

THE IMPORTANCE OF

META IMAGES

IN WEB DESIGN & SOCIAL MEDIA MANAGEMENT

“Meta images” are branded images that appear when a user shares an article or page from your company’s website.

They are **vital** to your brand’s appearance and success on social media and beyond, but are often overlooked in the web design and development processes – *even by the world’s biggest brands.*

If tags for **socially designed** images are not present on every page of your site’s code, social platforms will pull random images from the page’s content (or *sometimes none at all*), and display them as the social image cards when visitors share your page.

This leads to **unsightly** and **unpredictable** shares.

So, how can you fix this problem?

Can't I Just Swap Out Images in My SMMS?
(Social Media Management Software)

Yes, you can, but this will only affect the post your company makes, and your website’s visitors will still have a broken image experience when they share a page!

PATHWAYS TO SUCCESS

MINIMUM *Static*

Design a standard brand image to be pulled for all share actions on your site, using the social design guidelines linked below. (~16:9)

Then choose the proper <meta> or <og> tags from the meta reference link, and add them in the <head> tag of your site’s template.

For immediate results, you’ll need to ‘delint’ or ‘debug’ the site with each social platform

eg: <https://developers.facebook.com/tools/debug/>

ADVANCED *Hierarchical*

Design a hierarchy of socially designed branded images that are displayed in relation to the categories of your site, and custom code the <head> tag of each category page to pull the respective images.

Social Design Guidelines

Share dimensions for each social platform



<https://klibanos.com/data/socialdesign>

BEYOND *Dynamic*

Sites can be coded to pull dynamic images according to campaign, season, product, location, or a variety of other parameters.

In some instances, video can be leveraged as well.

Meta Tag Reference

Image tags for coding your website



<https://klibanos.com/data/metaref>



A ‘Klibanote’ from:
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