CAOS

Cataloging Artist on Social Media

December 11th, 2018

This document corresponds to https://uillinoisedu-my.sharepoint.com/:u:/g/personal/mastarr2\_illinois\_edu/EUwCXS8on9hIrYfKHeRP6TkB6qjcCV3BtJ7teGZfuk10iw?e=pRBhGK

University of Illinois at Urbana-Champaign

iSchool of Library and Information Sciences

501 Daniel St., Champaign, IL 61820

Created by

Shuyi Liu

Stacia McKeever

Melissa Starr

**Introduction**

What is CAOS?

CAOS (Cataloging Artists on Social Media) is a set of guidelines for collecting the provenance of an artist’s career who has been identified by museums and galleries as an emerging up and coming artist they want to watch. Professional catalogers and subject specialists will use CAOS as a framework for gathering and organizing the data created by artists on Instagram. Instagram is an important tool used by artists today as a sketchbook and visual journal; images and data that will become important later in an artist’s career will represent a modern day provenance. Instagram is also unique in that it serves as a barometer for the career of an artist based on metrics including followers, likes, views, and comments. By documenting the provenance of the artist’s Instagram account, specific dates will be identified as significant shifts in the artist’s career. For example, if an artist stops following any other Instagram users after a show or review, the link can be made between these events and documented. Other metrics can then be measured based on this event such as increase in followers, likes, and views. CAOS will be used to trace the oeuvre of an artist, identify significant dates, and make links between the artist, their work and noteworthy events.

Goals

COAS is designed to help institutions collect data and images about artists that will document the provenance of their career. Artists today use social media as a modern day sketchbook; users are given access to their studios, processes, influences, and in progress work. This information is essential to the future of art history. Collecting images with embedded date and time information will provide new access points and insights to an artist’s career. It will be easier to identify shifts in their work that include changes in subject matter, material use, and conceptual frameworks.

The artist will serve as the root of the schema so the beginning of the framework will bring together all their social media profiles in one place for easy reference. Relationship elements will be used to link artists with galleries, museums, residencies, and other artists. Links will document significant events in the artist’s career: participation in or organization of shows, lectures, panel discussions, reviews, interviews, and will document representation of the artist by galleries.

Who needs this?

* Museums
* Galleries
* Archives
* Special Collections

Who will make this?

* Catalogers
* Subject Specialists
* Archivists

Who will use the new schema to make new metadata?

* Museums and Galleries
* Catalogers
* Subject Specialists
* Archivists

How is the schema being created?

After institutions have identified an artist they want to follow, automated webscraping of the artist’s Instagram account will be put in place. Institutions can then follow the CAOS guidelines to organize this data into searchable linked data.

Extensibility:

While this schema is created for use with Instagram, the same framework can be applied to other social media platforms. Those records can then be linked to each other and analyzed for differences in content and audience. Though the schema is targeted for emerging artists, it can be applied to any artist an institution wishes to monitor, or to movements represented by groups of artists rather than an individual’s work. This could be done by using a hashtag as the root in place of an artist.

Why Instagram?

Although this schema has future intentions for being adaptable to many different social media platforms, this first version of the schema focuses upon the social media platform Instagram.

Instagram is an ideal digital platform to examine the provenance and metadata of an artist. Instagram is the intersection of artist displaying original artwork, artist lifestyle and process of their artwork. Instagram was chosen for these reasons and for the popularity/success of the site in American society. Instagram has a lot of unlocked potential in analyzing and collection information about how an artist portrays themselves, their artwork and how they interact with other artists on a digital platform.

Entity semantic units

Root: CAOS (Cataloging Artist on Social media)

1. Artist Metadata (M, NR) [Container]

1.1 Artist Identifier (M, R) [Container]

1.1.1 Identifier Type (M, NR)

1.1.2 Identifier Value (M, NR)

1.2 Artist Discipline (M, R) [Container]

1.3 Linked Institution (O, R) [Container]

1.3.1 Institution Type (M, NR)

1.3.2 Institution Value (M, NR)

1.3.3 Location of institution (O, NR)

1.4 Artist Value (O, NR)

1.5 Displayed Account Information (0, R) [Container]

1.5.1 Date Accessed (M, NR)

1.5.1 Content Followers (0, NR)

1.5.2 Content Following (0, NR)

1.5.3 Content Posts (O, NR)

1.6 Artist supplied Bio Description (O, R) [Container]

1.6.1 Bio Description Date Accessed (M, NR)

1.6.2 Bio Description Value (M, NR)

1.7 Artist Relationships (O, R) [Container]

1.7.1 Artist Relationship Type (M, NR)

1.7.2 Artist Relationship Linking Agent (O, NR) [Container]

[Mandatory if Artist Relationship Linking Object is blank]

1.7.2.1 Artist Relationship Linking Agent Type (M, NR)

1.7.2.2 Artist Relationship Linking Agent Value (M, NR)

1.7.2.3 Artist Relationship Linking URL (O, R)

1.7.2.4 Artist Relationship Note (O, R)

1.7.3 Artist Relationships Linking Object (O, NR) [Container]

[Mandatory if Artist Relationships Linking Agent is blank]

