This document contains information for IEEE social media page administrators as well as for IEEE site administrators and managers.

For IEEE social media page administrators:

**Become an IEEE registered site**
Whether you’re running a blog, Facebook page, LinkedIn group, or some other IEEE-related social media site, you must register your site with IEEE so that you can be listed as a registered site and receive important updates from the IEEE Social Media team.

- IEEE-wide social media policy
- IEEE social media site registration form
- IEEE registered social media site list

**Profile/thumbnail images**
If you are responsible for establishing an IEEE social media site presence (a new Facebook page representing an IEEE entity, for example) the social media site may request you to choose and post a profile image that will appear on the main page for your presence.

The profile/thumbnail image should be a minimum of 125 x 125 pixels for the thumbnail to show correctly and not appear cut off. If a logo is being used for a profile/thumbnail image the same image guidelines apply with at least 20 pixels of clear space around all sides of the logo.
For IEEE site administrators and managers:

Which social media outlets should be used
There are many different social networking outlets to choose from to publicize a project. The most common and IEEE recommended outlets are:

- Follow: Facebook, Twitter, LinkedIn, YouTube and/or RSS Feeds
- Share: Share icon/applet (example ShareThis, AddThis, etc.)

* If you would like to use a different/additional social media icon please contact the Web Strategy & Design Team, ieee-web-team@ieee.org.

Follow and share functionality of icon(s)
Social networking icons must have the following functionalities:

- Follow icon(s): should direct the user to the social media page for that group or site. The icon(s) should not take the user to a login page and then to a share applet.
- Share icons: When a user clicks the Share icon/applet, a box should appear prompting the user to select from various social networking icons. The icons (when clicked) should direct the user to the social media site and generate a wall post, tweet, and/or another type of “sharing” with their network.

Icon(s) size
The icon(s) should be a minimum of 16x16 pixels with a maximum of 32x32 pixels.

Follow and share functionality of icon(s)
Placement of icon(s)
There are two recommended options for the placement of the icon(s) on a Web Site, section, or page. If a user clicks an icon(s) within either option, the URL and metadata of the page will be shared.

1. Global: Aligned to the right of the Search bar under the main navigation tabs or in the site footer.
2. Local: next to page article/content

Applying social networking to your Web site and/or page(s)
Learn about how to apply, optimize your metadata, and other resources for use of Social Networking.

Facebook: > http://developers.facebook.com/docs/guides/web/
Twitter: > http://twitter.com/about/resources
LinkedIn: > http://developer.linkedin.com/index.jspa
YouTube: > http://code.google.com/apis/youtube/overview.html

Optimizing pages or other content to be shared on Facebook
Open graph protocol (OGP) is page markup that Facebook uses to define content types and fields that are displayed when a page is shared and “liked” on Facebook. For example, if I “like” a particular article from the UK Daily Telegraph, the markup within the page will control the headline and summary text, and the icon that shows up on my Wall.

If you don't specifically markup your page with OGP tagging, Facebook Share will use the title of your page as specified in the <title> tag, and will create a summary description from the first text that appears in the body of your page or, if present, the <meta name="description" content=> on the page. A list of thumbnails will be selected from available images on your page and/or from the profile picture on your FB page. This may be fine. But, if you want to control the exact title, description, and thumbnail that Facebook Share uses, follow these guidelines.
Facebook requires some minimum code addition to any page for which you would like to control sharing aspects. You may need help from your site admin to add these. They include:

- Addition of these namespaces within the <HTML> tag:

```html
<html xmlns=http://www.w3.org/1999/xhtml
xmlns:og=http://ogp.me/ns#<yournamespace>
xmlns:fb=http://www.facebook.com/2008/fbml
...
</html>
```

For <yournamespace>, use the name of your IEEE Facebook page as defined when it was set up. For example, to share a Computer Society page this value would be ns# ieeecomputersociety. Or, you can use your personal Facebook user name.

You can control the exact title, description, and thumbnail that Facebook Share uses by adding the following OGP <meta property> elements inside the <HEAD> element of your page (other properties are optional such as, author, location, etc.):

- og:type - The content type of your shared object. Use “article”.
- og:title - The title of your object as you want it to appear. Limit of 76 characters (including spaces)
- og:url – the url of the page you are sharing
- og:image is the URL to the image that appears in the Feed story. The thumbnail’s width AND height must be at least 50 pixels, and cannot exceed 130x110 pixels. The ratio of both height divided by width and width divided by height (w/h, h/w) cannot exceed 3.0. For example, an image of 126x39 pixels will not be displayed, as the ratio of width divided by height is greater than 3.0 (126/39 = 3.23). Images will be resized proportionally.
- og: description - Facebook posts can be as long as 5,000 characters. In the news feed, long posts show about the first 1,200 characters (including spaces).

Here’s some sample OGP code markup for a press release page:

```html
<html xmlns=http://www.w3.org/1999/xhtml
xmlns:og=http://ogp.me/ns#<yournamespace>
xmlns:fb=http://www.facebook.com/2008/fbml
<head prefix="og: http://ogp.me/ns#ieee.org:"
<meta property="og:type" content="article ">
<meta property="og:title" content="Latest IEEE Press Release" />
<meta property="og:image" content="http://www.ieee.org/<images>/<someimage>.jpg" />
<meta property="og:description" content=" IEEE announced this week that Lorum Ipsum will be approved." />
<meta property="og:url" content="http://www.ieee.org/press/todaysrelease.html">
</head>
...
</html>
```

Learn more about the Facebook OGP page markup: > http://ogp.me