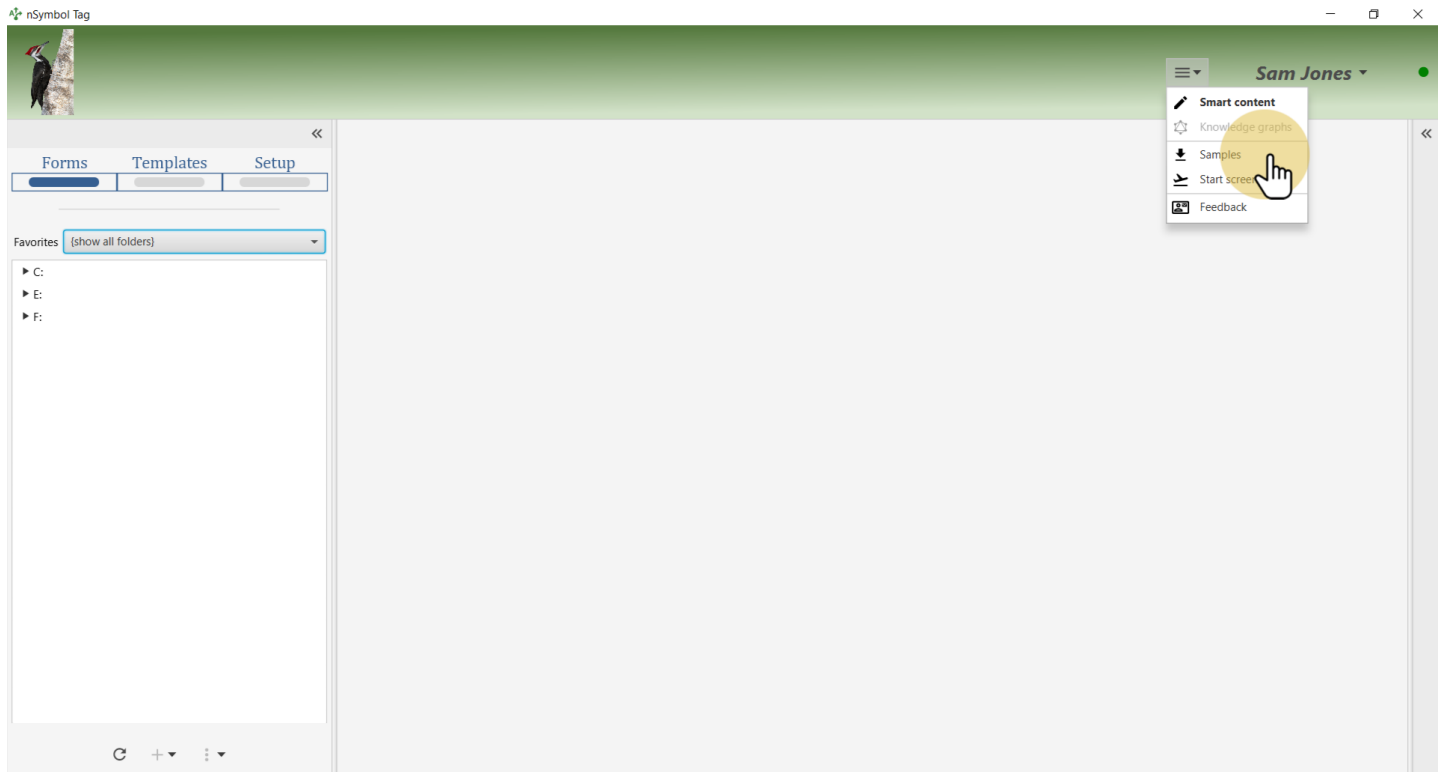# Open Graph

This guide shows how to generate Open Graph metadata to improve website visibility on social networks.
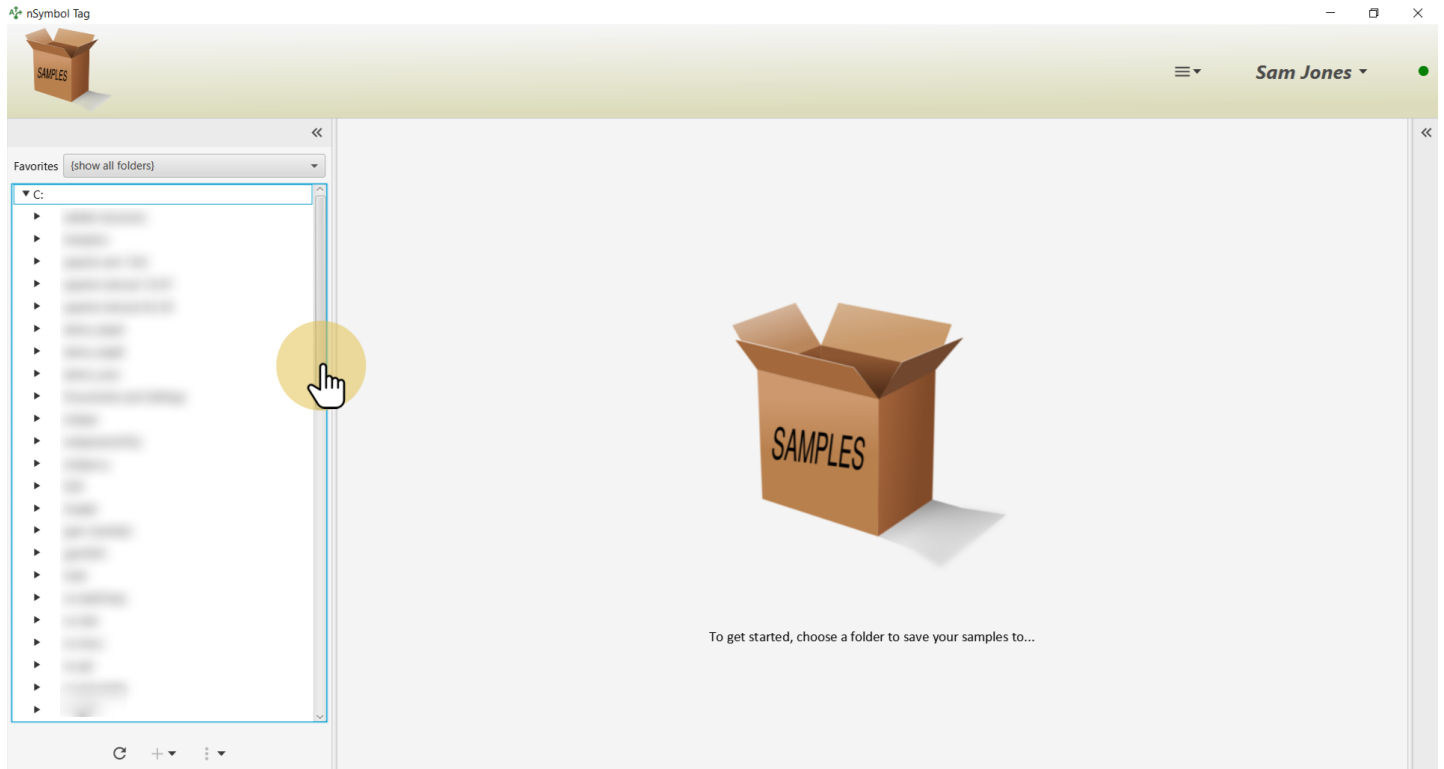
1 Go to the Samples app

