

SHRSS DAM Training and Usage Guide for Admins

– Comprehensive Session Walkthrough

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AEM Assets (AEMaaCS) – Hard Rock / SHRSS

Audience: SHRSS DAM architect (primary), AEM authors, AEM devs/TAs (secondary)

Usage: Screen-share for the 1-hour session, then upload to Confluence as a living reference.

Scope: Current Assets/DAM implementation (AEMaaCS), with a focus on tag taxonomy (shrss namespace), folder usage, author workflows, and governance. Follow-on sessions will deep-dive into requirements for fixes/enhancements.

0. How to Use This Guide During the Session

- Treat this as a **narrated outline**, not a slide deck.
- You can **jump between sections** as questions come up but try to:
 - Start with **context** (Section 1–2),
 - Spend most time in **Assets IA + tags + workflows** (Sections 3–5),
 - End with **backlog + next steps** (Section 6–7).

Suggested 60-minute flow (flexible):

Time	Topic
0–5 min	1. Session goals & context
5–15 min	2. Current AEM Assets landscape
15–35 min	3. Assets information architecture (folders + tags)
35–50 min	4–5. Metadata + author workflows & usage patterns
50–60 min	6–7. Governance, pain points, and next steps backlog

1. Session Goals & Outcomes

1.1 Goals

By the end of this session, we want:

1. A **shared understanding** of how SHRSS is currently using AEM Assets (and will use it for the careers site).
2. A clear picture of the **current tag taxonomy (shrss namespace)** and how it's intended to support:
 - Hardrock.com
 - Reverb.hardrock.com
 - Careers.hardrock.com (upcoming)
3. Agreement on "**good practice**" **usage patterns** for:
 - Folders
 - Tags
 - Core metadata fields
4. A **starting backlog** of:
 - Fixes / clean-up items (e.g., tag duplicates/typos)
 - Enhancements / new features
 - Follow-on discovery topics

1.2 Outcomes to Capture

During or right after the session, capture:

- **Decisions:**
 - Which tag branches should be **author-facing** vs. admin-only?
 - What should be the **canonical way** to tag location (Region / Country / Property)?
- **Pain points:**
 - Where authors struggle to find or choose the right tags/fields.
 - Any workflows that feel too manual or brittle.
- **Follow-up items:**
 - Concrete JIRA/Workfront epics or stories to draft.
 - Additional workshops (e.g., Careers-specific tagging, metadata rationalization).

2. Current AEM Assets Landscape at SHRSS

2.1 Environments & Sites

You can briefly whiteboard or talk through this; no need for slides.

- **AEMaaCS Assets + Sites:**
 - **Prod:**
 - <https://www.hardrock.com/>
 - <https://reverb.hardrock.com/>
 - **Stage/UAT:**
 - <https://aem.careers.stage.hardrock.com/> (Go-live planned for 2026-03-16)
- **Assumed integrations** (confirm):
 - Dynamic Media / Dynamic Media with AEM (scene7)
 - Any CDN/image optimization layers in front of AEM
 - Any headless/API usage of Assets (if applicable)

Prompt: "Today, which teams are actually using AEM Assets, and for which of these sites? Where are they *not* using it yet but plan to?"

2.2 Who Does What Today (Roles)

Use this to anchor the conversation – you can refine later.

- **DAM Architect (primary attendee)**
 - Owns taxonomy and metadata governance
 - Approves changes to tag structures and metadata schemas
 - Interfaces with devs/TAs for technical implementation
- **AEM Content Authors / Marketers**
 - Upload and manage assets
 - Apply tags and metadata
 - Place assets on pages (Sites authors)
- **AEM Developers / Technical Architects**
 - Implement components and integrations that consume tags/metadata
 - Maintain metadata schemas and tag rules in AEM
 - Implement automation (e.g., workflows)

- **Design / Creative Teams** (where relevant)
 - Produce source assets handed off into AEM
 - May use Adobe tools upstream (Photoshop, Illustrator, etc.)

Prompt: "Which of these roles actually touch tags and metadata today? Who is allowed to create new tags? Who should be?"

2.3 High-level Governance Model (Today)

Placeholder – fill with SHRSS specifics.

- **Current state (describe briefly):**
 - Who can upload files?
 - Who can publish assets?
 - Who can create/edit tags and metadata schemas?
- **Known gaps / issues:**
 - *Example:* "Multiple people are creating ad-hoc tags under shrss:properties."
 - *Example:* "Authors aren't sure when to use category vs categories vs news-categories."