1.7.3.1 Artist Relationships Linking Object Type (M, NR)

1.7.3.2 Artist Relationships Linking Object Value (M, NR)

1.7.3.3 Artist Relationships Linking Object URL (O, R)

1.7.3.4 Artist Relationships Linking Note (O, R)

2. Social Media Post Metadata (O, R) [Container]

2.1 Post Identifier (M, R) [Container)

2.1.1 Post Identifier Type (M, NR)

2.1.2 Post Identifier Value (M, NR)

2.2 Post Type (M, R)

2.3 Post Date Creation (M, NR)

2.4 Events (O, R) [Container]

2.4.1 Value (M, NR)

2.4.2 Significance (O, NR)

2.5 Post Language (O, R)

2.6 Post Description (O, NR) [Container]

2.6.1 Post Title (M, NR)

2.6.2 Post Description Hashtags (O, R)

2.6.3 Post Description Links (O, R)

2.7 Post Description Metadata (O, R) [Container]

2.7.1 Post Description Date Accessed (M, NR)

2.7.2 Post Views (O, NR)

2.7.3 Post Likes (O, NR)

2.7.4 Post Comments (O, NR) [Container]

2.7.4.1 Post Comments Notes (O, R)

2.8 Object Metadata (M, R) [Container]

2.8.1 Art Type (M, R)

2.8.2 Medium (O, R)

2.8.3 Materials Technique (O, R)

2.8.4 Object Significance (O, R)

2.8.5 Object Contributor (O, R) [Container]

2.8.5.1 Object Contributor Type (M, NR)

2.8.5.2 Object Contributor Value (M, NR)

2.8.5.3 Object Contributor URL (O, R)

2.8.6 Object Warnings (O, R)

2.8.7 Object Subjects (O, R) [Container]

2.8.7.1 Object Subject Value (M, R)

2.8.8 Object Location (O, R) [Container]

2.8.8.1 Object Location Type (M, NR)

2.8.8.2 Object Location Value (M, NR)

2.8.9 Object People (O, R) [Container]

2.8.9.1 Object People Type (M, NR)

2.8.9.2 Object People Value (M, NR)

2.9 Post Relationships (O, R) [Container]

2.9.1 Post Relationship Type (M, NR)

2.9.2 Post Relationship Linking Agent (O, R) [Container]

[Mandatory if Post Relationship Linking Object is blank]

2.9.2.1 Post Relationship Linking Agent Type (M, NR)

2.9.2.2 Post Relationship Linking Agent Value (M, NR)

2.9.2.3 Post Relationship Linking Agent URL (O, R)

2.9.2.4 Post Relationship Linking Agent Note (O, R)

2.9.3 Post Relationship Linking Object (O, R) [Container]

[Mandatory if Post Relationship Linking Agent is Blank]

2.9.3.1 Post Relationship Linking Object Type (M, NR)

2.9.3.2 Post Relationship Linking Object Value (M, NR)

2.9.3.3 Post Relationship Linking Object URL (O, R)

2.9.3.4 Post Relationship Linking Object Note (O, R)

3. Administrative Metadata (O, NR) [Container]

3.1 Administrative Rights (M, R) [Container]

3.1.1 Administrative Rights Type (M, NR)

3.1.2 Administrative Rights Value (M, NR)

CAOS Elements

1. **Element:** Artist Metadata

**Element tag**: <ArtistMetadata>

**Description:** Descriptive Metadata about the artist, intended to fulfil the purpose of documenting information about the artist on a social media platform and outside of the social media platform. Information cataloged here is intended to give a basic understanding of the artist, their artwork, their related institutions, and information supplied on social media platforms about them.

**Attributes:** accountSource (required), infoSource

**Non-repeatable**

**Required**

1.1 **Sub-element:** Artist Identifier

**Element tag:** <ArtistIdentifier>

**Description:** A term identifying a specific name (ID, number, URL, username, etc…) associate with the artist.

**Attributes:** infoSource, accountSource, termSource, termSourceID

**Repeatable**

**Required**

**Data values:** Recommended to use attributes to designate where identifier is being found.

1.1.1 **Sub-element:** Artist Identifier Type

**Element tag**: <ArtistIdentifierType>

**Description:** This is to specify the type of identifier associated with the artist, such as "personal name, Instagram Handle, user name".

**Non-repeatable**

**Required**

1.1.2 **Sub-element**: Artist Identifier Value

**Element tag**: <ArtistIdentifierValue>

**Description:** This is where the actual name/ID/number associated to the artist is inputted.

**Non-repeatable**

**Required**

**Examples:**

<ArtistIdentifier accountSource="website" infoSource="https://wangechimutu.com/">

<ArtistIdentifierType>Personal name</ArtistIdentifierType>

<ArtistIdentifierValue>Wangechi Mutu</ArtistIdentifierValue>

</ArtistIdentifier>

<ArtistIdentifier accountSource="Instagram">

<ArtistIdentifierType>Account Handle</ArtistIdentifierType>

<ArtistIdentifierValue>@mutustudio</ArtistIdentifierValue>

</ArtistIdentifier>

1.2 **Sub-element**: Artist Discipline

**Element tag:** <ArtistDiscipline>

**Description:** Term or terms to designate discipline of the artist.

**Attributes:** termSource, termSourceID

**Repeatable**

**Required**

**Data values**: Controlled. Recommended AAT

**Example:**

<ArtistDiscipline termSource="AAT" termSourceID="300025181">sculptor</ArtistDiscipline>

1.3 **Sub-element:** Linked Institution

**Element tag:** <LinkedInstitution>

**Description:** This element is intended to describe the main institution that the artist is associated with and/or the institution associated with requesting the catalog record of this artist. For instance, the artist is mostly associated with one Art Museum and so this is the main institution that the cataloger wants to be linked to artist. Another example would also be that the creator of this record is associated with an institution that is linked to the artist, and so the catalog wants to highlight this link. If institution is linked in this element, then it does not also need to be described in the artistRelationship element too.