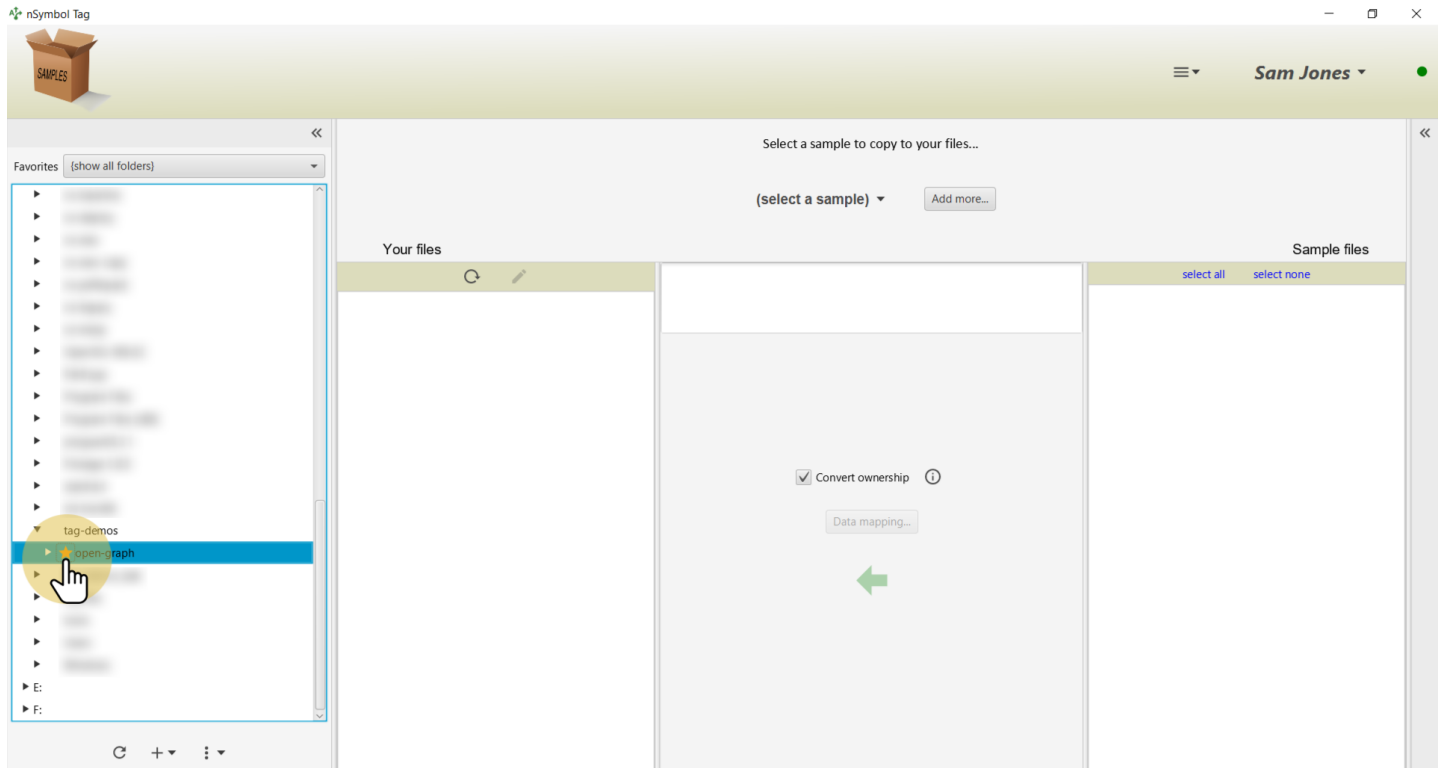Use the *Apps menu* to go to the *Samples app*.

