Open Graph & Twitter tags cheat sheet

SocialImageKit · https://socialimagekit.com
Last checked: October 2026

Required and optional OG/Twitter tags, a copy-paste snippet, platform sizes from our data, and top mistakes — plus a downloadable PDF.

Required tags

• title — Document title; often mirrored as og:title.
• meta name="description" — Search + fallback description.
• link rel="canonical" — Absolute https page URL.
• og:title — Share card title.
• og:description — Share card summary.
• og:image — Absolute https PNG or JPG (~1200×630).
• og:url — Canonical page URL for the object.
• og:type — Usually website or article.
• twitter:card — summary or summary_large_image.

Optional tags

• og:site_name — Brand or site name on the card.
• og:locale — e.g. en_US.
• og:image:alt — Accessible description of the image.
• og:image:width / height — Hints for crawlers (pixels).
• twitter:title — Falls back to og:title when omitted.
• twitter:description — Falls back to og:description.
• twitter:image — Falls back to og:image.
• twitter:site — @handle for the site.
• meta name="theme-color" — Browser chrome tint.
• meta name="robots" — index,follow or noindex as needed.

Copy-paste snippet

```
<title>Example page title</title>
<meta name="description" content="One or two sentences that still make sense when truncated." />
<link rel="canonical" href="https://example.com/page/" />
<meta property="og:type" content="website" />
<meta property="og:title" content="Example page title" />
<meta property="og:description" content="One or two sentences that still make sense when truncated." />
<meta property="og:url" content="https://example.com/page/" />
<meta property="og:site_name" content="Example Site" />
<meta property="og:locale" content="en_US" />
<meta property="og:image" content="https://example.com/og/page.png" />
<meta property="og:image:alt" content="Landscape card with the page title on a calm background" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:title" content="Example page title" />
<meta name="twitter:description" content="One or two sentences that still make sense when truncated." />
<meta name="twitter:image" content="https://example.com/og/page.png" />
```

Platform sizes

From SocialImageKit platforms data (status labels preserved).

Facebook: 1200 × 630 px · 1.91:1 · 8 MB · Verified against official docs
X (Twitter): 1200 × 628 px · "H2:1 · 5 MB · Verified against official docs
LinkedIn: 1200 × 627 px · 1.91:1 · 5 MB · Verified against official docs
WhatsApp: 1200 × 630 px · 1.91:1 · Practical max ~600 KB; aim 200-400 KB · Recommended
Pinterest: 1000 × 1500 px · 2:3 · 20 MB · Recommended
Slack: 1200 × 630 px · 1.91:1 · Under 1 MB recommended (5 MB hard) · Recommended

Discord: 1200 × 630 px · 1.91:1 · Under 1 MB recommended · Recommended
iMessage: 1200 × 630 px · 1.91:1 · 8 MB · Recommended
Telegram: 1200 × 630 px · 1.91:1 · ~5 MB · Recommended
Bluesky: 1200 × 630 px · 1.91:1 · Aim under 1 MB · Recommended
Threads: 1200 × 630 px · 1.91:1 · 8 MB practical · Recommended
Reddit: 1200 × 630 px · 1.91:1 · Recommended under 1 MB · Recommended
Instagram: 1200 × 630 px · 1.91:1 · Recommended under 1 MB · Recommended
YouTube: 1280 × 720 px · 16:9 · 2 MB (10 MB for podcasts) · Verified against official docs
Mastodon: 1200 × 630 px · 1.91:1 · PNG/JPG under 1 MB safest · Recommended
Generic OG: 1200 × 630 px · 1.91:1 · 8 MB · Recommended

Top mistakes

• Relative og:image: Bots need a full https URL, not /og.png.
• Client-only tags: Injecting meta after load is invisible to most crawlers.
• Heavy WhatsApp files: Aim 200-400 KB (practical max ~600 KB) so chat previews keep the image.
• Wrong ratio: Prefer ~1.91:1 for link cards unless you target pins.
• Duplicate tags: One title and one og:image in the first HTML response.

Generated for https://socialimagekit.com/downloads/og-tags-cheat-sheet-2026.pdf
© 2026 SocialImageKit