

DAM Training & Usage Guide for Admins

Review and discuss:

- DAM content architecture alignment (shrss → shrss-primary)
- Assets metadata
- Admin/authoring processes (versioning, scheduling, workflows, etc.)
- Dynamic Media

Ticket Number	Ticket Name
AAEMDAM-3736	Enablement DAM Training & Usage Guide for Admins

Objective

Understand how to properly use the DAM so admins can manage assets, maintain governance, and support property teams without risking misuse or disorganization.

DAM Content Architecture

- How the DAM is structured
- How and where to store assets in the correct hierarchy
- Best practices
- Architecture realignment roadmap (shrss → shrss-primary)

Assets Metadata

- Metadata schemas
- Folder metadata schemas
- Metadata profiles
- Best practices

DAM Operations

- How to upload, version, and manage assets
- How to avoid breaking references
- How asset updates flow to live pages
- Best practices

Dynamic Media

- Current state
- Integration roadmap