

# Open Graph Support in my Pelican Theme

**Date:** 2025-08-01  
**modified:** 2025-08-01  
**tags:** Pelican, OpenGraph, Theme  
**description:** Adding Open Graph and meta tag support to improve social media sharing previews  
**category:** Code  
**slug:** open-graph-support-in-my-pelican-theme  
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**lang:** en  
**transid:** open-graph-support-in-my-pelican-theme  
**Status:** published

When sharing blog articles on LinkedIn, I noticed they showed `The Wombelix Post` instead of the actual article titles. After taking a closer look, it seems like social media platforms prefer [Open Graph](#) (Archive: [\[1\]](#), [\[2\]](#)) meta tags to generate previews.

I didn't implement these tags when I created my [Pelican theme xlii](#) almost 5 years ago. Even though my HTML title contains the individual page and article title as suffix, some platforms only seem to pick up the overall page title and ignore them.

I added Open Graph tags now across all relevant template files using a Jinja2 block-based pattern. The base template includes the Open Graph namespace and default tags for the homepage. Article and page templates override these with content-specific information like title, URL, description, publication date, category, and author.

I also added HTML meta tags with author information and keywords for tag and category pages.

Testing with [LinkedIn's Post Inspector](#) confirmed it works. The inspector now shows article titles, descriptions, publication dates, and author information instead of generic site data.

LinkedIn ignores the `og:site_name` tag and displays the domain name instead. This bothers me a bit since I'd prefer to have my site name included, but I can't change how they interpret the tags. Other platforms like Facebook and Mastodon should behave as expected when they follow the Open Graph specification closer.