

Tagging in AEM

The intention of this page is to clarify how and why we use tags in Adobe Experience Manager (AEM). This page covers what tags are required and what benefits are gained by adding tags.

Required tags

The mandatory fields for page properties have an asterisk (*) at the end of the Property name

Make sure you have the correct tag values on the following mandatory properties:

Page type

Page type

Most of the time this will be "web page". But there are tags for policies, QRGs, learning resources, how to guide, etc. In the event that your page does belong to a page type other than 'web page' give it the most appropriate page type tag.

Page type options

Page Type
Activity
Article
Bulletin
Campaign
Factsheet
FAQ
Game
Glossary
How to guide
Interactive
Job opportunities
Policy
Product
Quick Reference Guide
Redirect
Learning resource
Transcript

Page Type

VET course

Video

Web page

Category

Category

Every page or asset should fall into one of the following 'big buckets'. Only one category should be added to any page or asset.

Category tag options

Category	Description
Corporate operations	Strategy, leadership, culture, events, projects, funding and revenue, insurances, delegations, records management, policy coordination
Early childhood education	Early childhood education and care
Communication and engagement	Communication, community engagement, internal engagement, social media
Facilities, assets and equipment	Asset management, asset accounting, utilities and services, warranties and repairs, property and motor vehicle insurance
Finance and accounting	Planning (eFPT), banking services, payables, receivables, reconciliation, asset accounting, taxation, journals, delegations
Health and safety	Incident response, managing risks and hazards, recovery and return to work or school, law and regulations
Human resources	High performance, industrial relations, jobs and opportunities, your role, managing people, higher duties, professional standards, complaints
Purchasing	Budgeting; purchasing methods – PCards, shopping carts, catalogues; contracts and managing suppliers
School operations	Enrolment, timetables, rosters, school services and facilities, insurance, reports

Category	Description
Skills	Skills and higher education
Student management and wellbeing	Records, plans, attendance, discipline, awards, student wellbeing, student voice and leadership, incidents
Teaching and learning	Curriculum, assessment, teaching support, professional development and training
Technology	Access, permissions, internet, telephony, equipment, devices, software, services
Travel	Staff travel, school travel, flights, accommodation, expenses, fleet management

Audience

Audience

The Audience tag will be use for future personalisation of the user experience on our Education channels. So in order to prepare your content to be delivered to the correct audience please use only one audience tag. Please refrain from adding many or all audience tags. If it is for all staff then use the "All staff" tag. If it is for all public audiences use the "General public" tag. Content should be written for specific audiences.

Audience tag options

Audience
Aboriginal and Torres Strait Islander
All high schools
All primary schools
All staff
Casual teachers
All corporate staff
Corporate administrative staff
Directors Educational Leadership
Managers
Non-managers
Non-school-based teaching staff
Public service senior executive
Corporate staff

Audience
EALD
Early childhood educators
Early childhood providers
Early childhood teachers
General public
School based staff
Parents and carers
Principals and school leaders
All school-based staff
Principals and school leaders
Principals
School executive
School administrative and support staff
School administrative managers
School administrative officers
Business managers
Teaching staff
Classroom teachers
Teacher librarians
Career advisers
School learning support officers
School-based non-teaching staff
Aboriginal community liaison officers
Technical support officers
SLSO
Students
Teacher librarians
Teachers
Temporary teachers

Business unit

Business unit

The business unit tag assigns the owner of the content to the page. The business unit assigned to the page will be the business unit contacted in case of issues with the page (if content owner or contact cannot be found in the Masterlist). This tag may also be used to filter search results and personalisation.

Business unit tag options

Business unit
Aboriginal Affairs
Aboriginal Outcomes and Partnerships
Aboriginal Staff Network
Arts, Sport and Initiatives
Asset Management
Audit
Centre for Education Statistics and Evaluation
Chief Operating Officer
Chief People Officer
Communication and Engagement
Connected Communities
COVID-19 Taskforce
COVID Intensive Learning Support taskforce
Curriculum and Reform
Digital Design and Delivery
Disability Employee Network
Disability, Learning and Support
Early Childhood Education and Schools Policy
Early Childhood Education and Schools Policy
EDConnect
Education and Skills Reform
Educational Standards
Professional and Ethical Standards
Finance
Government Business
Health Safety and Staff Wellbeing Directorate
HR Operations
Human Capital Management
Inclusion and Wellbeing
Industrial Relations
Information Technology
Educational Standards
Learning Improvement

Business unit
Legal Services
Minister for Education and Early Childhood Learning
Minister for Skills and Tertiary Education
NSW public school
Other school sectors
People and Culture
Performance and Development
Pride in Education Network
Procurement Solutions
Professional and Ethical Standards
Quality Assurance and Regulatory Services, Early Childhood
Reform and External Relations
Reform Programs
Regional, Rural and Remote Education Policy
Risk
Rural Access Gap
School Improvement and Education Reform
School Infrastructure NSW
School Leadership Institute
School Performance - North
School Performance - South
School Sport Unit
School Workforce
Secretary
Service Experience
Skills and Pathways
Strategic Resource Management
Student and Parent Experience
Student Support and Specialist Programs
Teaching Quality and Impact
The Arts Unit
Training Services NSW
Transformation
Young Professionals Network

Missing mandatory tags

We often find pages that are missing mandatory tags. This is because they were migrated from Squiz into AEM and did not have tags to begin with.

Pages in AEM cannot be created without the required metadata.

What do tags do?

AEM

Our DoE search engine indexes the tags but **does not** use them to determine search results.

We use the tags for filtering (refining) search results.

The initial search (initiated by the user) is 'free text' and our search engine uses the following bits of information when determining search result ranking:

- URL
- page title
- page meta description
- the page content itself (how well it is written with regard to accessibility, readability, etc.).

Our developers can use the indexed tags on AEM's search engine index. However, authors need not worry about this there is a whole team working on the search engine.

Currently, we should only be concerned with the required page properties (mentioned above).

Tags will help with filters on our global search page, where pages tagged with a certain category are returned when that category is selected as a filter.

After a 'free text' search (i.e. 'wellbeing' as shown in screenshot), if you choose to refine your search using one of the options (i.e. "Learning area" (KLA)) only items that have the 'Learning area' tag added will return in that search result refinement.

Note: this screenshot is from the public website. The intranet uses different properties for search result refinement.

Filtering pages and assets

Tagging is a way to help sort page items (or DAM assets).

Tagging helps with search result refinement and when searching for DAM assets in AEM assets.

Tagging is how we get the filter items on:

- Card Filter
- Catalogue
- News hub template
- Search results page.

Tagging also allows us to dynamically show news items in the Feature Card component (the news items you see on the education.nsw.gov.au home page are being displayed in a Feature Card component only if they include certain tags (i.e. News, Media releases, etc.))

Tagging provides the filter items (or filtering functionality) in three AEM template types and while editing pages:

Catalogue

The Category tag provides the Catalogue with the left hand filter items.

Card filter

This is a new template that allows us to add up to 3 filters.

A schema (approved set of values added as tags) would need to be workshopped, approved and added to AEM before tagging.

If you were creating a card filter, this is where you would add Keywords if the already existing (mandatory) properties (i.e. “year level”, Category, etc.) are not sufficient as a filter.

News hub

The news hub lets users filter the news items by the 'Category' property.

Asset search within Sites edit page

When you are editing a page in 'Sites' you can search assets in the Digital Asset Manager from the side panel.

Category:

- Technology

Business Unit:

- Communication and Engagement

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