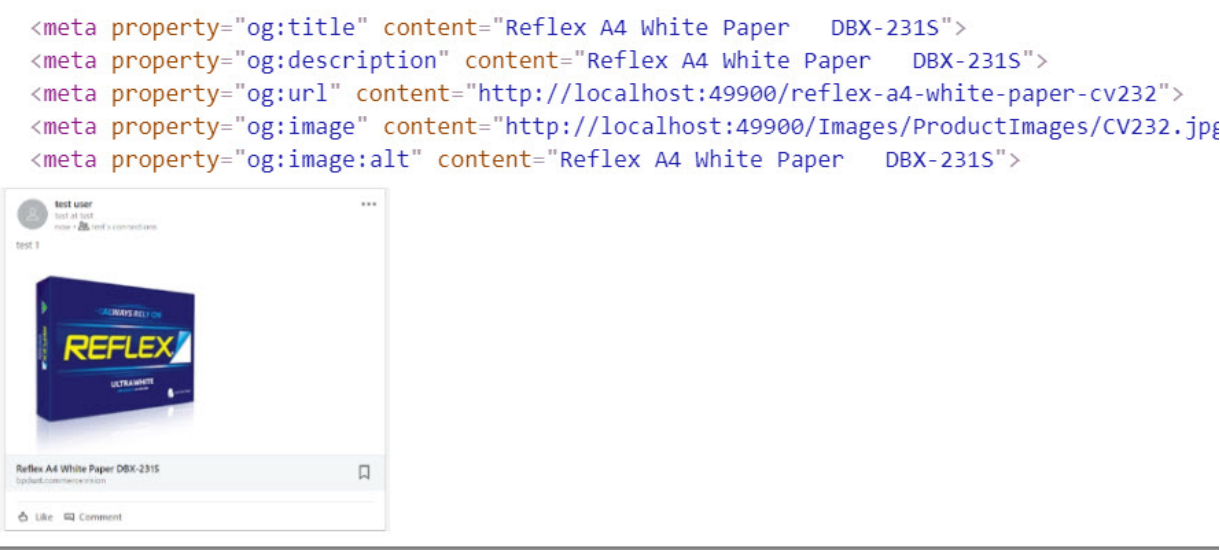# OG tags for Social sharing

Have you ever copied a link to a product page on your site, only to paste it into a Facebook post and have some random image show up instead of the picture of the product?

Open Graph (OG) protocol tags are standard to all BPD sites running version 4.11+, to assist with content when sharing pages to social platforms.

So, when one of your site's pages is posted to Instagram or Facebook (for example), core data such as Title, Description, SEO url, image, and image alt text are correctly pushed across to the social platform. This is handy not only for *you*, but also for your customers who may like to share your products, articles or other pages with their networks.

Core data such as Title, Description, SEO url, image, and image alt text are correctly pushed across for use by the social platform. You can see what is there by viewing the source code and looking for the <meta property="og" ...> tags in the <head>...</head> section.

```
<meta property="og:title" content="Reflex A4 White Paper   DBX-231S">
<meta property="og:description" content="Reflex A4 White Paper   DBX-231S">
<meta property="og:url" content="http://localhost:49900/reflex-a4-white-paper-cv232">
<meta property="og:image" content="http://localhost:49900/Images/ProductImages/CV232.jpg
<meta property="og:image:alt" content="Reflex A4 White Paper   DBX-231S">
```


Happy sharing!

Additional Information

Minimum Version Requirements	4.11
Prerequisites	N/A
Self Configurable	N/A
Business Function	Marketing
BPD Only?	Yes
B2B/B2C/Both	Both

Third Party Costs	N/A

Related topics

- Owl Carousel 2
- Mailchimp Abandoned Cart Email
- Manage Product Reviews
- Google Trusted Stores
- Google Shopping - Product Feeds
- Wisdom of the Crowd - Suggested Products
- Flyer Creator
- Mailchimp Automated Email Marketing
- Product Campaigns
- Cross-selling and Upselling
- Personalisation How To