

SHRSS AEM DAM Ops Runbook (AEMaaCS Sites/Assets)

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For AEMaaCS Sites/Assets (Hard Rock properties)

1. Roles, Ownership & Guardrails

Primary roles

- **DAM Architect (you)**
 - Owns **folder structure, metadata model, governance**, and **asset lifecycle policies**
 - Approves changes to **schemas, profiles**, and **automation** (workflows, scripts)
- **Site Authors / Content Producers**
 - Request new folders/metadata via defined intake
 - Follow upload, tagging, and review standards
- **Developers / Technical Architects**
 - Implement DAM-integrated features in Sites components
 - Optimize performance, delivery, and automation
- **Marketing / Brand Stakeholders (business owners)**
 - Own business rules for approvals, reuse, and expiry

Guardrails

- No **ad-hoc folder creation** at the root; all net-new top-level structures go through DAM architect.
 - No **schema/metadata/profile** changes directly in **prod**; changes follow the **dev → stage → prod** pipeline.
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2. Environment & Content Flow

Environments

- **Author (primary workbench)**: asset upload, curation, approvals.
- **Publish**: consumption by Sites (hardrock.com, reverb.hardrock.com, careers).

- **Stage:** UAT for new structures, workflows, metadata and integrations.

Standard flow

1. Upload → 2. Auto-processing (renditions, DM, virus scan) → 3. Tag & enrich → 4. Review & approve →
2. Publish to required channels → 6. Monitor usage & performance → 7. Archive or expire.

Ops practices

- Test **new metadata fields, folder templates, workflows** in **stage** with real-world scenarios.
 - Keep a **simple "Change Log"** (Confluence/JIRA) for any DAM structural or behavioral change.
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3. Folder Structure & Permissions

Folder principles

- Organize **by business domain & channel**, not by person.
- For SHRSS, think in terms of:
 - Brand (e.g., Hard Rock, Reverb)
 - Property/Channel (e.g., Website, Careers, Social)
 - Asset Type (e.g., Hero, Product, Event, Logo)

Examples

- /content/dam/hardrock/website/global/hero/
- /content/dam/hardrock/reverb/product/
- /content/dam/hardrock/careers/recruitment-campaigns/2026/

Permissions

- Use **group-based ACLs** mapped to:
 - DAM-admins (full control within brand space)
 - DAM-authors (create/edit in specific folders)
 - DAM-readers (view/download only)
 - **Avoid** user-specific permissions; use groups for every access pattern.
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4. Metadata, Tagging & Searchability

Metadata strategy

- Maintain a **core schema** for all assets:
 - Required: Title, Description, Brand, Region, Usage rights, Expiration date.
 - Recommended: Channel, Campaign, Persona, Content type, Language.
- Use **metadata profiles** by folder type (e.g., Careers, Reverb, Brand).

Tagging

- Maintain a **controlled taxonomy** (e.g., hardrock:brand, hardrock:channel, hardrock:campaigns).
- Define **“must-tag” fields** before publish:
 - For example: all hero images must have Brand, Channel, and Usage rights populated.

Ops checks

- Quarterly: review **top search terms vs. zero-results** → adjust tags/metadata.
 - Periodically audit **incomplete metadata** (empty required fields or free-text misuse).
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5. Asset Lifecycle & Governance

States

1. **Draft** – Uploaded, not yet curated.
2. **Ready for Review** – Tagged, previewed, and awaiting approval.
3. **Approved** – Published or ready to publish.
4. **Deprecated / Expired** – Past usage date or superseded.
5. **Archived** – Retained for legal/compliance, not for active use.

Key rules

- Every published asset should have:
 - A **business owner**, **usage rights**, and **expiration date**.
- Define **approval rules**:
 - E.g., brand assets require sign-off from Brand Manager; careers imagery approved by HR/Recruiting.

Workflows

- Standardize at least:
 - Upload → Enrich → Review → Approve → Publish
 - Expire/Unpublish → Archive for outdated content.
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6. Dynamic Media & Delivery

Usage patterns

- Use **Dynamic Media** for:
 - Hero images, carousels, and visually heavy pages on hardrock.com / reverb.hardrock.com.
 - Any image that needs **smart cropping**, **responsive renditions**, or **high performance**.
- For **Careers** site, align with same DM policy where performance is key.

Ops decisions

- Maintain a small set of **standard presets** (e.g., hero, thumbnail, card image) and avoid preset sprawl.
 - Periodically review:
 - Load times and image weights for key pages.
 - Any custom DM URLs in code or authored components.
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7. Authoring Standards & Quality Checks

For Authors

- Always check:
 - **Preview on key breakpoints** (desktop, mobile).
 - Asset **alt text** and **accessibility** fields.
 - That linked assets are from **approved folders**, not temp spaces.

For DAM Architect

- Maintain:
 - A simple **"Authoring Do/Don't"** page (screenshots + short rules).
 - A **checklist for new campaigns**:
 - Folders created, permissions set, metadata profiles assigned, tags ready.
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8. Monitoring, Housekeeping & Reporting

Monitoring

- Track:
 - **Top-used folders** and **heaviest assets** (size) by site/channel.
 - **Error patterns** in logs related to asset delivery.

- Coordinate with devs to monitor:
 - Component **404s for assets**, Dynamic Media errors, and broken links.

Housekeeping

- Monthly:
 - Clean up **unused test folders** and obvious duplicates.
 - Review assets **past expiration** for unpublish/archive.
 - Quarterly:
 - Review folder growth & storage patterns.
 - Validate that **naming conventions** are being followed.
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9. Change Management & Intake

Intake for changes

- Use a standard **request template** (JIRA/ServiceNow) for:
 - New folders at level 1–2.
 - New metadata fields or tags.
 - New workflows or automation.
 - New Dynamic Media presets or delivery patterns.

Evaluation

- For each request, DAM architect decides:
 - **Is this local or global?** (e.g., Careers-only vs. all Hard Rock brands)
 - **Does this impact performance or governance?**
 - Whether it should trigger a **follow-on discovery session**.

Release

- All approved changes:
 - Implemented in **dev → stage → prod** with test cases.
 - Documented in the **DAM Change Log** + one-line summary to stakeholders.
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10. Next Steps & Follow-On Sessions

Use this session to identify where you need deeper dives:

- **Session A:** Metadata & taxonomy redesign for SHRSS (Careers + Brands).

- **Session B:** Dynamic Media & performance review for current sites.
- **Session C:** Authoring workflows & governance (approvals, expiry, rights).
- **Session D:** Technical debt & enhancement backlog for DAM–Sites integration.

Document all follow-up items as **backlog candidates** with:

- *Problem, Impact (on sites or teams), Proposed fix/enhancement, Priority.*
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