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.
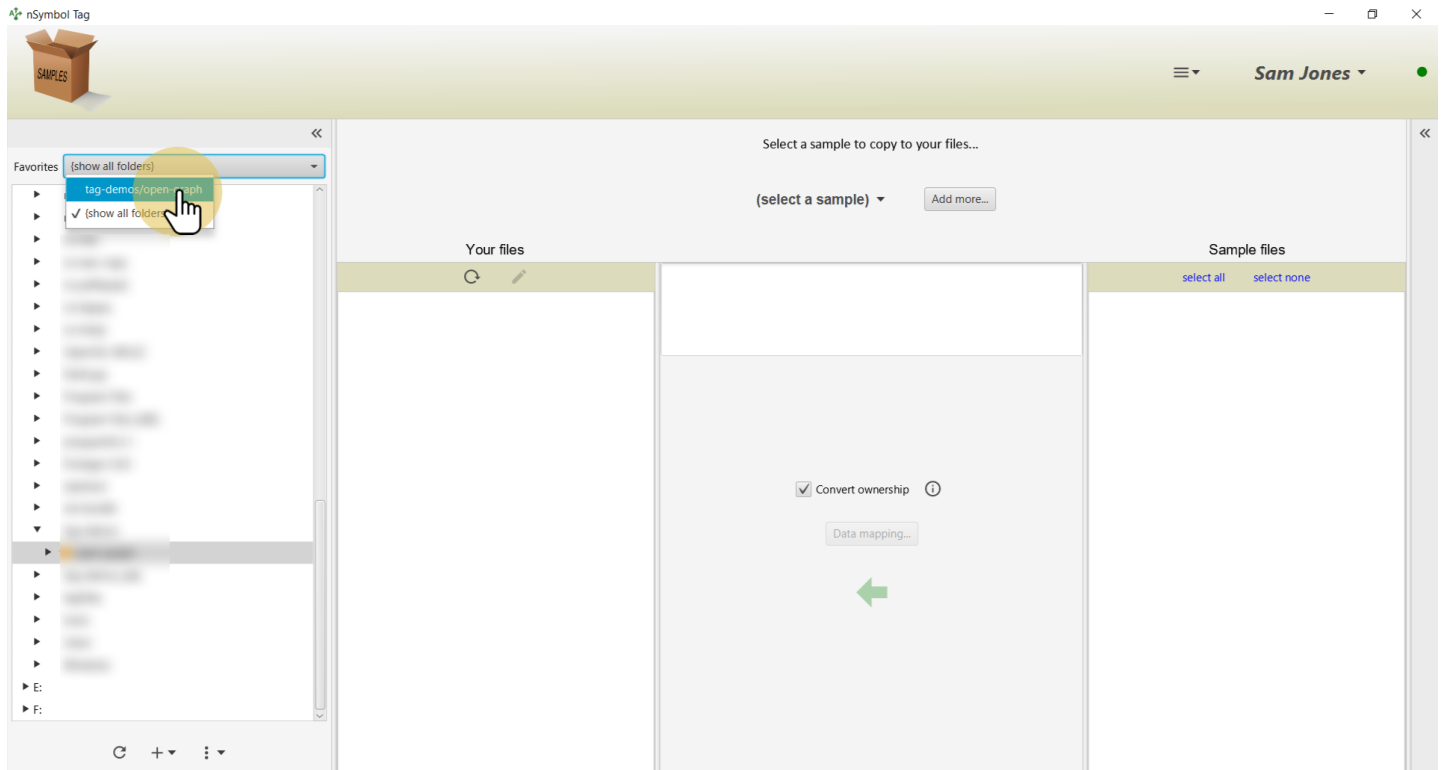
3 Make folder a favorite

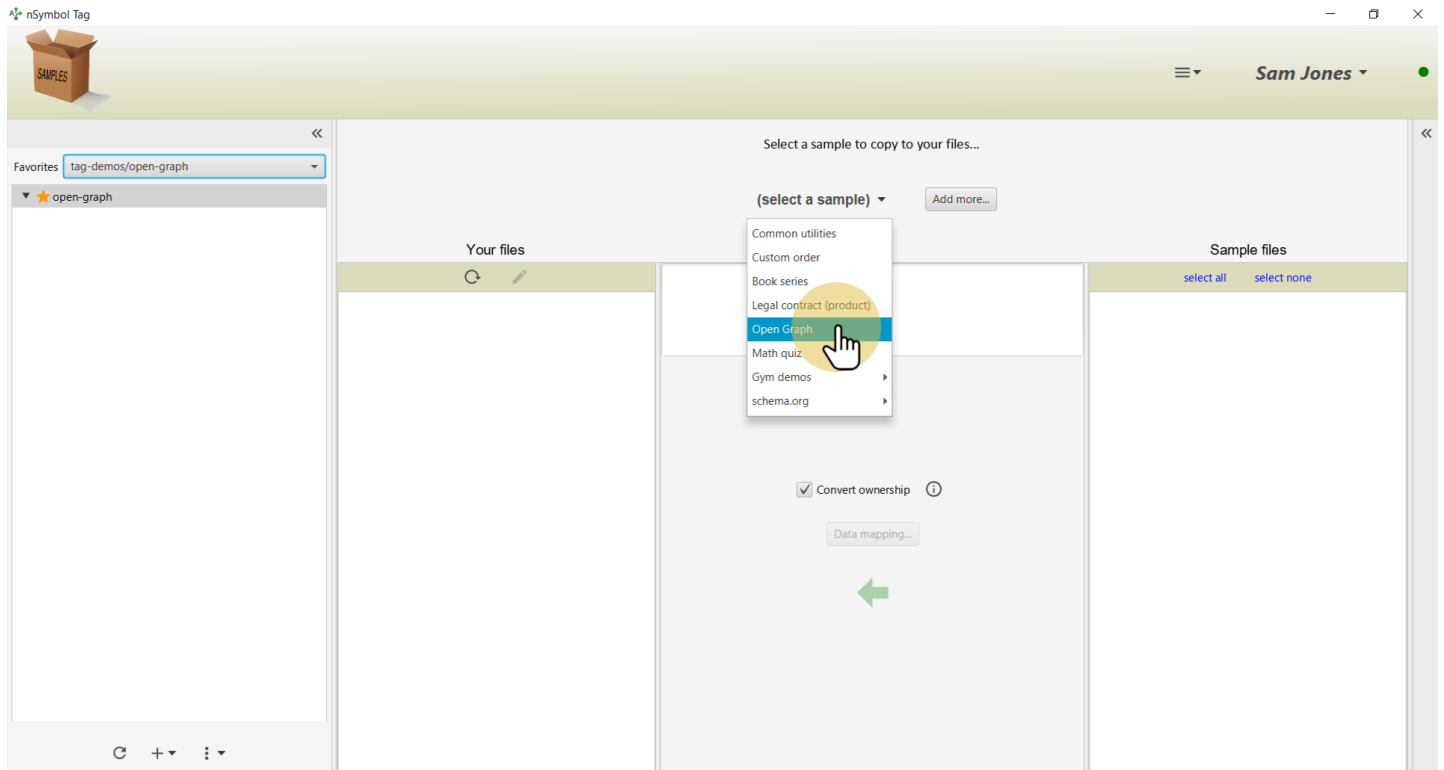Click on the *star icon* next to the folder name to make it a favorite.

