

Use a Meta Tag Strategy and Drupal to Look Your Best on Social Media

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Agenda

- Why social meta tags are important
- Meta tag content strategy
- Choosing meta tags
- Modules
- Gotchas & tips
- Example configuration

Why Social Meta Tags Were Important for Princeton

WEEKLY WORLD

NEWS

June 15, 1993

60p

**Space creature survived
UFO crash in Arkansas!**

HILLARY CLINTON ADOPTS ALIEN BABY



**Secret Service building special
nursery in the White House!**

By KAYE MARCHAND
Correspondent

EXTRATERRESTRIAL
AFFAIR: Hillary had
some steamy nights
with her "rocket
man," P'Loed, but it
all came crashing to
a halt when she
found out he was
three-fing' her.



'MY STEAMY NIGHTS WITH HILLARY IN UNIFORM TO LOVE NEST'

SENATOR HILLARY Autobiography scratch the surface

To get the real story
new book penned by
alien boyfriend —
heart out about their
affair!

Six New York publishers
locked in a furious bidding
war, tell all, **OUT OF THIS
WORLD** Life or on **Alien in Wash DC**

One publishing giant
unprecedented \$10 million
the tale by the space alien
epilepsy his guts about the
twist and turns of the
romance, from its fiery to
its dramatic conclusion.

The handful of insider
drafts of the book say it
details about the extreme
right down to such tidbits:
the former first lady and
alien-style lovemaking in
of P'Loed's UFO.

"As I rubbed my face
against Hillary's small
tongue, gently at first, it
with more vigor, she gave
more of pleasure than
with its urgency," P'Loed
book. "I knew right away
Earth woman of mine."

"That night, Hillary
available head to head

Clinton's doesn't

read the
her space-
fingering his
romantic love

she said to be
a for the pub-
lic. **OUT OF THIS
WORLD** My
life.

offered an
advance for
P'Loed — who
scientific and
two-year
beginning to

who've seen
packed with
that affair —
in the sounds
during what
the cargo hold

from forehead
well-shaped,
its faster and
wanted a kiss
surprised me
reminds in the
by this was an
her passion.

found to be an

arrived to maintain a low profile on Earth
until now, has suddenly stepped into the
limelight, is sending shockwaves through
Washington — where his role behind the
scenes in U.S. politics has been a poorly
kept secret in government circles for
more than a decade.

But the publicity-shy E.T., who report-
edly ended his relationship with Hillary
two months ago, has a good reason for let-
ting the cat out of the bag.

"Hillary has been bad mouthing him
all over town," says an editor at the pub-
lishing house closest to sealing a deal on
the book. "She's chewed the ears off of
every Washington insider who'll listen,
telling them how P'Loed 'used' her, then
dumped her."

"It's got to the point that government
officials are beginning to doubt that he's
such a benevolent alien after all. It's
threatening his mission here."

"P'Loed wants to set the record
straight, tell his side of the story — even if
it means finally exposing the extraterres-
trial presence on Earth."

It was in our issue that hit newstands
the week of Sept. 11, 2001, that **Weekly
World News** first broke the story of the
sensational romance — mind-blowing
news that was largely overshadowed by
the 9-11 tragedy.

Readers were stunned to learn the
prize and proper senator from New York
was caught with her extraterrestrial beau
at a swank Manhattan hotel by her out-
raged hubby, ex-President Bill Clinton.

lovebirds and took damning photos of
them, later leaked to WWS by person or
persons unknown.

Hillary first met the E.T. at a fund-raiser
in the spring of 2001.

"Our eyes met across the room,"
P'Loed writes in his book. "We experienced
an instant, mutual attraction."

The editor, who requested anonymity,
notes: "Hillary might not be a classic
beauty, but P'Loed thought her attractive.
Her high IQ — for a human — and
impressive forehead also appealed to
him."

Hillary is said to have likewise found
the spaceman's soaring intelligence and
lofty events a turn-on. What's more, the
told pairs that he displayed lovemaking
techniques "thousands of years in
advance of any human male."

On several occasions, the rocket
kisses whisked Hillary into orbit aboard
his ship, where the pair enjoyed high-fly-
ing whoopee in the cockpit, dining ball
and even on the floor of the cargo dock,
the book reveals.