**Attributes:** infoSource

**Repeatable**

**Not required**

1.3.1 **Sub-element:** Institution Type

**Element tag:** <InstitutionType>

**Description:** This is to designate the type of institution being linked, such as "art gallery, museum, university, etc..."

**Non-repeatable**

**Required**

1.3.2 **Sub-element:** Institution Value

**Element tag:** <InstitutionValue>

**Description:** The specific name of the institution being linked.

**Non-repeatable**

**Required**

1.3.3 **Sub-element:** InstitutionAddress

**Element tag:** <InstitutionAddress>

**Description:** This is the address of the institution, it can be as minimal as the city of the institution or more descriptive.

**Non-repeatable**

**Not Required**

**Example:**

<LinkedInstitution infoSource="http://wangechimutu.com/representation/">

<InstitutionType>Studio</InstitutionType>

<InstitutionValue>Wangechi's Studio</InstitutionValue>

<InstitutionAddress>Brooklyn</InstitutionAddress>

</LinkedInstitution>

1.4 **Sub-element:** Artist Value

**Element tag:** <ArtistValue>

**Description:** This is an open-ended element for the purpose of allowing the cataloger/institution to assign a value to the artist. The intention of this element is to give a space to describe in a short word/sentence why this artist might be cataloged or why they matter in the space of the cataloging institution. Such as one value could be "up-and-coming", which would show that this artist is a promising candidate and they are still early in their artist career, so it might be beneficial to catalog their artist provenance in their early stages of their art career.

**Non-repeatable**

**Not Required**

**Example:**

<ArtistValue>Established Artist</ArtistValue>

1.5 **Sub-element:** Displayed Account Information

**Element tag:** <DisplayedAccountInformation>

**Description:** This is the information about the artist account profile that can be found displayed openly on the social media platform.

**Attributes:** accountSource (required)

**Repeatable**

**Not Required**

1.5.1 **Sub-element:** Date Accessed

**Element tag:** <DateAccessed>

**Description:** Date and time of when the cataloger accessed/pulled this information. Important because the content on social media platforms shifts frequently, so knowing when the cataloger is inputting this information will be useful for future consideration.

**Repeatable**

**Required**

1.5.2 **Sub-element:** Content Followers

**Element tag:** <ContentFollowers>

**Description:** This will be a numeral value associated with how many other individuals are following this artist on the social media platform.

**Non-repeatable**

**Not Required**

**Data Values:** positive integer

1.5.3 **Sub-element:** Content Following

**Element tag:** <ContentFollowing>

**Description:** This will be a numeral value associated with how many other individuals the artist is following on the social media platform.

**Non-repeatable**

**Not Required**

**Data Values:** positive integer

1.5.4 **Sub-element:** Content Posts

**Element tag:** <ContentPosts>

**Description:** This will be a numeral value associated with how many individual posts the artist has published on the social media platform.

**Non-repeatable**

**Not Required**

**Data Values:** positive integer

1.6 **Sub-element:** Artist Supplied Bio Description

**Element tag:** <ArtistSuppliedBioDescription>

**Description:** his is the biography description that the artist has displayed on their account information, it will usually be a brief paragraph or sentence describing themselves or relevant information about themselves. Not all social media platforms have this category, but it can be useful information to catalog for showing how the artist portrays themselves and their artwork on social media.

**Attributes:** accountSource (required)

**Non-repeatable**

**Not Required**

1.6.1 **Sub-element:** Bio Description Date Accessed

**Element tag**: <BioDescriptionDateAccessed>

**Description:** This is the date and time associated when the cataloger pulled this information from the social media platform. It is important to catalog the date/time in order to document when or if there are changes.

**Non-repeatable**

**Required**

1.6.2 **Sub-element:** Bio Description Value

**Element tag:** <BioDescriptionValue>

**Description:**  This element describes the actual description on the social media platform, it should be cataloged exactly as it is written by the artist. For emojis use the shortcode associated with the image. Refer to emojipedia.org for the shortcodes of the emoji.

**Non-repeatable**

**Required**

1.7 **Sub-element:** Artist Relationships

**Element tag:** <ArtistRelationships>

**Description:** Intended to be open-ended element for purposes of showing the relationship of the artist to other institutions, artists, and organizations.

**Attributes:** accountSource, infoSource

**Repeatable**

**Not Required**

1.7.1 **Sub-element:** Artist Relationship Type

**Element tag:** <ArtistRelationshipType>

**Description:** This is an open-ended element for the purpose describing the type of relationship between this agent/object to the artist. There is no controlled vocabulary so that the cataloger can input either an institution specific term or a generic term. Best practice would be to borrow relationship types from PREMIS or follow their format of relationship types.

**Non-repeatable**

**Required**

**Data values: Best practice to use controlled vocabulary from PREMIS**

1.7.2 **Sub-element:** Artist Relationship Linking Agent

**Element tag:** <ArtistRelationshipLinkingAgent>

**Description:** This is the the element for describing the related agent. An agent can be anything other than an object, for example a person, organization, institution, etc...