4 Select favorite folder

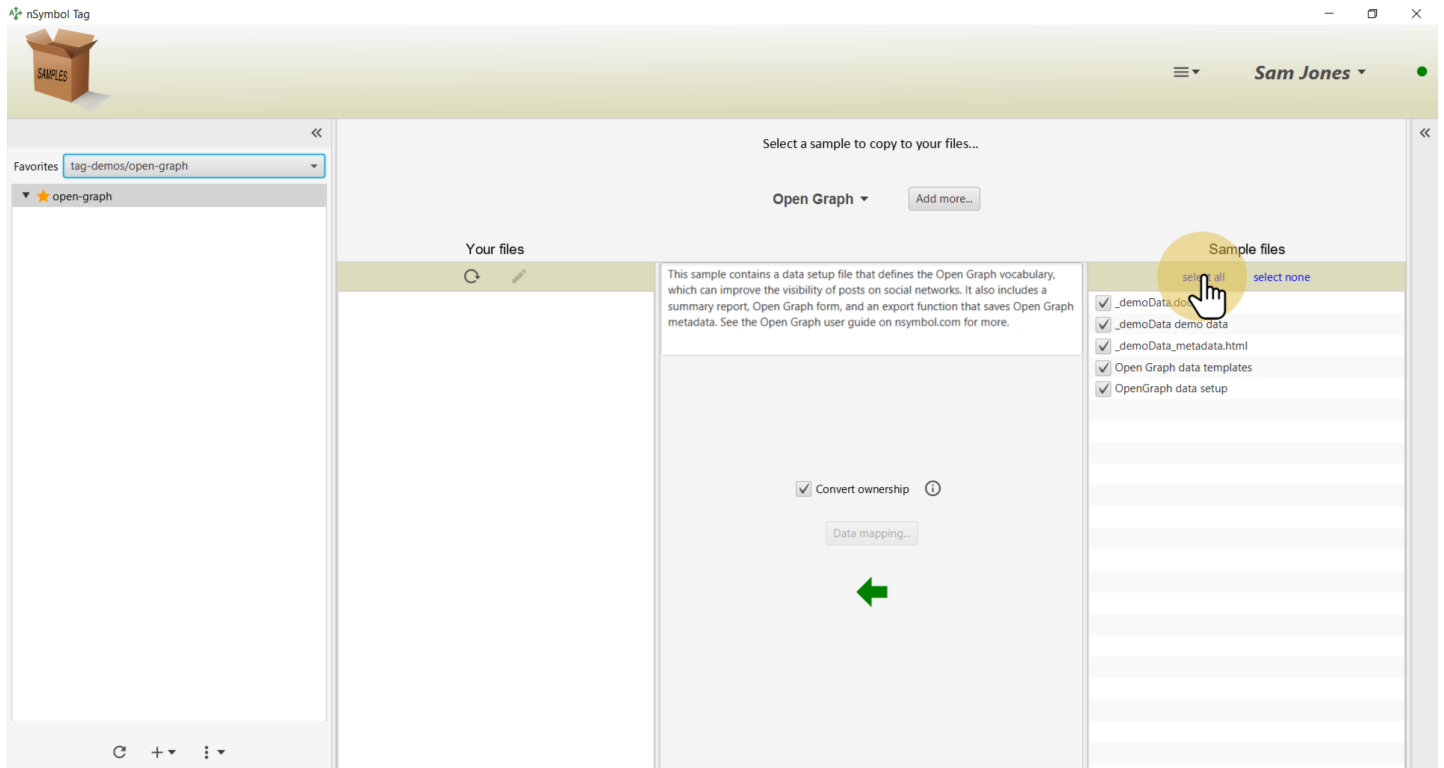Select the folder in the *Favorites* dropdown list to reduce screen clutter.

