

SHRSS Metadata Schema – Analysis and Guide

Snippets

1. What the SHRSS metadata schema looks like

Path

- JCR path: /conf/global/settings/dam/adminui-extension/metadataschema/shrssmetadataschema

Overall structure

- Asset-type-specific sections:
 - image → mostly standard width/height (read-only).
 - jpeg / tiff → standard “Location” field + basic/advanced tabs.
 - application/pdf → Pdf Title field on Basic tab.
 - video / dm_video → technical video properties + YouTube publishing and Dynamic Media-specific fields.
- A **generic content schema** that is the main workhorse for authors:
 - **Tab1 – Basic**
 - Col1: Upload details, Title, Description, Type, Language, Tags, Smart Tags/Smart Color Tags, Created, Creator Tool, Review Status.
 - Col2: Scheduled (de)activation (onTime, offTime).
 - Col3: **SHRSS custom section “Seminole Hard Rock Support Services”:**
 - Brand tags
 - Venues & Branded Experiences tags
 - Line of Business tags
 - Property Names (Locators / City Drop) tags
 - Type tags
 - Category tags
 - Product tags
 - Alt Text
 - Col4: Compositions, Related assets, Subassets (dependencies/relations).
 - **Tab2 – Advanced**
 - License/rights fields (creator, contributor, rights owner, usage terms, expiration).
 - Asset UUID, creative rating.

- Search elevate keywords (dam:search_promote).

- **Tab3 – IPTC**

- Detailed IPTC & Photoshop contact + image fields (creator contact, scene codes, etc.).

The **core SHRSS customizations** live under:

- Section: Seminole Hard Rock Support Services
- Fields (all on content > items > tabs > tab1 > col3):

Field label	JCR property	Type	Notes
Brand	./jcr:content/metadata/shrssbrands	Tagfield	SHRSS brands tag namespace (e.g. Hard Rock, Reverb, Casinos, Hotels, Cafes...).
Venues & Branded Experiences	./jcr:content/metadata/shrssvenues	Tagfield	Venues, flagship locations, experiential concepts.
Line of Business	./jcr:content/metadata/shrsslob	Tagfield	Business lines (Gaming, Hospitality, Entertainment, Retail, Careers, Corporate, etc.).
Property Names (Locators / City Drop)	./jcr:content/metadata/shrssproperty	Tagfield	Individual properties: city, resort, hotel, café, etc. (aligns with locator/city drop UX).
Type	./jcr:content/metadata/shrssstype	Tagfield	Asset "type" for SHRSS: e.g. campaign, event,

Field label	JCR property	Type	Notes
			food, room, amenity, talent, map, logo.
Category	./jcr:content/metadata/shrsscategory	Tagfield	Higher-level categorization: e.g. promo vs evergreen, region, channel.
Product	./jcr:content/metadata/shrssproduct	Tagfield	Specific offer/product lines, packages, games, tickets, merchandise.
(Alternative Text) altText	./jcr:content/metadata/altText	Text	Human-readable alt text for A11y and SEO.

Implementation note: you'll want to explicitly document **which tag namespaces** should be used for each of the SHRSS tag fields (e.g. "Brand pulls from shrss:brands") in the customer-facing version:

- Brand → shrss: [BRAND_NAMESPACE_PLACEHOLDER]
- Venues & Branded Experiences → shrss: [VENUES_NAMESPACE_PLACEHOLDER]
- Line of Business → shrss: [LOB_NAMESPACE_PLACEHOLDER]
- Property Names → shrss: [PROPERTY_NAMESPACE_PLACEHOLDER]
- Type → shrss: [TYPE_NAMESPACE_PLACEHOLDER]
- Category → shrss: [CATEGORY_NAMESPACE_PLACEHOLDER]
- Product → shrss: [PRODUCT_NAMESPACE_PLACEHOLDER]

2. Insertable section for the **comprehensive DAM guide**

You can drop this as a new section (or replace the previous placeholder section) in your "**DAM Training and Usage Guide for Admins**".

4.x SHRSS metadata schema overview

This section describes the **current metadata form** used for assets at SHRSS, configured at:

- `'\$latext
/conf/global/settings/dam/adminui\text{-}extension/metadataschema/shrssmetadataschema\$

This schema is applied to **[INSERT FOLDER PATHS/ASSET TYPES HERE]**, and governs:

- What authors see in the **Properties** dialog in Assets.
- Which fields are required or read-only.
- How tags and other structured data are stored on the asset's `jcr:content/metadata` node.

4.x.1 Tabs and layout

The schema is organized into three main tabs:

1. Basic

- Core upload metadata (who uploaded, when, title/description, file type).
- Language, tags, smart tags, smart color tags.
- Review status and scheduled activation/deactivation.
- SHRSS-specific fields for **brand, venues, line of business, property, type, category, product, and alt text**.
- Relations and dependencies (compositions, related, sources/derived, subassets).