"Hillary introduced me to human-style
lovemaking, which I found satisfying in a
primitive way," P'Loed writes. "In fact, I
showed her the way my species shows
affection. She was a very fast learner."

The relationship soured in June when
Hillary learned that the "altruistic" alien
was triple-fing'ing her back with a young
oil-industry lobbyist and a well-known,
alien, House GOP strategist.

P'Loed offers a defense for his behavior
that centers on his political beliefs.

"Hillary said she understood this instinc-
tively, but her heart was another matter."

The editor justifies the staggering cash
advance offered to the alien — more than
twice the sum doled out to Hillary for
her bio.

"This is the first book ever written by a
real extraterrestrial — that alone is worth
every penny," she says. "Beyond that, it's
a riveting love story."

The alien's insights with Hillary aren't
the only thing in the book.

The 360-page paperback also reveals
why the aliens are here, the true origin of
the universe, the E.T.'s ultimate plan for
man and other stuff sure to please the
eyeball crowd.

But it's the out-of-this-world sex that
will rock readers back on their heels.

"The descriptions of Hillary's 'close
encounters' with P'Loed are incredibly
hot," says the editor. "I needed a cold
shower after reading Chapter Three."

See, Clinton has thus far declined to
comment on the upcoming book, which, if
the latest offer is accepted, will arrive on
shelves by the end of September.

But friends say Hillary feels
"betrayed" that P'Loed is exposing her
most intimate secrets to the world — and
has privately called the book "trash."

Uncharacteristically, P'Loed's side of the story
may never see the light of day.

"The Bush administration may kill this
book on national security grounds," says
a Capitol Hill source. "Even though P'Loed
may think this is a fine time for the alien

BIDDING WAR: Six New York
publishers are vying to publish

**OUT OF
THIS
WORLD**
**My Life as an Alien
in Washington**
The incredible revelations of
America's most famous woman!



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<http://www.cnn.com/2017/07/18/politics/trump-president-6-months/index.html>

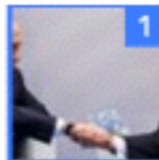


CNN Didn't Write This Headline. Until Now, Any Page Could Change A Link's Preview

Preventing fake news makers from altering other publishers' headlines could make Facebook a more reliable source of information

