How to optimize your content for social: Facebook, Slack and X

We all know what's involved in crafting the perfect, most SEO-conscious article for the web.

But how many of us really think about those crucial next steps – sharing them in the right communities to help ensure they reach our target audiences?

This part of the post-publishing process is vital to ensure that you're amplifying the content you create and should help it reach a wider chunk of your audience.

Even though Google hasn't officially confirmed it, I believe that when an article does well on social media (gets a lot of likes, shares, and comments), it is more likely to appear in the Google Discover feed.

I've noticed many cases where popular articles on social media end up being featured in Google Discover.

As SEOs, we must ensure any content published on our watch is well-optimized for these additional social channels – and there sure are plenty of them out there right now.

Most active social channels for SEOs to consider

Outside of the obvious "holy trinity of social" – Facebook, X and LinkedIn – there are some new kids on the block that are worthy of your attention, including:

Outside of these, and if you are looking to target other tech/SaaS communities, you need to be aware of:

- Slack.
- Discord.

And how do you ensure content is social-media friendly?

The main thing to check is how your URL is presented to people when someone is sharing it on social media – which we'll cover in more depth now.

Dig deeper: How to optimize your social media pages for search

How to ensure your content is optimized for social media

Technically speaking, the tags you need to pay close attention to here are your OpenGraph (OG) tags. These tags belong in the <head> of your page and allow you to customize things like article title, featured image, description and even reading length.

There are other tags to be wary of, which will be specified below, but OpenGraph tags are the main ones to keep optimized.

Side note: When selecting the image to use across social channels, I'd recommend choosing one with a minimum of 1,200 pixels in width and specifying the max-image-preview robots tag on the page. These are two big requirements for inclusion by Google Discover, which can be a huge traffic source.

Dig deeper: Google updates image SEO best practices and Google Discover docs

Sharing on Facebook

Getting your tags right for Facebook is fairly easy – especially if you're using WordPress and have a plugin like

Yoast installed.

The main ones to include are:

- og:title
- og:image
- og:description

Preview of a Search Engine Land link when shared on Facebook

You can use Facebook’s handy Sharing Debugger if you want to check which OG tags you’ve specified and to see how a link looks when shared on Facebook.

The Facebook Sharing Debugger. OG tags are also specified further down on the page.

The code used might look something like this:

```
<meta property="og:title" content="Is your brand guilty of greenwashing in your Google Ads?" /> <meta property="og:description" content="Monitor your Google Ads account for greenwashing claims and ensure your messaging aligns with your brand’s environmental efforts." /> <meta property="og:url" content="https://searchengineland.com/greenwashing-google-ads-433121" /> <meta property="og:image" content="https://searchengineland.com/wp-content/seloads/2023/10/Is-your-brand-guilty-of-greenwashing-in-your-Google-Ads-800x450.png" />
```

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Sharing on Slack

It’s easy to forget the value or impact of Slack communities. Probably because:

- They’re hidden from those who aren’t actively participating within them.
- Referral traffic from Slack will likely be hidden from your analytics reports (unless you are a genius and use custom UTM tags specifically for Slack).

While I don’t know of any Slack URL validator, I do know if you post a URL into a Slack channel, you should see a preview along with:

- The brand name.
- Page title.
- Page description.
- Image.
- Estimated reading time.
- Video previews.
- And, sometimes, even price and availability (when sharing product links).

Not all those elements are included by default (which is probably a good thing!).

When I shared my first Search Engine Land article a few weeks ago, I noticed that **none** of those elements were being pulled through – just the URL was visible.

Slack optimization is a bit more complex than Facebook, X or other social channels, and there are some quirks to be aware of.

When you post a URL on Slack, it must first “unfurl” the URL – meaning it has to discover what is contained within the URL to show any kind of link preview.

Slack will first check the page headers for any oEmbed server code, Twitter card tags and/or Facebook Open Graph Tags, and then, finally, HTML meta tags.

The Slack system will give priority based on the order it finds those tags – so if they are set within the oEmbed server, those will override any HTML meta tags found later.

The main point to remember here is that if you provide valid Facebook Open Graph tags/Twitter cards for any key elements (image, description), then you should have a nice, well-optimized Slack URL preview.

Don’t forget to include pricing and availability info if you are an ecommerce retailer.