2. Advanced

- Licensing and rights information (creator, contributor, copyright, owner, usage terms).
- License expiration.
- Asset ID (UUID).
- Creative rating (read-only numeric rating and interactive asset rating widget).
- Search elevation keywords (`dam:search_promote`) to boost search results.

3. IPTC

- IPTC contact information (creator job title, address, city, state, postal code, country, phone, email, website).
- Image-related IPTC data (date created, intellectual genre, scene codes).

Facilitation tip: when you screen share the schema, orient them by tab and column first. Then zoom into the **SHRSS section** and rights/search sections, as those are most important for governance discussions.

4.x.2 SHRSS-specific metadata section

Under **Basic → Column 3**, the “Seminole Hard Rock Support Services” section introduces SHRSS-specific fields:

- **Brand** (shrssbrands)
- **Venues & Branded Experiences** (shrssvenues)
- **Line of Business** (shrsslob)
- **Property Names (Locators / City Drop)** (shrssproperty)
- **Type** (shrssstype)
- **Category** (shrsscategory)
- **Product** (shrssproduct)
- **(Alternative Text) altText** (altText)

These fields form the **core business metadata spine** for SHRSS. They should:

- Map directly to the shrss tag namespaces (see taxonomy section).
- Be the primary way authors express:
 - *Where* an asset belongs (brand, venue, property, LoB).
 - *What* it represents (type, category, product).
 - *How* it will be consumed on the site (alt text for images, search elevation, review/activation state).

Placeholder to fill in before publishing to Confluence:

- For each of the fields above, specify:
 - **Tag namespace + example values**
 - **Which teams MUST set it** (e.g., brand marketing vs HR vs corporate comms).
 - **If any values are reserved or deprecated.**

4.x.3 Relationship between schema and taxonomy

The current metadata schema is tightly coupled to the shrss tag namespace:

- **Brand** selects from [INSERT BRAND TAG BRANCH HERE].
- **Venues & Branded Experiences** selects from [INSERT VENUES TAG BRANCH HERE].
- **Line of Business** selects from [INSERT LOB TAG BRANCH HERE].
- **Property Names** selects from [INSERT PROPERTY TAG BRANCH HERE].
- **Type** selects from [INSERT TYPE TAG BRANCH HERE].
- **Category** selects from [INSERT CATEGORY TAG BRANCH HERE].
- **Product** selects from [INSERT PRODUCT TAG BRANCH HERE].

In follow-on working sessions, we should validate:

1. Coverage

- Do the current tag branches under each field cover all active brands, venues, lines of business, and properties?
- Are any values missing for upcoming launches (e.g., new properties or new business lines)?

2. Consistency

- Are names aligned with what authors see elsewhere (e.g., in site navigation, careers site filters, marketing briefs)?
- Are any values duplicated, ambiguous, or too generic?

3. Usability

- Are there too many levels or choices in any dropdown/tag branch?
- Could any fields be restricted per folder (e.g., careers vs hardrock.com vs reverb) via **metadata profiles** to reduce noise?

4.x.4 Rights, review, and search behavior

Key behavioral fields in the schema:

- **Review Status** (`dam:status`) – controls the review state (Approved, Rejected, Changes Requested). This can be:
 - surfaced in custom views,
 - used to gate which assets appear in production searches.
- **On Time / Off Time** (`onTime`, `offTime`) – schedule when assets become available or cease to be used.
- **Expires** (`prism:expirationDate`) – license expiration; should drive:
 - governance workflows for upcoming expirations,
 - potential search/usage restrictions for expired assets.
- **Search Promote** (`dam:search_promote`) – allows admins to define **keywords that elevate assets** in search results:
 - good for hero imagery, evergreen brand visuals, and always-on campaigns.

Discussion prompt during session:

"Which of these fields do you want to treat as *hard stops* (e.g., do not use after expiry) vs *guidance only*? And which should be mandatory for specific asset types or folders?"

3. Updates for the DAM Ops runbook

You can add/replace the "Key SHRSS metadata fields" section in your DAM Ops runbook with this more concrete version.