CNN.COM | BY CHRIS CILLIZZA

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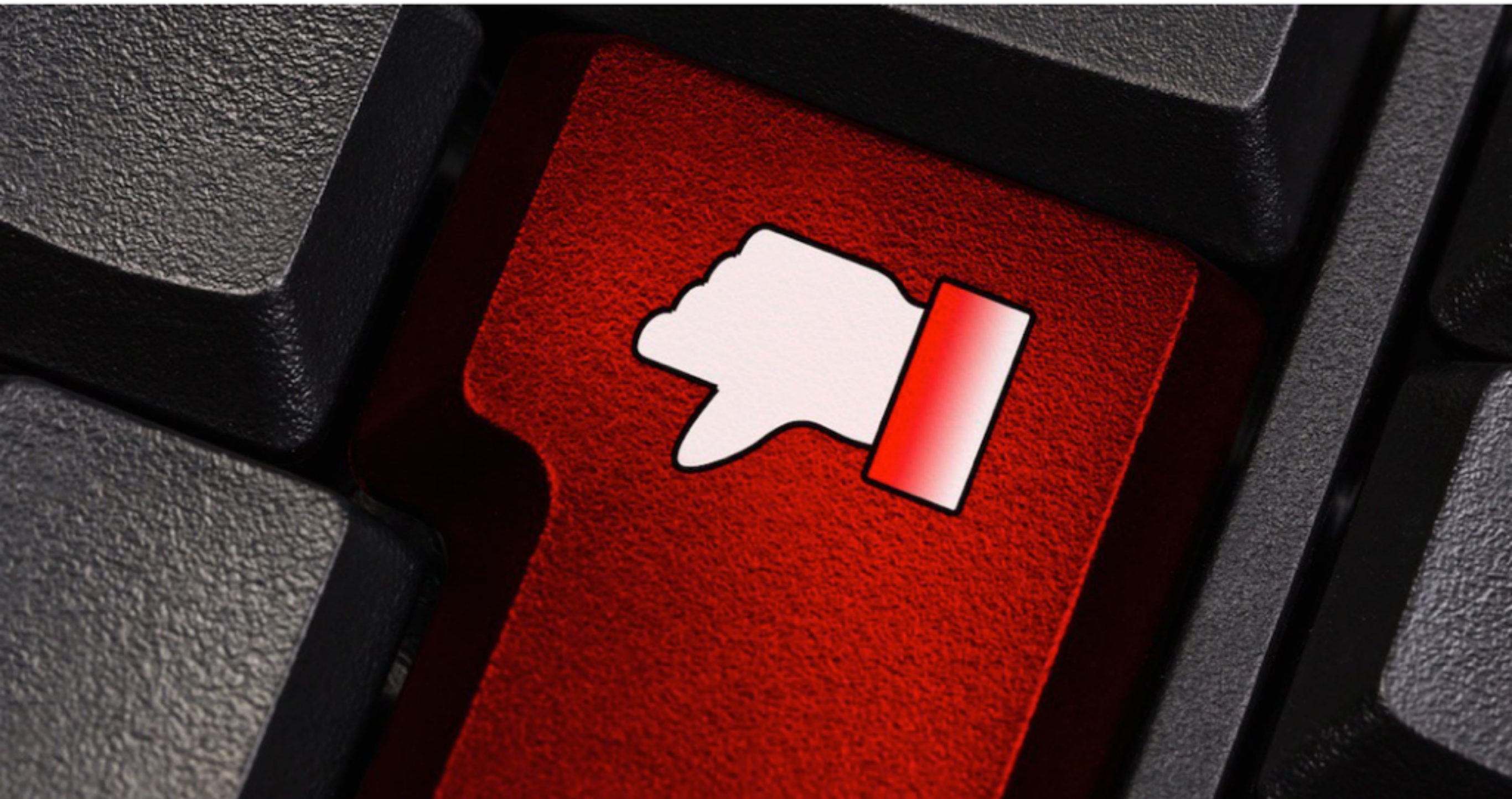
    

Boost Post

Publish

Facebook won't let people change the headlines in links — and social media managers aren't pleased

JULY 7, 2017 by [Max Willens](#)



Academic Profile: Paul P. Gauthier, Ph.D.

Posted on September 19, 2017

Dr. Paul P. Gauthier, Postdoctoral Research Associate,
Geosciences

How do you define sustainability?

I define Sustainability as the way to avoid the depletion of natural resources in order to sustain human life in balance with nature for an extended period of time. In other words, being sustainable means being aware that human activity has an impact on the environment and finding all possible solutions to limit this impact.



How is sustainability a part of your research and why?

Sustainability is part of my research in many ways. I study plant carbon balance and the adaptation of plants in regulating this balance under different environments. As part of my research I developed the [Princeton Vertical Farming Project](#) to tackle the current limitations and environmental issues that face the vertical farming industry. Vertical farming is a promising concept that could eventually help support future food security. However, many practices are outdated or simply misinformed leading to a lack of success in the development of sustainable businesses in the United States. There are typically many challenges that start-ups must deal with and biological limitations or environmental sustainability are usually not the first priority. Part of our project is to investigate the sustainability aspect of vertical farms and evaluate their impact on the environment. By knowing their impact, we could then start thinking about ways to reduce this impact and

RECENT LEADER PROFILES

Student Profile: Hannah Waxman '19
and Elizabeth Haile '19

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Student Profile: Rozalie Czesana '18

Student Profile: Vivian Chang *17

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<https://sustain.princeton.edu/news/academic-profile-paul-p-gauthier-phd>



Academic Profile: Paul P. Gauthier, Ph.D. | Sustainability at Princeton

I define Sustainability as the way to avoid the depletion of natural resources in order to sustain human life in balance with nature for an extended period of time. In other words, being sustainable means being aware that human activity has an impact on the environment and finding all possible solut...