5 Select Open Graph sample

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

6 Select all sample files

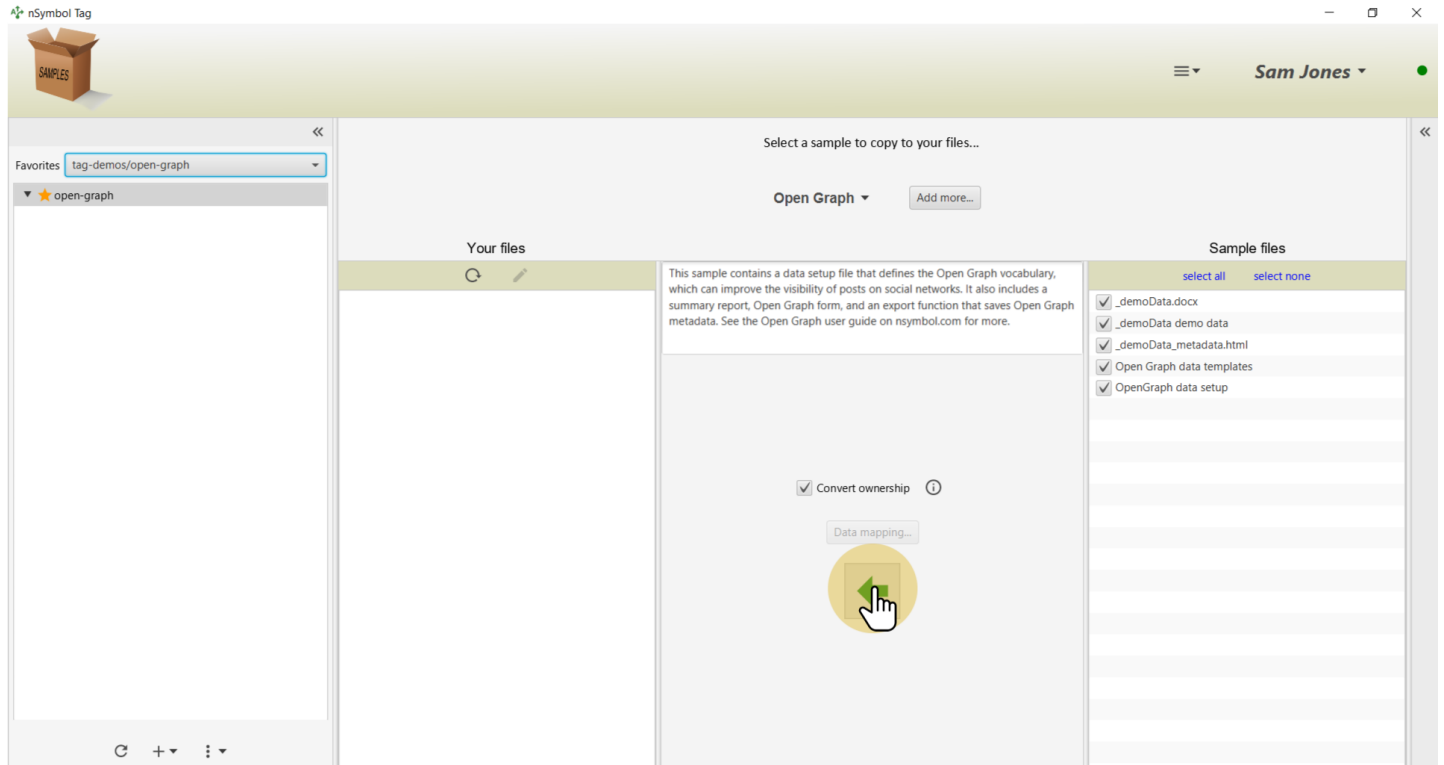Use the *select all* tool to select all sample files for copying.