3. Assets Information Architecture: Folders & Tags

This section is the **heart** of the session. Expect to spend most of your time here.

3.1 Folder Structure (Current vs Target)

Placeholder – to be filled in with actual AEM folder paths.

Describe the current high-level folder tree under /content/dam:

- Example (replace with actual):
 - /content/dam/hardrock/global/...
 - /content/dam/hardrock/hotels/...
 - /content/dam/hardrock/casino/...
 - /content/dam/hardrock/reverb/...

- /content/dam/hardrock/careers/... (planned/partial)

For each major branch, clarify:

- **Primary use** (e.g., campaigns, evergreen brand, property-specific imagery).
- **Primary audiences** (global marketing vs local property; HR vs corporate communications).
- **Cross-site usage** (e.g., reused between Hardrock.com and Reverb).

Prompts:

- "Which parts of the DAM are 'production-grade' vs. experimental?"
 - "Where do careers assets live today and how do we expect this to evolve post-go-live?"
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3.2 Tag Taxonomy: shrss Namespace Overview

The primary namespace in your AEM instance is:

- shrss → **Seminole Hard Rock Support Services**

This is implemented as a cq:Tag tree (top node has title "Seminole Hard Rock Support Services").

At the next level, you have these **top-level branches** under shrss:

- global
- hotel
- casino
- cafe
- categories
- category
- brands
- venues-and-branded-experiences
- regions
- lob (line of business)
- properties
- type
- news-categories
- event-categories
- country
- products

We'll use the session to clarify **intended semantics** and **appropriate usage** for each.

3.3 Top-level Taxonomy Branches – Intent & Usage

Below is a **summary from the actual .content.xml** plus intended usage you can validate/adjust in-session.

3.3.1 shrss:brands

- Children: hri, sga, shr.
- **Intent:** Represents **corporate brand umbrellas** (e.g., Hard Rock International, Seminole Gaming, Seminole Hard Rock).
- **Recommended usage:**
 - Applied to assets where the **brand owner** or **brand context** is important (corporate comms, investor relations, HR).
 - Typically one brand tag per asset.

Decision to capture: Do we explicitly tag all assets by brand, or constrain usage to corporate/HR content?

3.3.2 shrss:lob (Line of Business)

- Children: bet, cafe, casino, entertainment, games, hotel, shop, sportsbook, unity.
- **Intent:** Indicates the **line of business** an asset supports.
- **Examples:**
 - Casino floor photography → shrss:lob/casino
 - Sportsbook app screenshots → shrss:lob/sportsbook
 - Careers campaigns for hotel operations → shrss:lob/hotel
- **Recommended usage:**
 - **One primary LOB tag** per asset.
 - Treat this as a **pivot** for downstream consumption (search filters, site components).

Prompt: "For careers imagery, should we consistently tag by LOB so we can later filter job stories or galleries by bet/casino/hotel/etc.?"

3.3.3 shrss:regions

- Children: na, emea, latam, apac.
- **Intent:** High-level geographical grouping.
- **Recommended usage:**

- Tag all **location-specific** assets with at least:
 - `shrss:regions/<region>`
 - plus `shrss:country/<country>` and `shrss:properties/<property>`, where applicable.
 - **Note:** Avoid using `regions` alone without `country/property` when the asset clearly belongs to a specific place.
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3.3.4 `shrss:country`

- 60+ countries, e.g.: `andorra`, `argentina`, `brazil`, `canada`, `mexico`, `united-states`, etc.
- **Intent:** Country where the property or activation is located.
- **Recommended usage:**
 - Use together with `shrss:regions` and `shrss:properties`.
 - For global/corporate imagery, country may be omitted or set to "not applicable".

Data note: `wroclaw` appears under both `shrss:properties` and `shrss:country` – we should confirm if that's intentional (it's a city in Poland). Likely `wroclaw` should be a property or city; `poland` should be the country.

3.3.5 `shrss:properties`

- ~190 properties such as `amsterdam`, `atlantic-city`, `bali`, `cancun`, `hollywood`, `las-vegas`, `nashville`, `ottawa`, `reverb`, `rocksono`, `rocktane`, `wroclaw`, etc.
- **Intent:** Individual **property/hotel/casino/cafe** locations.
- **Recommended usage:**
 - For any asset associated with a specific **property**, apply exactly **one property tag**.
 - Use in combination with:
 - `shrss:regions/<region>`
 - `shrss:country/<country>`
 - Optionally `shrss:lob/<lob>` and `shrss:type/<corporate|franchise>`
- **Special cases / duplicates:**
 - `guadalajara` appears under both `shrss:hotel` and `shrss:properties`.
 - `new-york` appears under both `shrss:hotel` and `shrss:properties`.
 - `northernindiana` and `northern-indiana` both exist under `properties`.
 - `reverb`, `rocksono`, `rocktane` also appear in **other branches** (venues-and-branded-experiences, categories).