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BRIAN STAUFFER

IDEAS | THE SATURDAY ESSAY

How to Succeed in Business? Do Less

Most top performers in business have one thing in common: They accept fewer tasks and then obsess over getting them right

By Morten T. Hansen

Jan. 12, 2018 10:26 a.m. ET

92 COMMENTS





Life-saving medicines grow from fundamental chemistry, win Gates Foundation backing

Wendy Plump for the Office of Engineering Communications

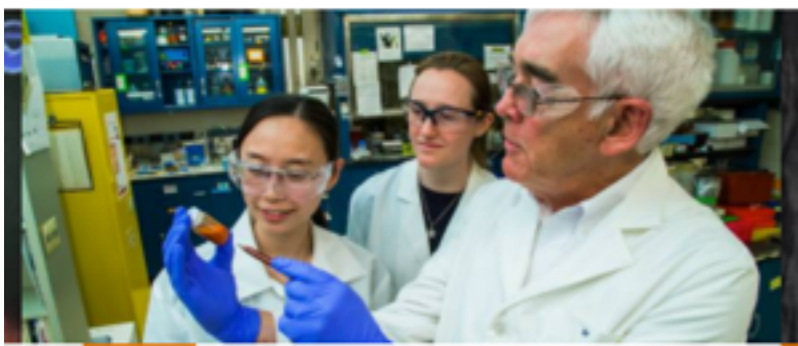
Jan. 8, 2018 noon

From left, Joanna Zhang, a postdoctoral researcher; Ellen Dobrijevic, Class of 2017; and Robert Prud'homme, a professor of chemical and biological engineering, work to increase medicines' effectiveness in the developing world. Photo by David Kelly Crow

By the time Princeton professor Robert Prud'homme visited the Bill and Melinda Gates Foundation in Seattle two years ago, his technology for encasing medicine in ultra-small particles had already led to new drug delivery approaches for high-value medical applications, including oncology.

But Gates Foundation officials posed a new challenge: They wanted to use the technology to produce pediatric drugs to combat widespread killers in the developing world. That meant the drugs had to be cheap and easy to produce in massive volume, they had to be stable for long periods in hot and humid conditions, and they had to work as a single dose administered by mouth. And, most important, they had to be effective in circumstances in which other drugs had failed. Prud'homme, who has been developing the technology for the last 15 years, said the tasks were difficult but doable.





RESEARCH

Life-saving medicines grow from fundamental chemistry, win Gates Foundation backing

