



Gabor Cselle @gabor Sat Jan 28 23:22:16 +0000 2023

Apple gives Twitter preferential treatment in iMessage.

I've spent hours trying to get T2 posts show up like tweets, but couldn't get it to work.

Here's a brief ■ on what I tried. ■

This is how tweets render when sent via iMessage. The text content of the tweet is included in the iMessage preview, and there's a nice rendering of the author, Twitter logo, and Twitter's domain name. <https://t.co/N7NRITwOeF>



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I thought, surely this can be replicated for other short text platforms!

There is this Apple Technical Note on how links render in iMessage: https://developer.apple.com/library/archive/technotes/tn2444/_index.html

The only meta tags it picks up are og:title, and og:description. There's an optional og:image.

Next thing I tried Fiddler Everywhere to look at the https traffic when I send an iMessage. iMessage uses "Twitterbot/1.0" in the User-Agent request header, and then gets this back: <https://t.co/3JWYw74WzA>

```
<title data-rh="true">Gabor Cselle on Twitter: &quot;Slowly rolling out T2, a handful of new users each day. We're working on getting it to our minimum quality bar. It's getting there. Aiming to cross 1000 users in mid-Feb.&quot; / Twitter</title>
<meta data-rh="true" content="article" property="og:type" />
<meta data-rh="true" content="https://twitter.com/gabor/status/1611164973228765186" property="og:url" />
<meta data-rh="true" content="Gabor Cselle on Twitter" property="og:title" />
<meta data-rh="true" content="" property="og:description" />
<meta data-rh="true" description="" name="description" />
<link data-rh="true" href="https://twitter.com/gabor/status/1611164973228765186" rel="canonical" />
```

The meta tags that Twitter serves iMessage for a tweet are:

- * og:type = "article"
- * og:description = the tweet's text
- * an empty meta description

I replicated this for T2, and this is what iMessage renders: Just the title and the domain name. The text of the post is missing. The og:properties are set as above. <https://t.co/YvBwjVmfVz>

Gabor Cselle on T2

t2.social



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I tried a variety of different ways of getting the post's text to render. I couldn't get it to show up.

Apple has special treatment for Twitter in iMessage.

Twitter gets to render post text.

Everyone else does not.

As for T2, this is the ugly compromise we're shipping to production soon. We're rendering the post text into the og:title.

This way your friends have at least a small peek into what you're sending them. <https://t.co/8PWHKJNUdb>

Gabor Cselle (@gabor) on T2: Slowly rolling out T2, a handful of new users each day. We're working on getting it t...

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It's possible that I overlooked something, so if y'all know someone at Apple that could help with this, I'd love an introduction.

I'm hoping we can resolve this for T2 eventually.

PS: If you're curious about T2, don't forget to sign up for the waitlist: <http://t2.social> > Join waitlist.