Taboola Newsroom Integration

Version 1.0

Please utilize this guide to integrate your site with Taboola Newsroom.

Required Data

Please make sure to include the article title, image, link (OG or Canonical), and section.
See Common Data below for more examples of what is supported.

Example 1: Canonical URL example
`<link rel="canonical" href="https://www.sfgate.com/ontheblock/article/san-francisco-15385201.php" />`

Common Data

The article title, image, link, and date published/updated can be provided using several methods.

Using Metadata tags

Provide the title, image, link, published/updated dates using taboola or OG metadata tags:
Please use ISO 8601 format for the optional published and updated dates.

Example 1: Meta tag Taboola example
`<meta property="taboola-title" content="SF homebuyers get pickier amid pandemic concerns" />`
`<meta property="taboola-image-url" content="https://s.hdnux.com/photos/01/12/57/03/19591390/3/rawImage.jpg" />`
`<meta property="taboola-link" content="https://www.sfgate.com/ontheblock/article/san-francisco-15385201.php" />`
`<meta property="taboola-pub-date" content="2020-07-07T11:00:22Z" />`
`<meta property="taboola-updated-date" content="2020-07-08T11:00:22Z" />`

Example 2: Meta tag OG example
`<meta property="og:title" content="SF homebuyers get pickier amid pandemic concerns" />`
`<meta property="og:image" content="https://s.hdnux.com/photos/01/12/57/03/19591390/3/rawImage.jpg" />`
`<meta property="og:url" content="https://www.sfgate.com/ontheblock/article/san-francisco-15385201.php" />`
`<meta property="og:datePublished" content="2020-07-07T11:00:22Z" />`

Example 3: Meta tag example
`<meta property="article:published_time" content="2020-07-07T11:00:22Z" />`
`<meta property="article:modified_time" content="2020-07-08T11:00:22Z" />`

Using JSON-LD

Common metadata can be provided in your article using JSON-LD schema.
Please utilize ISO 8601 format for any published and/or modified date values.

Example 1: JSON-LD

```
<script type="application/ld+json">
{
 "@context": "http://schema.org/",
 "@type": "NewsArticle",
 "url": "https://www.sfgate.com/ontheblock/article/san-francisco-15385201.php",
 "creator": ["Matthew Goodman", "Chris Tulip"],
 "articleSection": ["Programming", "Computers"],
 "headline": "SF homebuyers",
 "thumbnailUrl": { "@type": "ImageObject", url: "https://s.hdnux.com/photos/01/12/57/03/19591390/3/rawImage.jpg"},
 "datePublished": "2020-07-07T11:00:22Z",
 "dateModified": "2020-07-08T11:10:22Z"
}
</script>
```

Facebook Page Data

Taboola Newsroom includes an alert "Not posted on Facebook", which automatically recommends articles to share on social media that it did not find already shared on your Facebook page(s). To configure this, please specify the fb:pages meta data tag with page ids or set them up in Newsroom -> Publisher Settings -> Facebook.

Using OG tags

Add your page id(s) to the meta data property fb:pages. If you do not know your Facebook page id, you can quickly find it by going to your page on Facebook and checking the first numeric number in the link to the page's profile image.

Example:
```
<meta property="fb:pages" content="123, 564">
```

Section(s) Data

In order for Taboola Newsroom to identify article section(s) please use any one of the following methods for providing this information on each article with a limit of 5.

Using Metadata tags

Section(s) can be provided in your article's meta data tags using the "article:section" property. Please provide using a CSV format with a single meta tag or repeat the same tag with different values located in the head of the HTML document.

Example 1: Single meta tag CSV example with "meta.property=taboola-section"
```
<meta property="taboola-section" content="Programming,Computers,Technology" />
```

Example 2: Single meta tag CSV example with "meta.property=article:section"

```
<meta property="article:section" content="Programming,Computers,Technology" />
```

Example 3: Multiple meta tag example with "meta.property=article:section"
```
<meta property="article:section" content="Programming" />
<meta property="article:section" content="Computers" />
<meta property="article:section" content="Technology" />
```

Using Item Prop tags

Section(s) can be provided in your article using span tags with itemprop set to "articleSection". Please provide using a CSV format with a single span tag or repeat the same tag with different values.

Example 1: Single item prop tag CSV example with "span.itemprop=articleSection"
```
<span itemprop="articleSection">Programming,Computers,Technology</span>
```

Example 2: Multiple span tag example with "span.itemprop=articleSection"
```
<span itemprop="articleSection">Programming</span>
<span itemprop="articleSection">Computers</span>
<span itemprop="articleSection">Technology</span>
```

Using JSON-LD

Section(s) can be provided in your article using JSON-LD schema. Use the key "articleSection" and map that to a CSV string or array for your sections.

Example 1: Multi section ld json example in array with "articleSection"
```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "NewsArticle",
  "articleSection": [
    "Programming",
    "Computers",
    "Technology"
  ]
}
</script>
```

Example 2: Multi section ld json example in string CSV with "articleSection"
```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "NewsArticle",
  "articleSection": "Programming,Computers,Technology"
  ]
}
</script>
```

Author(s) Data

In order for Taboola Newsroom to identify article authors(s) please use any one of the following methods for providing this information on each article with a limit of 5.

Using Metadata tags

Author(s) can be provided in your article's metadata tags using the "taboola-author" property. Please provide using a CSV format with a single meta tag or repeat the same tag with different values located in the head of the HTML document.

Example 1: Single meta tag CSV example with "meta.property=taboola-author"
```
<meta property="taboola-author" content="Matthew Goodman,Chris Tulip,Barb Waters" />
```

Example 2: Single meta tag CSV example with "meta.property=article:author"
```
<meta property="article:author" content="Matthew Goodman,Chris Tulip,Barb Waters" />
```

Using Item Prop tags

Authors(s) can be provided in your article using span tags with itemprop set to "taboola-author" or "author". Please provide using a CSV format with a single span tag or repeat the same tag with different values.

Example 1: Single item prop tag CSV example with "span.itemprop=taboola-author"
```
<span itemprop="taboola-author">Matthew Goodman,Chris Tulip,Barb Waters</span>
```

Example 2: Single item prop tag CSV example with "span.itemprop=author"
```
<span itemprop="author">Matthew Goodman,Chris Tulip,Barb Waters</span>
```

Using JSON-LD

Author(s) can be provided in your article using JSON-LD schema. Use the key "creator" or "author" and map that to an array for your authors.

Example 1: Multi author ld json example in array with "creator"
```
<script type="application/ld+json">
{
 "@context": "http://schema.org/",
 "@type": "NewsArticle",
 "creator": [
   "Matthew Goodman",
   "Chris Tulip",
   "Barb Waters"
 ]
}
</script>
```

Example 1: Multi author ld json example in array with "author"

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "NewsArticle",
  "author": [
  {"@type": "Person", name: "Matthew Goodman", "jobTitle":""},
  {"@type": "Person", name: "Chris Tulip", "jobTitle":""},
  {"@type": "Person", name: "Bard Waters", "jobTitle":""}
  ]
}
</script>
```