Decision to capture:

Which branch(s) should be the **canonical authority** for property names? Strong recommendation: **shrss:properties** as the single source of truth, with a cleanup pass to remove duplicates and typos.

3.3.6 shrss:type

- Children: **corporate**, **franchise**.
 - **Intent:** Distinguish **corporate** vs **franchise** properties (or assets).
 - **Recommended usage:**
 - Most useful on property-/location-level assets and documentation.
 - Could be used as a facet in search or listing components.
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3.3.7 shrss:categories vs shrss:category

This is a key area to clarify with the DAM architect.

- shrss:categories
 - Children: gaming, hotels, casino, reverb.
 - Looks like **high-level content segments** or site-level categories.
- shrss:category
 - ~30+ children such as:
awards, bars-and-lounges, beach, cabanas, careers, casual-dining, family, fine-dining, golf, headshots, lifestyle, logo, memorabilia, menus, merchandise, nightlife, philanthropy, pool, resort, rooms, slots, suites, table-games, weddings, etc.
 - Looks like **asset-level categories** describing **what the image shows** or **what it's used for**.

Recommended interpretation:

- shrss:categories → **Site-level** or **content vertical** grouping (macro).
- shrss:category → **Asset-level** thematic category (micro).

Opinionated recommendation:

- Consider renaming `shrss:category` to something more explicit like `asset-category` in a future cleanup to avoid confusion.
- In author training:
 - Position categories as “**site or content vertical**”.
 - Position category as “**what's in the image or asset**”.

Prompt: “For careers imagery, what do we want as primary ‘category’ – job family, environment (casino/hotel/corporate), or campaign theme?”

3.3.8 `shrss:news-categories` & `shrss:event-categories`

- `shrss:news-categories`:
 - Children like: `cafe-news`, `casino-news`, `featured-news`, `gaming`, `hard-rock-heals-foundation`, `hard-rock-heals-news`, `hard-rock-news`, `hotel-news`, `memorabilia`, `philanthropy`, `pinktober`, `press-releases`, `reverb`, `rock-shop`, `unity`, `hard-rock-bet`.
 - **Intent:** Classify **news articles/press releases** by topic/channel.
- `shrss:event-categories`:
 - Children: `entertainment`, `food-and-beverage`, `kids`, `music`, `performance`, `pin-event`, `seasonal`, `watch-party`.
 - **Intent:** Classify **events** by topic/type.

Recommended usage:

- Keep these **scoped to news/events content types** and associated promo imagery.
 - Avoid applying these to **generic brand photography** unless used directly in news/event contexts.
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3.3.9 `shrss:venues-and-branded-experiences`

- ~50 children including:
`body-rock`, `hard-rock-event-center`, `hard-rock-live`, `hard-rock-store`, `reverb`, `rock-om`, `rock-spa`, `rocksino`, `rocktane`, `unity`, as well as numerous venue names like `sessions`, `rt60-rooftop-bar`, `sound-waves`, etc.
- **Intent:** Specific **venues, outlets, products, and branded experiences**.
- **Recommended usage:**

- Apply to assets that feature a specific **venue or experience** (e.g., photos of hard-rock-live or rock-spa).
- Combine with **lob**, **properties**, and **category** to make discovery powerful.

Data hygiene notes:

- Some values have trailing hyphens or encoded characters:
 - _x0032_4k-boutique
 - lobby-bar-gmt_x002b_1
 - drum-cafe-interactive-drumming-
 - hard-rock-artist-spotlight-
 - hard-rock-golf-club-
 - unplugged-
 - velvet-sessions-
 - Recommend a **cleanup story** to normalize these labels (human-readable, no trailing hyphens).
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3.3.10 shrss:hotel, shrss:cafe, shrss:casino

- **shrss:hotel:**
 - Children: mix of location names and content sub-branches:
 - Locations: guadalajara, new-york, guadalaraja (typo variant).
 - Gallery sub-branch: gallery/all-photos, gallery/hotel-and-amenities, gallery/recreational-activities, gallery/dining-and-nightlife, gallery/lobby, gallery/rooms-and-suites, etc.
- **shrss:cafe:**
 - Currently: atlantic-city.
- **shrss:casino:**
 - Currently: ottawa.

