Website Editing Guide: Social Media Tags

Due to recent updates, we have optimized all pages on the Chicago Booth site to allow customized sharable content when users visit www.chicagobooth.edu share a page using Social Media sites such as Facebook and Twitter.

To customize a page for social media sharing follow the steps below.
Login to the page you wish to update

Once logged in and located under the content section expand the Social Media Metatags section

Information for the following fields are required to customize a page

**Social Media Title:** The information entered in this field will be the title displayed for this section using Facebook or Twitter

**Social Media Twitter Description** and **Social Media Facebook Description**

Since Twitter and Facebook allow different character count for social media descriptions, you have the option of entering a description for Facebook audience and a description for Twitter audience

If you wish to use the same description for both Facebook and Twitter, you only need to enter a description in the Social Media Twitter Description. All fields have been built to automatically display a default description if no information is entered. Recommended character limit is **140 Characters or Less**.

**Social Site Name:** If left blank, the sitename associated with the page will use the Twitter Booth Enterprise account designated for each section, e.g., the Twitter Tag [@BoothFullTime](https://twitter.com/BoothFullTime) for pages located beneath the Full-Time section in the content structure ([http://www.chicagobooth.edu/programs/full-time/](http://www.chicagobooth.edu/programs/full-time/)).
If defining the Twitter Sitename for this section, choose from the available site names provided in the dropdown list.

![Dropdown List](image)

**PLEASE NOTE:** If you do not see your sitename, please contact webhelp for them to add it to the selection choice.

The name selected from the drop down list will be associated with your Twitter handle when someone shares a page when visiting the Chicago Booth website.

**Social Media Image:** Use the social media image field to associate an image with your content when shared via Social Media. The image should be saved using the following parameters **width: 600px / height: 335px** and a resolution of **72 dpi** and no higher than **150 dpi**. Please consult with Marketing for assistance regarding this section. All images should be stored in the media library in the appropriate folder for your website, within the Social Media Folder.

![Social Media Image](image)

**Campus Life**
In the 21 month program, challenge conventional wisdom and participate in vigorous dialogue with other like-minded thinkers. Welcome to our culture of inquiry and innovation at Chicago Booth.
**Twitter Card Type:** There are several twitter card types that can be used for each section. By default the only twitter card that is in use at the moment is the “Twitter Summary Card” more information will be made available for this section once more card choices have been added. [https://dev.twitter.com/web/overview](https://dev.twitter.com/web/overview)

**Items to note:**

- If there is no content entered in the twitter title field, the content for this will default to the Blog Title. Do keep in mind that your title should be at least 70 characters or less, so you will have the option to enter a social media friendly title if you do not want to alter the main title of your blog

- If no content is entered in the Twitter Description field, 140 characters or less, it will default to the parent page settings defined when your blog is created. It is recommended to enter a description per blog

- If no image is provided for your blog, twitter and facebook will treat these different, you can define an image to use for all blogs that do not have an image by defining this from the main section of your blogs. Twitter and Facebook will include a picture, using the available pictures on your site, whether it be an image in the content, header, or background images.

For more Social Media Best Practices, please consult with the Marketing Social Media Team

**RESOURCES:**

**See Sitecore User Guide for additional information:**

**Twitter**
[https://dev.twitter.com/web/overview](https://dev.twitter.com/web/overview)

**Facebook**
[https://developers.facebook.com/docs/sharing/best-practices#tags](https://developers.facebook.com/docs/sharing/best-practices#tags)