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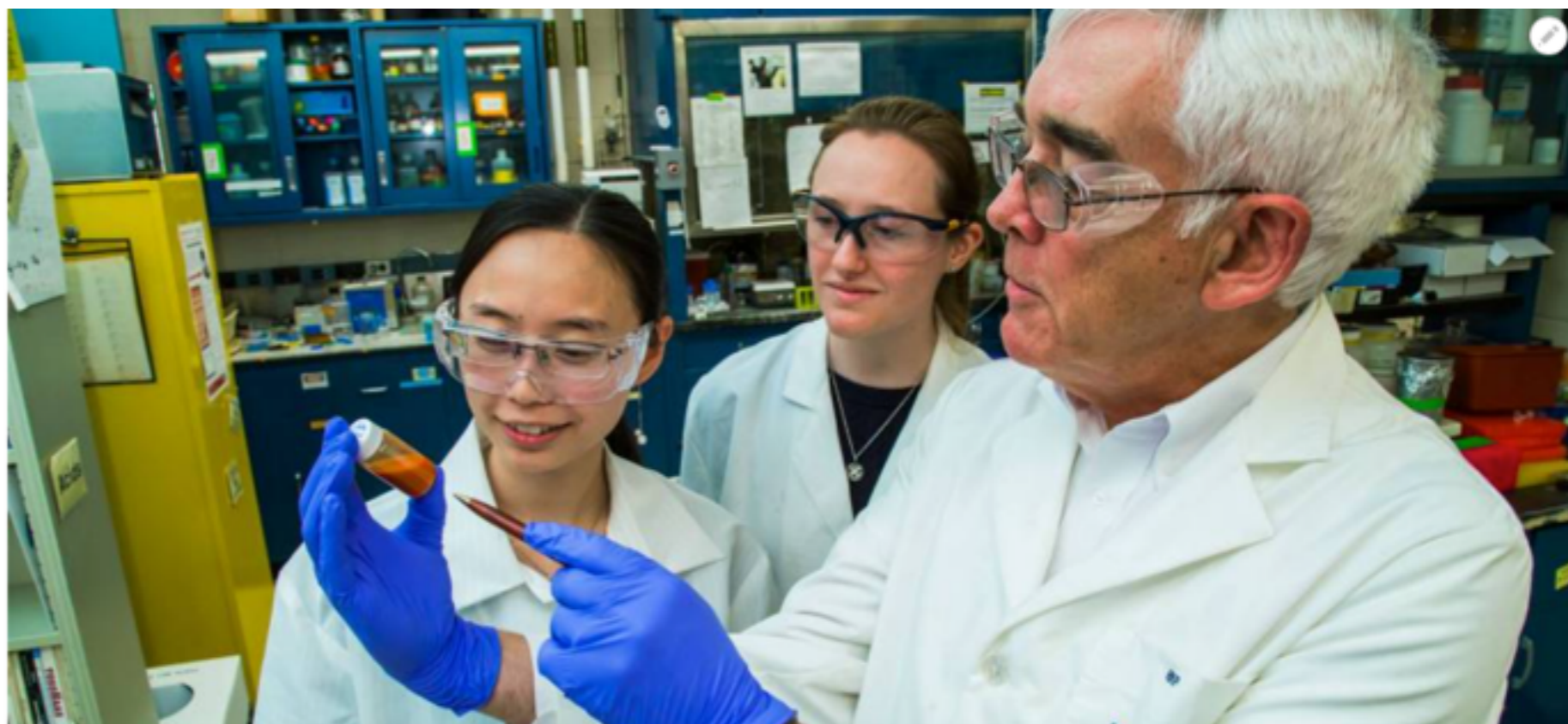
Life-saving medicines grow from fundamental chemistry, win Gates Foundation backing

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Life-saving medicines grow from fundamental chemistry, win Gates Foundation backing

Researchers in the lab of Robert Prud'homme, a professor of chemical and biological engineering, work to increase medicines' effectiveness in the developing world.

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Princeton University

Published by Jessica Leontarakis [?] · January 13 at 8:00pm · 🌐



The Gates Foundation is backing Professor Robert Prud'homme and his team as they develop technologies to improve the delivery and effectiveness of medication for children in the developing world.



Life-saving medicines grow from fundamental chemistry, win Gates Foundation backing

Researchers in the lab of Robert Prud'homme, a professor of chemical and biological engineering, work to increase medicines' effectiveness in the...

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Christian Knoebel

@ChristianKnoeb



How cool is this? Designing medicines for developing countries to fight infant diarrhea in developing countries.



