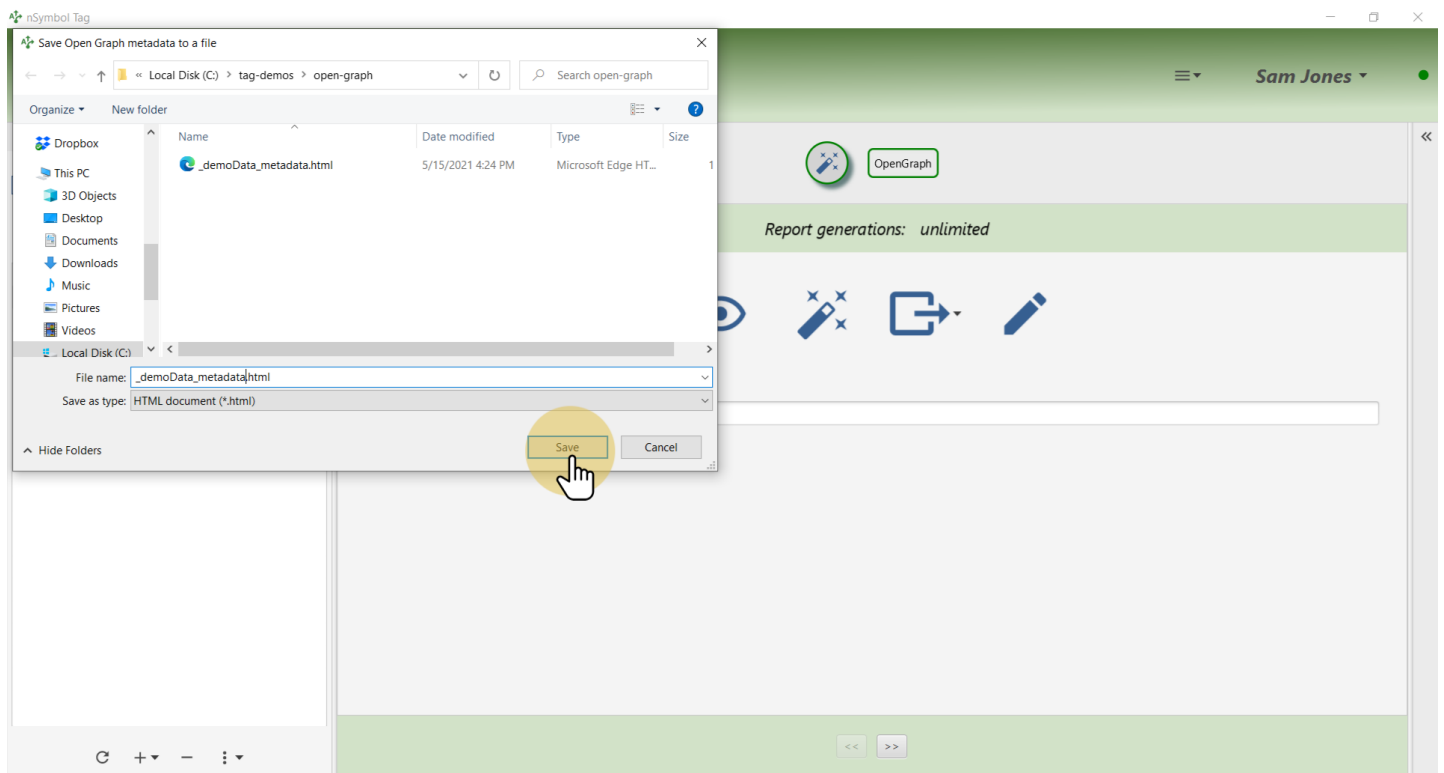
## 11 Open export dialog

Return to the *Generate* page using the *magic wand form tab*. Use the *Export Open Graph metadata...* menu item under the *export menu* to open a file save dialog.



## 12 Specify file name for export

Specify a file name to export to using the standard Windows or Mac file selection dialog.



## 13 View Open Graph metadata

Open the exported \*.html file using a text editor to view the metadata, which is embedded in HTML using meta tags within the head element. If you open in a browser by double-clicking it will display as a blank page (the file has no content).

Whoever or whatever publishes your website (team member or tool) should be able to work with this file.

```
<?xml version="1.0" encoding="UTF-8"?>
<html xmlns="http://www.w3.org/1999/xhtml" prefix="og: http://ogp.me/ns#">
  <head>
    <meta content="https://www.imdb.com/title/tt2283362/" property="og:url"/>
    <meta content="video.movie" property="og:type"/>
    <meta content="Jumanji" property="og:title"/>
    <meta content="https://m.media-
amazon.com/images/M/MV5BODQ0NDhjYWItYTMyZi00NTk2LWl3NDZlOWZiYWYxZjc2MTgxXkEyXkFqcG
deQXVyMTQxNzMzNDI@._V1_UX182_CR0,0,182,268_AL_.jpg"
      property="og:image"/>
    <meta content="Four teenagers are sucked into a magical video game, and the
only way they can escape is to work together to finish the game."
      property="og:description"/>
  </head>
</html>
```

## 14 All done

That's it for this guide. Enter new data and export as files as often as you like.