**Non-repeatable**

**Not Required [Mandatory if Artist Relationship Linking Object is blank]**

1.7.2.1 **Sub-element:** Artist Relationship Linking Agent Type

**Element tag:** <CASM: artistRelationshipLinkingAgentType>

**Description:** This is an element for determining the type of agent being describe in this element. This is an important field in order to describe the term that would be associated with who or what the agent is, for instance a type could be an art gallery, museum, person, etc...

**Non-repeatable**

**Required**

1.7.2.2 **Sub-element:** Artist Relationship Linking Agent Value

**Element tag:** <ArtistRelationshipLinkingAgentValue>

**Description:** This is the element for describing the name associated with the agent.

**Non-repeatable**

**Required**

1.7.2.3 **Sub-element:** Artist Relationship Linking URL

**Element tag:** <ArtistRelationshipLinkingURL>

**Description:** This is an optional field for placing an associated URL with the linking agent.

**Non-repeatable**

**Not Required**

1.7.2.4 **Sub-element:** Artist Relationship Note

**Element tag:** <ArtistRelationshipNote>

**Description:** This element is an open-ended field, for allowing the cataloger to place any more additional information about the relationship between the artist and this agent. This is an important field for understanding the purpose of why this relationship is being cataloged or offering additional information about the provenance of the artist and this linked agent.

**Repeatable**

**Not Required**

1.7.3 **Sub-element:** Artist Relationships Linking Object

**Element tag:** <ArtistRelationshipsLinkingObject>

**Description:** This is the element for describing the relationship between the artist and any object. The purpose of this element is to show a relationship between an artist and something tangible in the world. For instance, if the artist has a book published with their artwork in it, this would be the section to show that relationship.

**Non-repeatable**

**Not Required [Mandatory if Artist Relationships Linking Agent is blank]**

1.7.3.1 **Sub-element:** Artist Relationships Linking Object Type

**Element tag:** <ArtistRelatiionshipsLinkingObjectType>

**Description:** This is the element for describing the type of object being linked, for instance if the object is a book, then this would be the section where you state that the object is a book.

**Non-repeatable**

**Required**

1.7.3.2 **Sub-element:** Artist Relationships Linking Object Value

**Element tag:** <ArtistRelationshipsLinkingObjectValue>

**Description:** This is the element for inputting the name of the object, such as the title of a book.

**Non-repeatable**

**Required**

1.7.3.3 **Sub-element:** Artist Relationships Linking Object URL

**Element tag:** <ArtistRelationshipsLinkingObjectURL>

**Description:** This is the element for inputting a related URL for the linked object, this is not mandatory, but recommended for providing extra information about the object.

**Non-repeatable**

**Not Required**

1.7.3.4 **Sub-element:** Artist Relationships Linking Object Note

**Element tag:** <ArtistRelationshipsLinkingObjectNote>

**Description:** This is an important element for providing information about the nature or significance of this relationship. It is not mandatory, but highly recommended for clarification purposes.

**Repeatable**

**Not Required**

**Examples:**

<ArtistRelationships infoSource="http://wangechimutu.com/representation/">

<ArtistRelationshipType>Represented in</ArtistRelationshipType>

<ArtistRelationshipLinkingAgent>

<ArtistRelationshipLinkingAgentType>Contemporary Art Gallery </ArtistRelationshipLinkingAgentType>

<ArtistRelationshipLinkingAgentValue>Susanne Vielmetter Los Angeles Projects </ArtistRelationshipLinkingAgentValue>

<ArtistRelationshipLinkingURL>https://www.vielmetter.com/artists/wangechi-mutu/exhibitions/391/view.html</ArtistRelationshipLinkingURL>

<ArtistRelationshipNote>Vangechi Mutu is an artist associated with this gallery, but her artwork is not currently being exhibited. Her last exhibition in this gallery was during Nov 3 -Dec 22, 2012 </ArtistRelationshipNote>

</ArtistRelationshipLinkingAgent>

</ArtistRelationships>

<ArtistRelationships infoSource="http://wangechimutu.com/representation/">

<ArtistRelationshipType>Represented in</ArtistRelationshipType>

<ArtistRelationshipLinkingAgent>

<ArtistRelationshipLinkingAgentType>Art Gallery</ArtistRelationshipLinkingAgentType>

<ArtistRelationshipLinkingAgentValue>Victoria Miro</ArtistRelationshipLinkingAgentValue> <ArtistRelationshipLinkingURL>https://www.victoria-miro.com/artists/9-wangechi-mutu/</ArtistRelationshipLinkingURL>

<ArtistRelationshipNote>Last artwork displayed in this art gallery was in 2014 </ArtistRelationshipNote>

</ArtistRelationshipLinkingAgent>

2. **Element:** Social Media Post Metadata

**Element tag:** <SocialMediaPostMetadata>

**Description:** This element is the section of the record for describing the "why" this post is significant to the institution. This section intends to document the provenance of the artist's artwork and development on a social media platform. This element contains a long list of optional elements for the purpose of offering the cataloger to design this record to be relevant to the purpose of cataloging this post/artist.