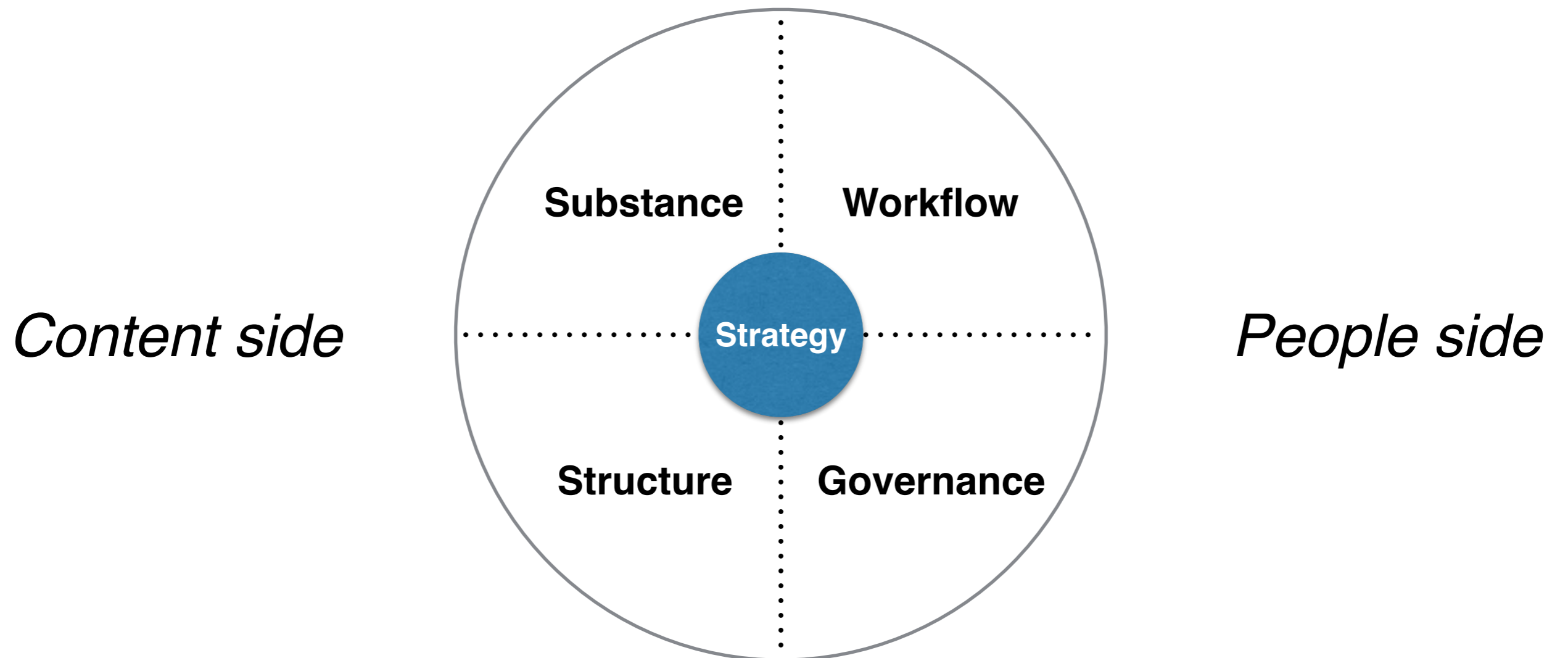
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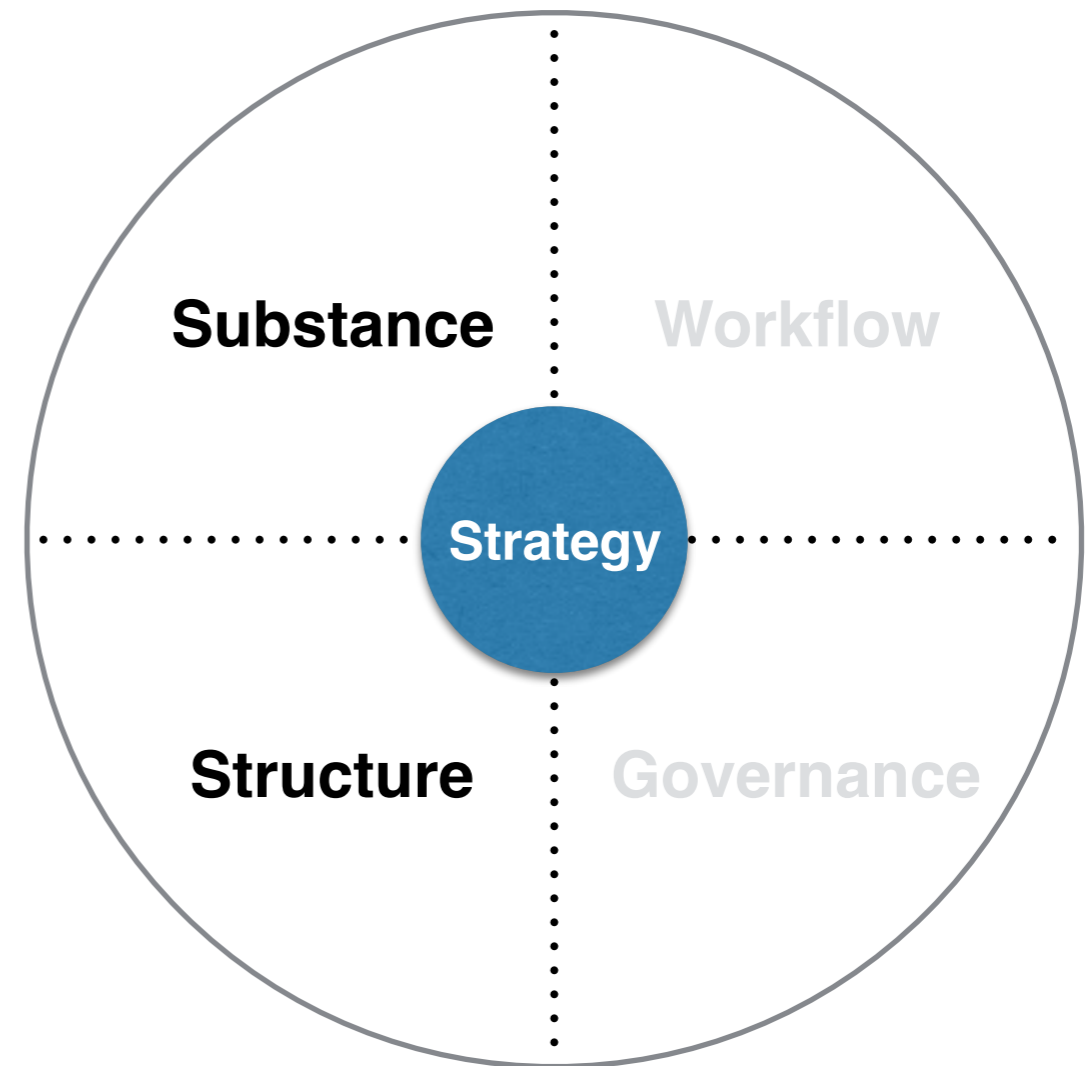
Meta Tag Content Strategy