7 Copy all files

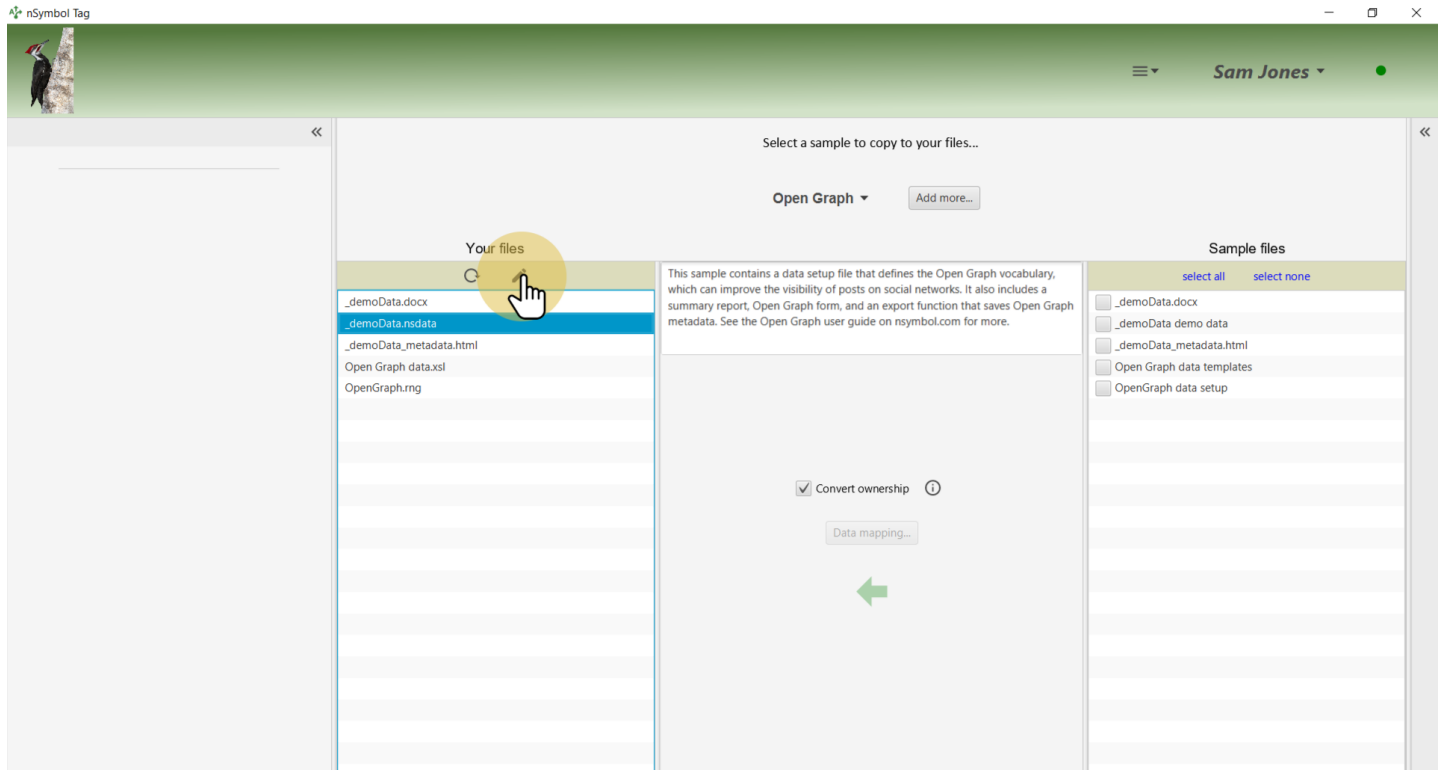Click on the *big arrow* to copy the files. If the *Convert ownership* checkbox is selected, the data setup namespace will be changed to something unique to your account (recommended).
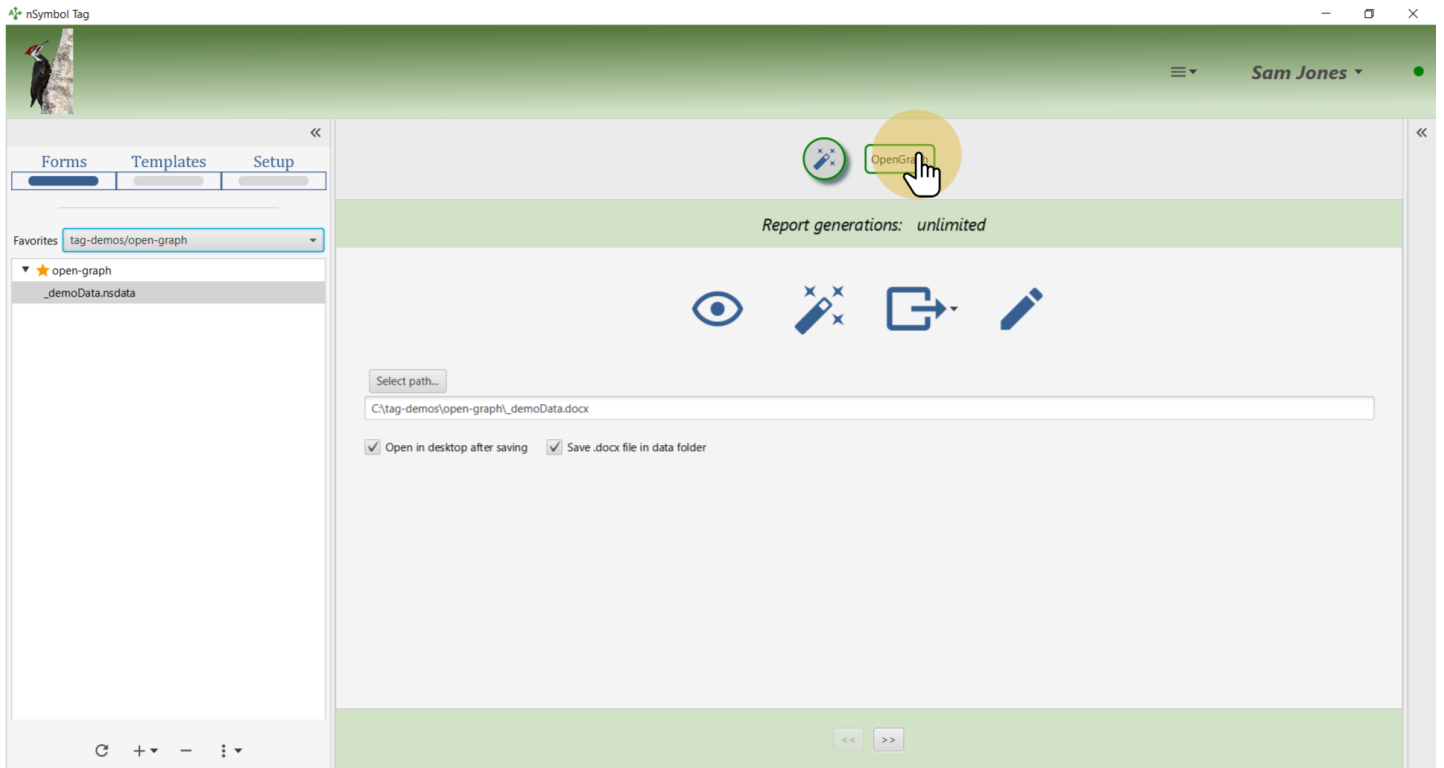
8 Go to the Smart content app