Interpretation & recommendation:

- **shrss:hotel** appears to mix:
 - **Property-like entries** (guadalajara, new-york) which also exist under **properties**.
 - **Gallery taxonomy** (content types like exterior, lobby, rooms-and-suites).
- Strongly consider **splitting concerns**:
 - Property names → **shrss:properties only** (remove from hotel).
 - Gallery content types (e.g., exterior, lobby, pool) → consolidate with category or a dedicated gallery-section branch.

Decision to capture:

Is shrss:hotel meant to drive a specific hotel gallery feature on Hardrock.com? If yes, can we refactor:

- property selection = shrss:properties
 - gallery section = dedicated tags (not mixed with locations)?
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3.3.11 shrss:products

- Children: digital-screens, email, mobile-app, websites, booking.
 - **Intent:** Identify the **channel / product surface** the asset is intended for.
 - **Recommended usage:**
 - Tag assets with their **primary usage channel**, especially for UI assets, screenshots, mockups.
 - For photography, may be optional unless channel-specific cropping/design is relevant.
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3.4 Duplicate / Overlapping Tags – Cleanup Candidates

Based on the extracted tag tree, several tag names appear under **multiple top-level branches**:

- Locations:
 - guadalajara under both hotel and properties.
 - new-york under both hotel and properties.
 - ottawa under both casino and properties.
 - atlantic-city under both cafe and properties.
 - andorra, cayman-islands, guam, guyana, maldives, panama, singapore, suriname, wroclaw under both country and properties.
- Brands/features:
 - reverb under categories, news-categories, properties, and venues-and-branded-experiences.
 - rocksino, rocktane under properties and venues-and-branded-experiences.
 - unity under lob, news-categories, and venues-and-branded-experiences.
- Content types:
 - memorabilia and philanthropy under both category and news-categories.

Opinionated cleanup recommendations:

1. Choose one “home” for each concept:
 - Properties → shrss:properties
 - Countries → shrss:country
 - Product lines/brands → shrss:brands and shrss:venues-and-branded-experiences
2. For cross-cutting concepts like reverb or unity, define:
 - Primary meaning (e.g., property vs brand vs product).
 - Rules for when it is acceptable to use multiple tags with the same label across branches.
3. Fix **typos and technical artifacts**:
 - guadalaraja → guadalajara
 - northernindiana vs northern-indiana → choose one
 - Remove trailing hyphens and encoded sequences in venue names.

Session action: Create a small table of “high-priority cleanup tags” and agree on which ones to tackle first.

4. Metadata & Schemas (Placeholders)

We don’t have the actual metadata schemas here, so this section is structured as a set of **placeholders + decisions**. When you have the schema .content.xml, we can fill this in concretely.

4.1 Current Metadata Schemas (to be documented)

Placeholder: Insert actual schema names and paths when available.

Examples to document:

- Default metadata schema for images:
 - Path: /conf/<project>/settings/dam/adminui-extension/metadataschema/<schemaName>
 - Usage: **[Describe which folders/asset types use this]**
- Additional schemas (if any):
 - Video
 - Documents
 - Careers-specific assets
 - Press/news images

For each schema, capture:

- **Sections** (e.g., Basic Info, Ownership & Rights, Location, Usage).
 - **Key fields:**
 - Property path (dc:title, dc:description, xmpRights:UsageTerms, etc.).
 - Field label seen by authors.
 - Type (text, dropdown, tagpicker, date, etc.).
 - Required vs optional.
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4.2 Alignment Between Tags & Metadata

Use this session to **theoretically align** tags + metadata, even if we don't yet edit the schema:

- Which fields should be **driven by tags** (e.g., Region, Country, Property, LOB)?
- Which should stay as **free text** (e.g., internal notes)?
- Where might we want **author-friendly dropdowns** instead of free-text fields (e.g., rights status)?

Prompt: "When an author needs to express 'this asset is for Hard Rock Hotel Hollywood, US, corporate-operated', do we rely purely on tags, or also on metadata text fields?"

5. Author Workflows & Usage Patterns

This is where you bring it back to **practical daily use**.

5.1 Upload & Ingest Flow

Walk through the preferred pattern:

1. Author uploads assets to the correct **folder**.
2. Author (or DAM admin) applies:
 - Required **tags** (regions, country, properties, lob, relevant category).
 - Required **metadata fields** (Title, Description, Rights, etc.).
3. Asset is approved and **published** (or prepared for Dynamic Media).