Anatomy of a Content Strategy



Anatomy of a Content Strategy

- Substance
 - What content?
 - Why?
- Structure
 - How do you manage?
 - How do you display?



Choose the Right Metadata

- Facebook, Twitter and LinkedIn want your metadata
- Less is more
- Target the platforms and their tags

Choosing the Right Meta Tags

Google

- charset
- **title**
- **description**
- site verification

Facebook & LinkedIn

- fb:app_id
- og:url
- og:title
- og:description
- og:image
- og:type
- og:site_name

Twitter

- `twitter:site`
- `twitter:description`
- `twitter:title`
- `twitter:image`
- `twitter:image:alt`
- `twitter:card`

Configuring Drupal

All Together ...

```
<meta charset="utf-8" />
<title>Life-saving medicines grow from fundamental chemistry, win Gates Foundation backing</title>
<meta name="description" content="Researchers in the lab of Robert Prud'homme, a professor of chemical
and biological engineering, work to increase medicines' effectiveness in the developing world." />
<meta name="google-site-verification" content="740036174159638038292015206" />

<meta property="fb:app_id" content="740036174159638" />
<meta property="og:url" content="https://www.princeton.edu/news/2018/01/08/life-saving-medicines-grow-
fundamental-chemistry-win-gates-foundation-backing" />
<meta property="og:title" content="Life-saving medicines grow from fundamental chemistry, win Gates
Foundation backing" />
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chemical and biological engineering, work to increase medicines' effectiveness in the developing
world." />
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public/images/2017/12/IMG_2677.jpg?itok=d9uabbLc" />
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public/images/2017/12/IMG_2677.jpg?itok=d9uabbLc" />
<meta name="twitter:description" content="Researchers in the lab of Robert Prud'homme, a professor of
chemical and biological engineering, work to increase medicines' effectiveness in the developing
world." />
<meta name="twitter:title" content="Life-saving medicines grow from fundamental chemistry, win Gates
Foundation backing" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:image:alt" content="Robert Prud'homme with Joanna Zhang, Ellen Dobrijevic '17" />
```

Modules

- Metatag
 - Metatag: Facebook
 - Metatag: OpenGraph
 - Metatag Twitter Cards
 - Metatag: Verification
- Requires:
 - D8: Token, Field
 - D7: System, Chaos Tools, Token
- Optional: Path & Pathauto

Gotchas & Tips

- Extensive token list
- Inheritance
- Specify defaults
- Custom pages
- Start small and build
- Exportable as config
- You can test
- Set and forget

Example Configurations