



## Preparing your landing page for a Facebook Post

1. Prepare your main image, and make it available on your website. The image must be at least 740px wide, and can be up to 740px tall.
2. Provide us with a one sentence “sales pitch” for us to use as the comment. In the example below, it’s “Showcase your products to millions of committed Catholics worldwide.”
3. Insert the proper Facebook Open Graph (OG) tags into the <HEAD> section of your landing page. The critical tags are

```
<meta property="og:title" content="Want to increase sales?" />
<meta property="og:image" content="http://ewtnadvertising.com/path/image_name.jpg" />
<meta property="og:url" content="http://ewtnadvertising.com" />
<meta property="og:site_name" content="EWTN News Advertising" />
<meta property="og:type" content="website" />
<meta property="og:description" content="Advertising in our print and digital publications can showcase your products and services to the world's largest Catholic buying audience." />
```

That information produces the following result:



You can test your OG tags by using the Facebook Sharing Debugger at <http://developers.facebook.com/tools/debug/>. Be sure and hit the “Scrape Again” button each time you update your OG tags so Facebook gets the most current information.

Wordpress users can install the free Meta Tag Manager that makes it very easy to add OG tags to any page or post.