Prompt: "Where do authors get stuck in this flow today? Folder choice? Tag selection? Rights metadata?"

5.2 Tagging Patterns for Key Use Cases

Bring real scenarios from Hardrock/Reverb/Careers and “tag them live” during the session.

Example A – Brand lifestyle photography for Hardrock.com

- Likely tags:
 - shrss:lob/hotel
 - shrss:regions/na
 - shrss:country/united-states
 - shrss:properties/hollywood (or appropriate property)
 - shrss:category/lifestyle or shrss:category/resort
- Possibly:
 - shrss:venues-and-branded-experiences/rock-spa (if it features that experience)

Example B – Careers site hero image for corporate jobs

- Likely tags:
 - shrss:brands/hri or shrss:brands/shr (to confirm)
 - shrss:lob/corporate (*if/when added*) or closest LOB
 - shrss:category/careers
- Potential need:
 - A **careers-specific tag branch** (e.g., job family, office type) – good topic for follow-on requirements.

Example C – Casino promotion for Unity app

- Likely tags:
 - shrss:lob/casino
 - shrss:products/mobile-app
 - shrss:venues-and-branded-experiences/unity
 - shrss:category/promotional (*if created*) or nightlife / gaming as appropriate.

Action: During the session, ask the DAM architect to suggest 2–3 more examples and you tag them together to **stress-test the taxonomy**.

6. Governance, Change Management & Ops

6.1 Who Can Change Tags & Schemas?

Use this section to **clarify and propose**:

- Tag governance:
 - Who can create/edit/delete tags in shrss?
 - How do teams request **new tags**?
 - How do we **retire** tags safely?
- Metadata governance:
 - Who owns the **schema design**?
 - How are changes tested and rolled out?

Prompt: "If marketing wants a new 'Campaign' tag branch next month, what's the process today? What do we want that process to be?"

6.2 Operational Runbook (Tie-in to Separate One-pager)

Reference or link to the **DAM Ops Runbook** (separate one-pager you can maintain). Align on:

- **Daily / weekly tasks:**
 - Tag cleanup, metadata review, orphan detection.
- **Periodic tasks:**
 - Taxonomy review, deprecation of unused tags, schema versioning.
- **Incident response:**
 - What happens when tags are accidentally deleted or large sets of assets are mis-tagged?

7. Backlog & Next Steps (To Capture During Session)

7.1 Immediate Cleanup Items

Create a list of "**quick wins**" you can agree on:

- Fix high-visibility typos:
 - guadalaraja → guadalajara
 - northernindiana vs northern-indiana → choose one
- Normalize technical artifacts:
 - _x0032_4k-boutique → 24k-boutique
 - lobby-bar-gmt_x002b_1 → lobby-bar-gmt+1 (or agreed naming)

- Trailing hyphens on venue names.
 - Decide on canonical location model:
 - regions + country + properties pattern.
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7.2 Medium-term Enhancements / Design Topics

Capture as candidate epics:

- **Taxonomy refactor:**
 - Clarify and possibly rename category vs categories.
 - Split hotel branch into separate pieces (properties vs gallery sections).
 - Introduce a **careers-specific** tag branch (job families, locations, etc.).
 - **Metadata redesign:**
 - Design a **location/rights section** in metadata that aligns with tags.
 - Implement dropdowns vs free-text for critical fields.
 - **Search & component integration:**
 - Define how tags feed **front-end filters** on Hardrock.com, Reverb, and Careers.
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7.3 Follow-on Discovery Sessions

List the sessions you want to propose after this one, for example:

1. **Taxonomy Deep Dive – Locations & Properties**
 - Goal: finalize canonical model for regions/country/properties, clean up duplicates.
 2. **Careers-specific DAM Requirements**
 - Goal: define how Careers wants to search, filter, and display assets; what new tags/metadata they need.
 3. **Metadata Schema & Rights Management Workshop**
 - Goal: align creative, legal, and marketing on required rights metadata and implementation.
 4. **Author Training & “Do/Don’t” Session**
 - Goal: reinforce correct usage of folders, tags, and metadata; walk through practical author scenarios.
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8. Parking Lot

Maintain a quick bullet list during the call for topics you don't want to lose but can't resolve in 60 minutes.

- Example: "Do we want separate tags for recruitment campaigns vs employer brand?"
- Example: "Should we add a campaign branch for marketing ops?"

You can then categorize them into:

- **Decide later** (needs more input),
 - **Research** (needs data from analytics or systems),
 - **Nice-to-have**.
-