**Attributes:** accountSource (required), infoSource

**Repeatable**

**Not Required**

**Data Values:** Required to include attribute for identifying which social media account is being described below. It will be assumed that all information cataloged in this element will be pulled from this social media account, unless otherwise stated.

2.1 **Sub-element:** Post Identifier

**Element tag:** <PostIdentifier>

**Description:** This is an element that is used to identify the unique name/ID given to the post. It is important to have a unique identifier for the post, so that others may know which post is being linked to the information below.

**Attributes:** accountSource, infoSource

**Repeatable**

**Required**

2.1.1 **Sub-element:** Post Identifier Type

**Element tag:** <PostIdentifierType>

**Description:** This is the element to specify the type of identifier being described.

**Non-repeatable**

**Required**

**Data values:** Best practice to include one URL type

2.1.2 **Sub-element:** Post Identifier Value

**Element tag:** <PostIdentifierValue>

**Description:** This element is used for inputting the value of the identifier. For instance if the identifier type was a URL, this would be the element for inputting the URL string.

**Non-repeatable**

**Required**

**Examples:**

<PostIdentifier>

<PostIdentifierType>URL</PostIdentifierType>

<PostIdentifierValue>https://www.instagram.com/p/BaPOKn9F2jW/</PostIdentifierValue>

</PostIdentifier>

<PostIdentifier infoSource="Instagram">

<PostIdentifierType>app\_ID</PostIdentifierType>

<PostIdentifierValue>124024574287414</PostIdentifierValue>

</PostIdentifier>

2.2 **Sub-element:** Post Type

**Element tag:** <PostType>

**Description:** This element is important for designating the type of this post. The rationale behind this element is for having an area for the cataloger to describe the post in terms useful for their cataloging purposes. It is important to be able to quickly describe the post for understanding the artist's process, for instance a post type could be "in progress" or "sketch" to show that this artwork is not yet completed. This is good element to show the provenance of the artist process in creating a certain artwork.

**Repeatable**

**Required**

**Data values:** Recommended controlled vocabulary from this list:

Process Documentation

Video

Film Still

Sculpture

Painting

Drawing

Photograph

Found Aesthetic

Installation

Comic

Zine

**Example:**

<PostType>film still</PostType>

2.3 **Sub-element:** Post Date Creation

**Element tag:** <PostDateCreation>

**Description:** This is the set date for when the post was published on the social media platform. Depending upon when the post was created, the date and time may be displayed differently on the social media platform. When documenting the date creation, there is no set standard, so it is up to the cataloger's discretion.

**Attributes:** infoSource, accountSource

**Non-repeatable**

**Required**

2.4 **Sub-element:** Events

**Element tag:** <Events>

**Description:** This element is intended to show the value and significance of the post in regards to the catalog of the artist, this is an important element in describing the provenance of the artist on a social media platform. The rationale behind this element is to give a space inside the record for describing the events behind the creation of the post or artwork within the post. For instance, if an artist decided to change the type of medium they worked with and the cataloger wanted to document the artist's shift in style, then they could include an event that describes how the artist began using a different medium in this social media post and why it is significant to artist's work.

**Repeatable**

**Not Required**

2.4.1 **Sub-element:** Event Type

**Element tag:** <EventType>

**Description:** This is an element intended to be used to show the what type of event is being cataloged. There is no set vocabulary for this element, due to allowing the cataloger to describe the type of event as it pertains to their needs. Some examples of a type of event could be: artist used new medium, artist is promoting…, artist is showing artwork in progress, artist posted first artwork, etc...

**Non-repeatable**

**Required**

2.4.2 **Sub-element:** Event Significance

**Element tag:** <EventSignificance>

**Description:** Element for designating why this event is important. This element is important for understanding the reasoning behind cataloging this event. With this element, it can describe why this event is important to the cataloger or to the artist. The value should be in the format of a sentence. Highly recommended to providing information about the provenance of the artist.

**Non-repeatable**

**Not Required**

**Examples:**

<Events>

<EventType>Artist posted first painting artwork</EventType>

<EventSignificance>This is the first post the artist has published on Instagram introducing their painting. It was the highest liked post of their account up to this date. </EventSignificance>

</Events>

<Events>

<EventType>review</EventType>

<EventSignificance>This post is referencing a review of the piece "Frankenstein" </EventSignificance>

</Events>

2.5 **Sub-element:** Post Language

**Element tag:** <PostLanguage>

**Description:** Element for describing the language of the post. This is repeatable so that all languages used in post can be cataloged. It is recommended to use the attributes for designating the code used for language.

**Attributes:** lang, langTermSource

**Repeatable**

**Not Required**

**Data Values:** Use attributes to designate language source code

**Example:**

<PostLanguage lang="English" langTermSource="ISO-639-2">en</PostLanguage>

2.6 **Sub-element:** Post Description

**Element tag:** <PostDescription>

**Description:** This element is intended to document the information the artist supplied on the description they created for their post. Not all social media platforms allow for artist to give a description to their post, but on Instagram this is a common occurrence and contains a lot of information about how the artist is portraying their artwork and further information on the provenance of their artwork.

**Non-repeatable**

**Not Required**

2.6.1 **Sub-element:** Post Title

**Element tag:** <PostTitle>

**Description:**

**Non-repeatable**

**Not required**

2.6.2 **Sub-element:** Post Description Hashtags

**Element tag:** <PostDescriptionHashtags>

**Description:** This is the element for documenting any artist supplied hashtags they included in their post's description. This is important to document the way the artist presents themselves and their artwork on the social media platform.