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

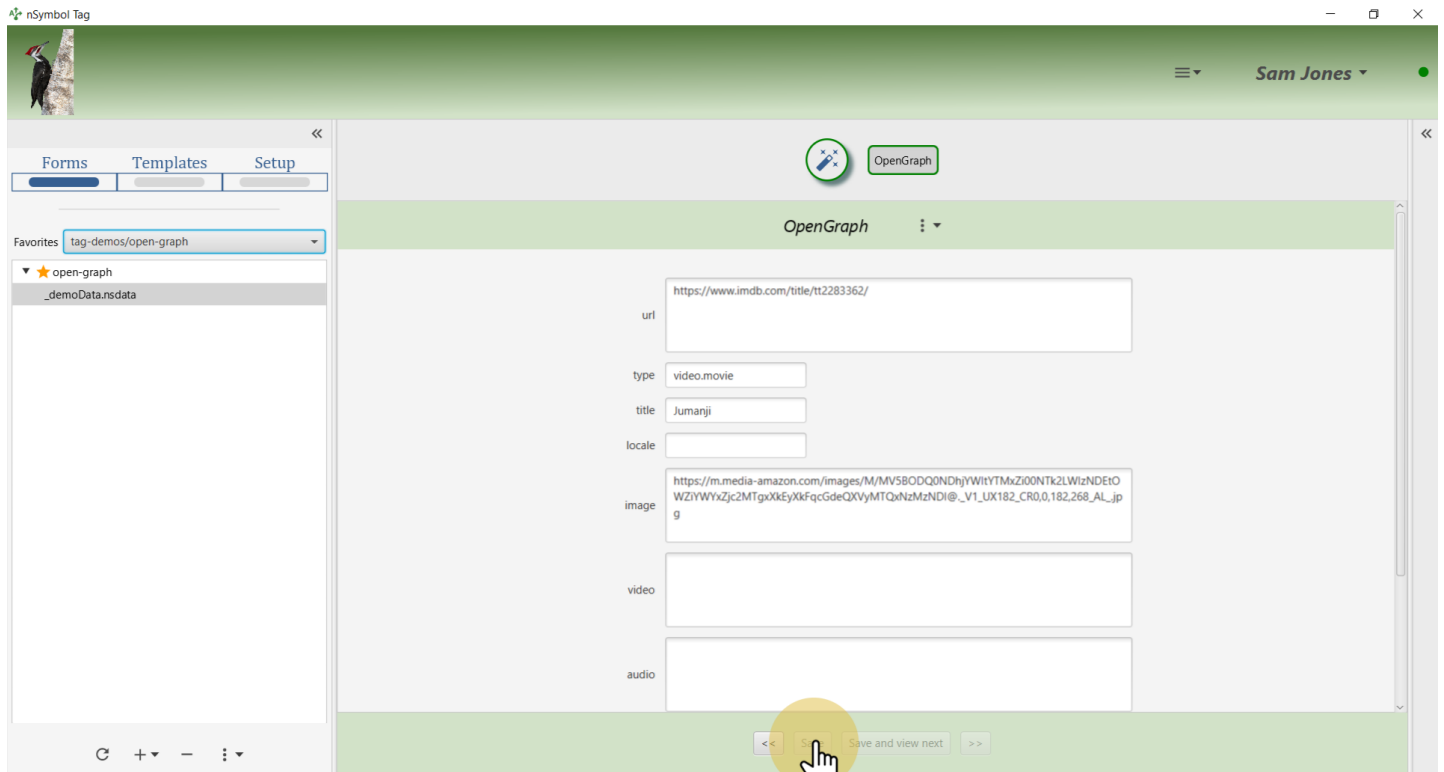# 9 Show Open Graph form

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

10 Enter Open Graph data

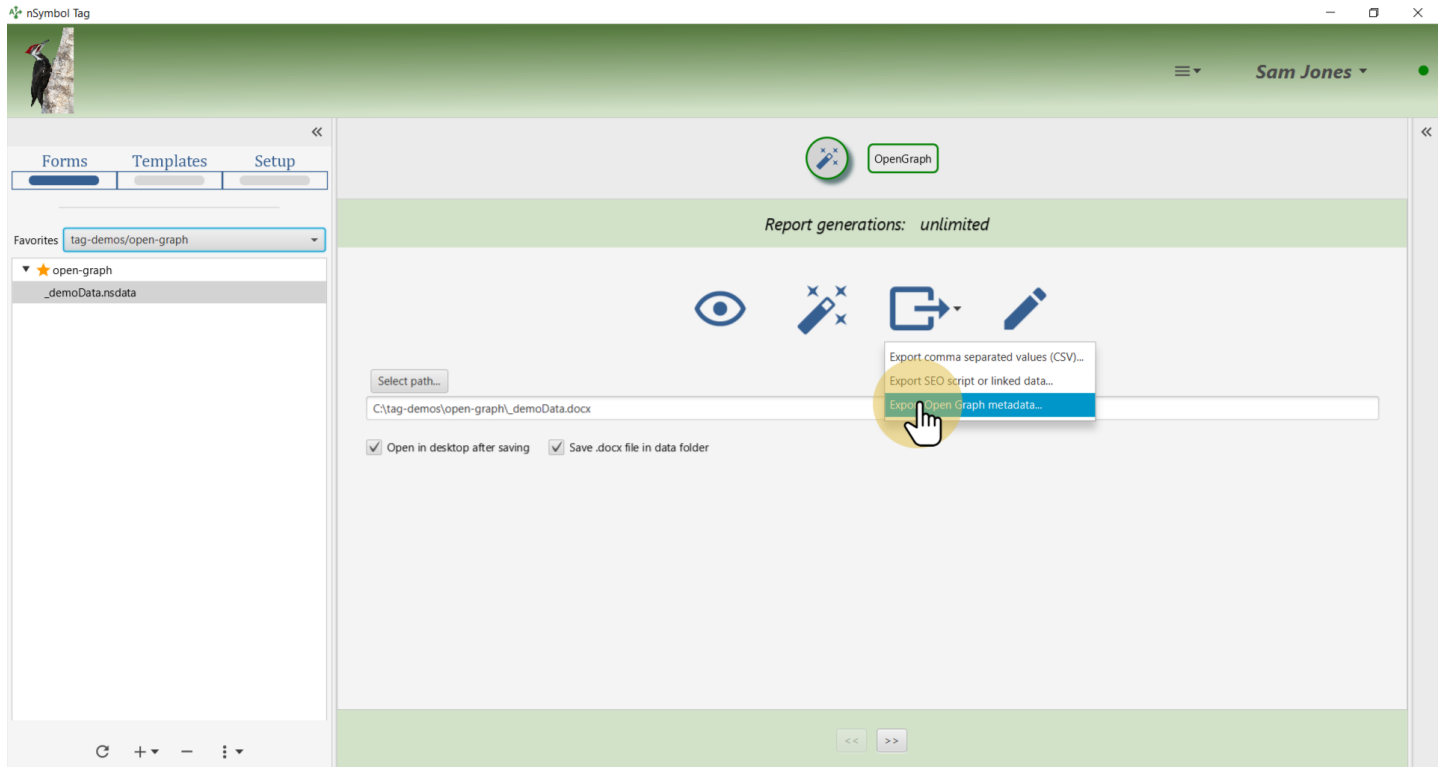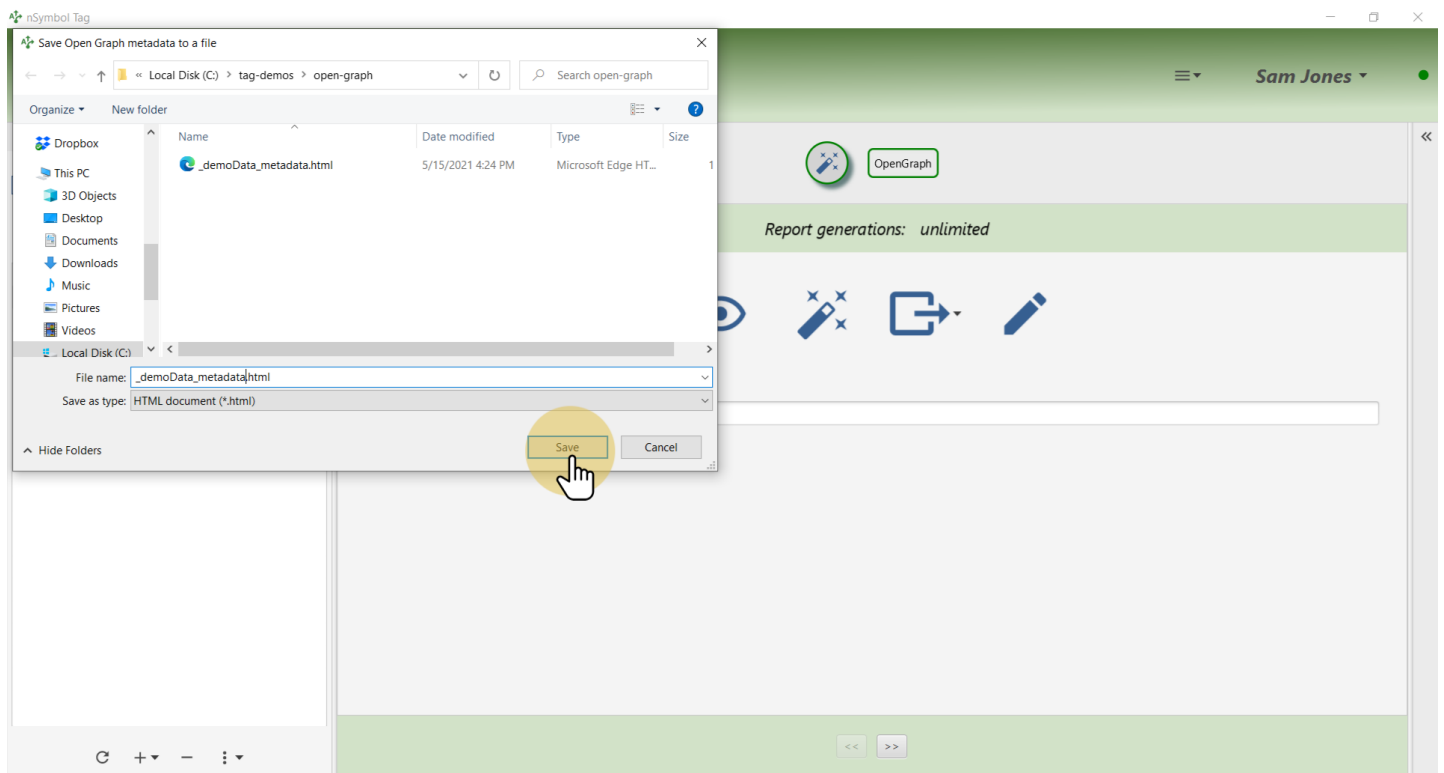Change the demo data to something new, or keep the current values.

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
<?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/MV5BODQ0NDhjYWItYTMxZi00NTk2LWIzNDEtOWZiYWYxZjc2MTgxXkEyXkFqcG
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.