

Your VITA collections and social media

A lot of VITA members like to promote their collections with social media. Often, in order to create eye-catching social media posts on Twitter, Facebook, Instagram, and other sites, you may find yourself downloading an image from somewhere else and uploading it to a specific Tweet or post. This looks beautiful, but has the unfortunate side-effect of cutting off the image from its source.

In cultural heritage, we understand that you want to know when someone is using your digital resources, for your own statistics and impact assessment - and you want new users to be able to find the rest of your collections if they're interested in what's being shared. With the implementation of Twitter Cards in VITA, you'll be able to do so.

When someone shares a link to any page in your VITA site, it'll automatically expand to a link preview that will look attractive - and will lead people back to your site when they click on it. This encourages browsing and discovery, and helps you prove the value of your shared digital collections - by knowing who's interested in what items, and how far those items get shared on Twitter.

Twitter Cards to VITA links

When your institutional account or anyone else shares a link on Twitter to a VITA collection, page, or item, the link will now automatically expand into a preview of the shared content. The Twitter Cards displayed will automatically pull item titles, item descriptions, and an image of the content. The vast majority of pages will show as a [Summary Card](#), which is the default.



A Summary Card, generated from <http://images.ourontario.ca/brant/2337288/data>

Items or collections with images that have a width larger than 300 pixels will show as a

[Summary Card With Large Image.](#)



Remembrance Day, 1981

Three black and white photographs depicting the Remembrance Day ceremony in Paris, Ontario, on 11 November 1981. 1999....

images.ourontario.ca

Image: A Summary Card With Large Image, generated from <http://images.ourontario.ca/brant/3384701/data>

Some pages, such as your homepage (“Search”) or some collections, may not have designated images associated in the metadata; in this case, the Summary Card will appear with a grey box instead of an image preview, with an icon indicating a webpage.



Advanced Search: County of Brant Publ...
Learn about the unique communities that make up the County of Brant by exploring our digital historical collections.
images.ourontario.ca

A search page resolving into a Summary Card without an image preview, generated from <http://images.ourontario.ca/brant/advsearch>.

We will eventually offer the option to set a default image for your VITA instance, that would resolve into a Twitter Card in such cases.

For now, Twitter cards that embed [video and audio](#) directly into Tweets are disabled. These links will resolve into Summary Cards.

The Agency Management Interface

You don't have to enable or change anything on the Agency Management side to make Twitter Cards work: they're automatic.

We've made one change to the interface. Once logged in, you will see a new field in the Agency Management General Values page in VITA. By entering in the institutional Twitter account of your organization, library, archives, or other VITA-associated department, any Twitter cards posted by your own or another account will be associated with your institutional account in its metadata.

Agency URL	<input type="text"/>
Agency Twitter Account	<input type="text" value="@ODWorg"/> <small>This account will be linked to any Twitter cards associated with your records and your sites. </small>
Agency Address	<input type="text"/>
Record Count	29

The Twitter account field in the Agency Management page.

Twitter created this metadata field to incorporate advertising analytics functions. This function does not influence individual account analytics. It is an optional field and you may find it useful if your organization is also signed up for Twitter Ads. It adds a *twitter:site* metadata field to every page and record in VITA:

```
<meta name="twitter:card" content="summary_large_image">
<meta property="og:title" content="CPR" />
<meta property="og:type" content="website" />
<meta property="og:site" content="KSDesign" />
<meta property="og:image" content="http://images.ourontario.ca/Partners/social/VSB000527725f.jpg" />
<meta property="og:url" content="http://test2.ourontario.ca/allanasite1/527725/data" />
<meta property="og:description" content="The CPR Station in Schreiber, Ontario." />
<meta name="twitter:image" content="http://images.ourontario.ca/Partners/social/VSB000527725f.jpg" />
<meta name="twitter:site" content="@ODWorg" />
```

Twitter Cards can accept more information, including item-specific creation metadata: for example, if a contemporary photographer's work was shared in your VITA instance,

and that photographer also had a Twitter account, you could credit her with a metadata field called *twitter:creator*.

We have not included this functionality, as the vast majority of VITA-hosted items will have no corresponding metadata field, but we would be happy to hear your feedback on this and other options.

Testing and Troubleshooting

To test whether the Twitter Cards from your VITA instance will resolve, enter the URL into the [Twitter Card Validator](#).

You may find that the Validator returns a Summary Card with a grey icon instead of an image preview where you expect one to be. Pressing “Preview card” again will often solve this issue.

If your VITA instance link does not resolve into a Twitter Card, the Validator will return an error message. Try another few links. If it seems to be a wide-spread problem, read the error message offered by the Validator and compare to the [Troubleshooting Guide](#).

Send an email to help@vitatoolkit.ca with as much information as you can, including the links you tried and any error messages you received.

If your Twitter Card is displaying, but you wish to change the descriptive text or title that displays, you must edit the site-level or item-level metadata captured in VITA.