**Repeatable**

**Not Required**

2.6.3 **Sub-element:** Post Description Links

**Element tag:** <PostDescriptionLinks>

**Description:** This is the element for documenting any artist supplied links they included in their post description. This is important for showing if the post is linked to anything else or if the content of the post is shown on different sites.

**Repeatable**

**Not Required**

**Example:**

<PostDescription>

<PostTitle>@ghostwoodfox wrote a beautiful thing about Frankenstein. Link in bio.</PostTitle>

<PostDescriptionLinks>@ghostwoodfox</PostDescriptionLinks>

</PostDescription>

2.7 **Sub-element:** Post Description Metadata

**Element tag:** <PostDescriptionMetadata>

**Description:** This element is intended to document the information about how other people have interacted with the post. This is an important element in describing the popularity or trending value of the post itself.

**Repeatable**

**Not Required**

2.7.1 **Sub-element:** Post Metadata Date Accessed

**Element tag:** <PostMetadataDateAccessed>

**Description:** This is an important element for describing when the cataloger pulled the information from the post. It is important to document the date of when the information was pulled, since the information below is constantly changing based on how other users interact with the post.

**Non-repeatable**

**Required**

2.7.2 **Sub-element:** Post Views

**Element tag:** <PostViews>

**Description:** This element is only related to if the post's content is a video. This is a numeral value associated with how many people have viewed the video. This information is attainable from the social media platform itself. Only positive integers are allowed in this field.

**Non-repeatable**

**Not Required**

**Data Values:** Positive Integers

2.7.3 **Sub-element:** Post Likes

**Element tag:** <PostLikes>

**Description:** This element is intended to document the numeral value associated with how many other users have "liked" this post. Other social media platforms may describe this term differently, but this is the section that records how many people how somehow shown their interest or approval of the post. Only positive integers are allowed in this field.

**Non-repeatable**

**Not Required**

**Data Values:** Positive Integers

2.7.4 **Sub-element:** Post Comments

**Element tag:** <PostComments>

**Description:** This is an element intended to describe information about the comments associated with the post itself. This can be a useful element for showing how other people interact with this post and what they are saying about the contents of the post.

**Non-repeatable**

**Not Required**

**Data Values:** Positive Integers

2.7.4.1 **Sub-element:** Post Comments Notes

**Element tag:** <PostCommentsNotes>

**Description:** This is an open-ended element intended to document information about the comments of the post. This is a space where the cataloger can input any information they deem necessary about the comments.

**Repeatable**

**Not Required**

**Example:**

<PostDescriptionMetadata>

<PostMetadataDateAccessed>12-09-2018 T 17:43:00</PostMetadataDateAccessed>

<PostLikes>849</PostLikes>

<PostComments>

<PostCommentsNotes>There are 4 comments</PostCommentsNotes>

</PostComments>

</PostDescriptionMetadata>

2.8 **Sub-element:** Object Metadata

**Element tag:** <ObjectMetadata>

**Description:** This element is repeatable for each individual image/video in post on social media platform. This element is intended to fulfil the purpose of describing the information about the post's content or post's object. After describing why the post is valuable in SocialMediaPostMetadata, this element is important in cataloging what is happening in the actual post.

**Repeatable [Repeatable for each individual image/video in post]**

**Required**

2.8.1 **Sub-element:** Art Type

**Element tag:** <ArtType>

**Description:** This is the element for designating the type of artwork being described. Such as painting, sculpture, photograph, film still, etc...

**Attributes:** termSource, termSourceID

**Repeatable**

**Not required**

**Data values:** Recommended AAT controlled vocabulary

2.8.2 **Sub-element:** Medium

**Element tag:** <Medium>

**Description:** This element refers to the materials that are used to create a work of art. For cataloging the provenance of the artist, it is important to cataloging the medium that they use in the process of creating their artwork.

**Repeatable**

**Required**

**Data values:** Recommended AAT controlled vocabulary

2.8.3 **Sub-element:** Materials Technique

**Element tag:** <MaterialsTechnique>

**Description:** This element refers to the physical objects that an artist uses when creating his or her works, some such examples would be: canvas, marble, construction paper, metal, etc… This element also refers to the techniques, processes, or methods used in the artwork creation.

**Attributes:** type

**Repeatable**

**Not Required**

**Data values:** Recommended AAT controlled vocabulary.

2.8.4 **Sub-element:** Object Significance

**Element tag:** <ObjectSignificance>

**Description:** This element is helpful in describing what about the object is so noteworthy that it had to be cataloged. Object significance and events element might be similar, but this element is useful for describing in detail the reasoning behind the cataloging of this particular object. Intended to be open-ended to fit the needs of the cataloger.

**Repeatable**

**Not Required**

2.8.5 **Sub-element:** Object Contributor

**Element tag:** <ObjectContributor>

**Description:** Element is used for describing if another artist helped contribute in some way to the artwork or artist provenance.

**Repeatable**

**Not Required**

2.8.5.1 **Sub-element:** Object Contributor Type

**Element tag:** <ObjectContributorType>

**Description:** Element for describing the nature of how this person contributed. This is an open ended field, intended to allow for the cataloger to describe the way in which this contributor is related to the artwork/post creation.