3.x Key SHRSS metadata fields (operational view)

For every **web-facing** image or video, DAM Ops should ensure:

- **Title** (dc:title) – human-friendly title; used in search and sometimes UI.
- **Description** (dc:description) – short summary; useful for search and future re-use.
- **Language** (dc:language) – should match the site language variant (e.g., en_us, es_es).
- **Tags** (cq:tags) – general taxonomy tags.
- **Brand, Venues, LoB, Property, Type, Category, Product** – filled with appropriate shrss tags:
 - *Brand* and *Property* are **critical** for routing assets to the correct site/experience (hardrock.com vs reverb vs careers).
 - *LoB* and *Type* help downstream reporting and search refinements.
- **Alt Text** (altText) – mandatory for all images used on hardrock.com, reverb, and careers.
- **Review Status** (dam:status) – must be Approved before assets are used by authors in production.
- **On/Off Time and Expires:**
 - For campaign/event assets: always set **On Time** and either **Off Time** or **Expires**.
 - For evergreen brand assets: Expires may be left empty but Review Status should still be "Approved".
- **Search Promote** (dam:search_promote):
 - Use sparingly for 5–10 core hero/brand assets per major category.
 - Avoid over-use (or everything becomes "promoted", defeating the purpose).

Runbook checks (pre-go-live for new implementations / major releases):

- Verify that:
 - shrssbrands, shrssvenues, shrsslob, shrssproperty, shrssstype, shrssccategory, shrssproduct all point to **valid tag branches**.
 - There are **no hard-coded dev/stage-only values** in dropdowns or tag branches.
- Confirm that:
 - The **SHRSS section** appears for the correct folders/profiles.
 - The **Language** dropdown is not overly cluttered (if needed, consider pruning to supported locales via a customized schema/profile later).
- Decide and document:
 - Which fields are **mandatory** per asset type (image vs video vs PDF) and per folder (e.g., careers vs corporate vs marketing) and codify this in:
 - metadata profiles,
 - authoring guidance,
 - or automated validations/workflows.

4. Updates for the author Do/Don't guide

You can add/replace your author-facing metadata section with something like this (tuned for SHRSS):

Authors – How to fill SHRSS metadata

Do – always fill:

- **Title** – short, human-friendly name (what would you search for 6 months from now?).
- **Description** – 1–2 sentences describing the asset and its use.
- **Language** – pick the correct language/locale for the site this asset belongs to.
- **Brand** – choose the appropriate SHRSS brand (e.g., Hard Rock, Reverb, [INSERT EXACT BRAND TAGS]).
- **Property Names** – choose the **property/city/location** where the image/video is relevant.
- **Line of Business** – select the LoB that owns/uses the asset (Gaming, Hospitality, Entertainment, Retail, Careers, Corporate, etc.).
- **Type, Category, Product** – set at least **Type** and **Category** so others can filter and find assets by purpose.
- **Alt Text** – provide meaningful alt text for all images displayed on the website:
 - Describe the **content** ("Guitar-shaped hotel tower at dusk, lit in purple"), not the file name.
 - Avoid "image of", "picture of" boilerplate unless required by internal guidelines.

Do – when applicable:

- **Venues & Branded Experiences** – tag major venues or programs (e.g., live venue, flagship, festival).
- **Review Status** – set to Approved only when the asset is ready for use on live sites.
- **On Time / Off Time / Expires:**
 - For time-bound campaigns, always set at least **On Time** and **Expires**.
 - For evergreen assets, you can leave Expires blank but must still have Approved status once ready.

Don't:

- Don't leave **Brand** and **Property** empty for any asset that will appear on public sites.
- Don't use "**Misc**"/"**Other**" categories if a more specific tag exists in the SHRSS taxonomy.
- Don't reuse **expired** or **Rejected** assets just because they still appear in search:
 - Check **Review Status** and **Expires** before using an older asset.
- Don't stuff **Search Promote** with lots of keywords:

- Only use terms that truly should bring the asset to the top (e.g., "home hero", "brand key visual").
 - Don't write non-descriptive **Alt Text** like "banner", "image1", or copy-paste the file name.
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5. Follow-on discovery topics to drive from this schema

When you run the 1-hour session, this schema gives you concrete hooks for next steps:

- **Metadata gaps & overload**
 - Are there critical business concepts missing from the SHRSS section (e.g., campaign ID, audience, channel)?
 - Are there too many fields for authors to realistically fill on every upload?
- **Field ownership**
 - Who owns governance of each SHRSS field (Brand, Venue, LoB, Property, Type, Category, Product)?
 - Should some fields be **author-maintained** vs **DAM admin-only**?
- **Automation potential**
 - Can some fields be derived from folder structure (e.g., default Brand/Property/LoB) using metadata profiles or workflows?
 - Should alt text be partially suggested via AI and then edited by authors?
- **Site integration**
 - Which of these fields are already used in:
 - hardrock.com (core components / search / filters),
 - reverb.hardrock.com,
 - careers.hardrock.com (stage now, prod after 2026-03-16)?
 - Are there search, listing, or personalization features planned that should use these fields more explicitly?

You can use this as your **anchor** while screen sharing the schema, jumping between:

- The schema form (what authors see),
- The tag tree (what values they can pick),
- And the live sites (how metadata actually drives page behavior).