

# Implementation on Social Media Platforms

## Overview

The Eko Video Player is whitelisted for the Twitter and Facebook environments. When end viewers share an Eko video to one of these services, they essentially embed the Eko Video Player onto their timeline. Depending on the service (i.e. Facebook or Twitter), the end viewer's platform, and whether the post is promoted (on Facebook only), the Eko Video Player will either play inline within the social media feed, in a new tab within the social media space, or in a new browser tab.

Support for the Eko Video Player within these services is made possible by meta tags that are added to the HTML of the site where the video is hosted. These meta tags enable a Facebook Preview and Twitter Card to display in the feed when the video site url is shared on these services. The cards link directly to the interactive video object, enable playback, and specify the sharing copy for the content (provided by the partner).

Direct links to videos hosted by Eko automatically include the meta tags to enable inline playback on shared posts, but for videos embedded outside of helloeko.com on a client's website, the meta tags will need to be added to the website in the <head> part of the page's HTML and tested.

## Facebook Open Graph Meta Tags

When someone shares a video project hosted on your site to Facebook, Facebook's crawler will scrape the HTML of the URL that is shared. On a regular HTML page this content is basic and may be incorrect, because the scraper has to guess which content is important, and which is not. Take control of what the Facebook crawler picks up by adding [Open Graph meta tags](#) to your site. These tags enable inline playback of the video as well as provide structured info about the video such as the title, description, preview image, and more. You can test your tags with Facebook's tool [Open Graph Object Debugger](#). This will highlight any errors in your tags, let you preview what a shared post will look like, and will refresh the Facebook cache after any adjustments.

Facebook OG meta tags example:

```

<!-- Place this data between the <head> tags of your website -->

<meta property="fb:app_id" content="759457300820679">
<meta property="og:title" content="Charlie Gets Fired - Charlie
Pitches A Pilot">
<meta property="og:description" content="Charlie Gets Fired. It's a
show. It's a game. It's interactive career suicide. Have fun ruining
Charlie's life!">
<meta property="og:url"
content="https://helloeko.com/charlie/agvsRG">
<meta property="og:image"
content="https://ds8anpny4n3ii.cloudfront.net/content/charlie_series
/ep1/ep1_thumb_1280x720.png">
<meta property="og:type" content="video.movie">
<meta property="og:video:url"
content="https://stage.interlude.fm/pages/rd/rd.html?url=https%3A%2F
%2Fhelloeko.com%2Fcharlie%2FagvsRG%2Fembed%3Fautoplay%3Dtrue">
<meta property="og:video:secure_url"
content="https://stage.interlude.fm/pages/rd/rd.html?url=https%3A%2F
%2Fhelloeko.com%2Fcharlie%2FagvsRG%2Fembed%3Fautoplay%3Dtrue">
<meta property="og:video:type" content="text/html">
<meta property="og:video:width" content="854">
<meta property="og:video:height" content="480">

```

Viewing experience when a user clicks a Facebook Preview in various conditions:

Desktop Browser	iOS App	iOS Browser	Android App	Android Browser*	Promoted posts**
plays inside feed	plays in Facebook webview (browser)	plays in a new browser tab	plays in Facebook webview (browser)	plays in a new browser tab	plays in a new browser tab
<p>*Viewers using any unsupported browsers will be prompted to download Chrome to view the video  **Any posts on all platforms defined as a promoted post and/or an ad in Facebook's ad manager.</p>					

## Twitter Card Meta Tags

Much like Facebook Open Graph tags, Twitter Card meta tags will let you control what is displayed to the end viewer on a shared Twitter post. They will create a Twitter "Player" Card and also enable inline playback on supported platforms. Note that after adding the meta tags, you need to request an approval for your page from

Twitter before the Cards will display. Fortunately, this doesn't take much time and can be done easily using their [Card Validator](#). Once you get approval, Card Validator serves exactly the same purpose as the Facebook OG Debugger, allowing you to check your links before you commit. More information on Twitter Card meta tags can be found [here](#).

Twitter Card meta tag example:

```
<!-- Place this data between the <head> tags of your website -->

<!-- Twitter Card data -->
<meta name="twitter:card" content="player">
<meta name="twitter:site" content="@publisher_handle">
<meta name="twitter:title" content="Page Title">
<meta name="twitter:description" content="Page description less than 200
characters">
<meta name="twitter:creator" content="@author_handle">
<meta name="twitter:image" content="https://www.example.com/image.jpg">
<meta name="twitter:player" content="https://www.website/videoproject/embed">
```

Viewing experience when a user clicks a Twitter Card in various environments:

Desktop Browser	iOS App	iOS Browser	Android App	Android Browser*
plays inside feed	plays in Twitter webview (browser)	plays in a new browser tab	plays in Twitter webview (browser)	plays in a new browser tab
*Viewers using any unsupported browsers will be prompted to download Chrome to view the video				