**Non-repeatable**

**Required**

2.8.5.2 **Sub-element:** Object Contributor Value

**Element tag:** <ObjectContributorValue>

**Description:** This is the name associated with the contributor.

**Non-repeatable**

**Required**

2.8.5.3 **Sub-element:** Object Contributor URL (O, R)

**Element tag:** <ObjectContributorURL>

**Description:** This is any URL associated with the contributor, such as their artist website.

**Repeatable**

**Not Required**

2.8.5.4 **Sub-element:** Object Contributor Note

**Element tag:** <ObjectContributorNote>

**Description:** This element is intended to add further information to the nature of how this person contributed to the creation of the artwork or post. This is important for documenting the provenance of the artist's process or interaction with other artist on social media.

**Repeatable**

**Not required**

2.8.6 **Sub-element:** Object Warnings

**Element tag:** <ObjectWarnings>

**Description:** This is the element used for describing if there are any mature warnings the cataloger wishes to describe the post. Such as nudity, violence, or sexual behavior.

**Repeatable**

**Not Required**

2.8.7 **Sub-element:** Object Subjects

**Element tag:** <ObjectSubjects>

**Description**: This is the element for cataloging the subject matter of the post. The purpose of this element is to offer a space for catalogers to assign subjects to the post/object in order to document the artist's artwork. Documenting subjects can important for analyzing what is happening in the artwork and/or the type of artwork being created.

**Repeatable**

**Not Required**

2.8.7.1 **Sub-element:** Object Subject Value

**Element tag:** <ObjectSubjectValue>

**Description:** This is the element for inputting the information about the subjects. It is mandatory to use the attribute "subjectType" in order to understand the type of subject being assigned to the object. For instance, one subject could be "comic" and the subjectType would be "format", this could be an important distinction to document in understanding the different formats the artist portrays their artwork.

**Attributes:** subjectType (required)

**Repeatable**

**Required**

2.8.8 **Sub-element:** Object Location

**Element tag:** <ObjectLocation>

**Description:** This element is intended to be used for describing any locations associated with the post/object. For instance, if the artwork is a photograph of a place, then this would be section to catalog the location of the photograph subject matter.

**Repeatable**

**Not Required**

2.8.8.1 **Sub-element:** Object Location Type

**Element tag:** <ObjectLocationType>

**Description:** This element is used in describing how the location value is related to the object/post. For instance, if the artwork in the post is a drawing of a place, then in this element the location would be described as "drawing of". If the artwork in the post is a picture of the artist drawing at a certain location, then the type would be "drawn at". This is an useful element for adding more information to the provenance of the artwork or describing the artistic process of the artist.

**Non-repeatable**

**Required**

2.8.8.2 **Sub-element:** Object Location Value

**Element tag:** <ObjectLocationValue>

**Description:** This is the element for describing the location's name or address. Any way of inputting information is accepted, as long as the value makes sense in relating it to a location.

**Non-repeatable**

**Required**

2.8.9 **Sub-element:** Object People

**Element tag:** <ObjectPeople>

**Description:** The purpose of the element is in allowing for the documentation of people in the object itself. For instance if object is a painting of someone, then this would be the element to document the name of the person. This is an important element for documenting the people who appear in the artwork. This is different from linked relationships and subjects, because this is dedicated to documenting how the person appears in the artwork and who they are.

**Repeatable**

**Not Required**

2.8.9.1 **Sub-element:** Object People Type

**Element tag:** <ObjectPeopleType>

**Description:** This is the element to document how the person appears in the post/artwork. For instance, if the post is a photograph, and the person appears in the photograph in a meaningful way, then the type could be "is photograph of" or "model in". This purpose of this element is describing how and why this person is being documented in this record.

**Non-repeatable**

**Required**

2.8.9.2 **Sub-element:** Object People Value

**Element tag:** <ObjectPeopleValue>

**Description:** This element is intended to be the section where the person's name is documented.

**Non-repeatable**

**Required**

**Example:**

<ObjectPeople>

<ObjectPeopleType>model in image</ObjectPeopleType>

<ObjectPeopleValue>Alex Da Corte</ObjectPeopleValue>

</ObjectPeople>

2.9 **Sub-element:** Post Relationships

**Element tag:** <PostRelationships>

**Description:** This element is designed to document any relationships between the post being document and other agents or objects. This is different from ArtistRelationships, because this element's purpose is to represent other relationships between the post. For instance, within the post, the artist may be having a promotional event for their artwork being displayed somewhere that was originally not linked to them. So this would be a useful relationship to show how this social media post is promoting the artist's artwork at a different institution.

**Repeatable**

**Not Required**

2.9.1 **Sub-element:** Post Relationship Type

**Element tag:** <PostRelationshipType>

**Description:** This is an open-ended element for the purpose of describing the type of relationship between this agent/object and the social media post.

**Non-repeatable**

**Required**

**Data values: Best practice to use controlled vocabulary from PREMIS**

2.9.2 **Sub-element:** Post Relationship Linking Agent

**Element tag:** <PostRelationshipLinkingAgent>

**Description:** This is the element for describing the related agent. An agent can be anything other than an object, for example a person, organization, institution, etc...

**Repeatable**

**Not Required [Mandatory if Post Relationship Linking Object is blank]**

2.9.2.1 **Sub-element:** Post Relationship Linking Agent Type

**Element tag:** <PostRelationshipLinkingAgentType>

**Description:** This is an element for determining the type of agent being describe in this element. This is an important field in order to describe the term that would be associated with who or what the agent is, for instance a type could be an gallery, museum, person, etc...

**Non-repeatable**

**Required**

2.9.2.2 **Sub-element:** Post Relationship Linking Agent Value

**Element tag:** <PostRelationshipLinkingAgentValue>

**Description:** This is the element for describing the name associated with the agent.

**Non-repeatable**

**Required**

2.9.2.3 **Sub-element:** Post Relationship Linking Agent URL

**Element tag:** <PostRelationshipLinkingAgentURL>

**Description:** This is an optional field for placing an associated URL with the linking agent.

**Repeatable**

**Not Required**

2.9.2.4 **Sub-element:** Post Relationship Linking Agent Note

**Element tag:** <PostRelationshipLinkingAgentNote>

**Description:** This element is an open-ended field, for allowing the cataloger to place any more additional information about the relationship between the artist and this agent. This is an important field for understanding the purpose of why this relationship is being cataloged or offering additional information about the provenance of the artist and this linked agent.

**Repeatable**

**Not Required**

2.9.3 **Sub-element:** Post Relationship Linking Object

**Element tag:** <PostRelationshipLinkingObject>

**Description:** This is the element for describing the related object to the post. For instance a book that the artist is promoting in a post.

**Repeatable**

**Not Required [Mandatory if Post Relationship Linking Agent is Blank]**

2.9.3.1 **Sub-element:** Post Relationship Linking Object Type

**Element tag:** <PostRelationshipLinkingObjectType>

**Description:** This is an element for determining the type of object being described in this element. This is an important field in order to describe the term that would be associated with what the object is, such as art piece, book, etc....

**Non-repeatable**

**Required**

2.9.3.2 **Sub-element:** Post Relationship Linking Object Value

**Element tag:** <PostRelationshipLinkingObjectValue>

**Description:** This is the element for describing the name associated with the object.

**Non-repeatable**

**Required**

2.9.3.3 **Sub-element:** Post Relationship Linking Object URL

**Element tag:** <PostRelationshipLinkingObjectURL>

**Description:** This is an optional field for placing an associated URL with the linking object.

**Repeatable**

**Not Required**

2.9.3.4 **Sub-element:** Post Relationship Linking Object Note

**Element tag:** <PostRelationshipLinkingObjectNote>

**Description:** This element is an open-ended field, for allowing the cataloger to place any more additional information about the relationship between the artist and this object. This is an important field for understanding the purpose of why this relationship is being cataloged or offering additional information about the provenance of the artist and this linked object.

**Repeatable**

**Not Required**

**Examples:**

<PostRelationships>

<PostRelationshipType>referenced by</PostRelationshipType>

<PostRelationshipLinkingAgent>

<PostRelationshipLinkingAgentType>Critic</PostRelationshipLinkingAgentType>

<PostRelationshipLinkingAgentValue>Charlie Fox</PostRelationshipLinkingAgentValue>

<PostRelationshipLinkingAgentURL>https://www.nowness.com/series/rambling/charlie-fox-joseph-delaney-this-young-monster </PostRelationshipLinkingAgentURL>

<PostRelationshipNote>Alex Da Corte's piece "Frankenstein" was referenced in Charlie's Fox review "Why Frakenstein's Monster Haunts Queer Art"</PostRelationshipNote>

</PostRelationshipLinkingAgent>

</PostRelationships>

<PostRelationships>

<PostRelationshipType>is Part of</PostRelationshipType>

<PostRelationshipLinkingObject>

<PostRelationshipLinkingObjectType>Exhibition</PostRelationshipLinkingObjectType>

<PostRelationshipLinkingObjectValue>Slow Graffiti </PostRelationshipLinkingObjectValue>

<PostRelationshipNote>The film still in this post is part of Alex Da Corte's larger exhibition "Slow Graffiti"</PostRelationshipNote>

</PostRelationshipLinkingObject>

</PostRelationships>

3. **Element:** Administrative Metadata

**Element tag:** <AdministrativeMetadata>

**Description:** This element is a container for all information related to the rights associated with this artist, artwork or social media post. This is an optional field, because the rights information might not be pertinent to the purpose of the cataloger.

**Non-repeatable**

**Not Required**

3.1 **Sub-element:** Administrative Rights

**Element tag:** <AdministrativeRights>

**Description:** This element is intended to describe any rights information associated with the artist, artwork, and social media platform.

**Repeatable**

**Required**

3.1.1 **Sub-element:** Administrative Rights Type

**Element tag:** <AdministrativeRightsType>

**Description:** This element is for designating what type of rights is being cataloged, such as licensing rights, copy rights, etc...

**Non-Repeatable**

**Required**

3.1.2 **Sub-element:** Administrative Rights Value

**Element tag:** <AdministrativeRightsValue>

**Description:** This is the element for placing any related rights information. The purpose of this is to document the rights belong to the artist, their artwork, the social media platform or any other rights related to the information documented here.

**Non-repeatable**

**Required**

**Example:**

<AdministrativeRights>

<AdministrativeRightsType>copyright</AdministrativeRightsType>

<AdministrativeRightsValue>(c)AlexDaCorte2017</AdministrativeRightsValue>

</AdministrativeRights>