

# SHRSS Author Tagging Quick Guide (Using shrss Namespace)

## SHRSS Author Tagging Quick Guide

*Using the shrss tag namespace in AEM Assets*

---

### 1. Why tagging matters

Consistent tagging is how we make assets:

- **Findable** in AEM search (e.g., “Las Vegas hotel pool photos”).
- **Reusable** across Sites (hardrock.com, reverb.hardrock.com, careers).
- **Safe** to use (right property, right line of business, right category).

If you do nothing else: **apply at least 3–5 accurate tags** from the shrss namespace to every asset you touch.

---

### 2. Where to find SHRSS tags in AEM

All Hard Rock tags live under the shrss namespace:

shrss

- global
- hotel
- casino
- cafe
- categories
- brands
- venues-and-branded-experiences
- regions
- lob
- properties
- type
- category

- news-categories
- event-categories
- country
- products

You'll typically see these in the **Tags** field:

- In **Assets > Details** (after selecting an asset)
  - In the **Left rail / Properties** panel when editing assets in the browser
- 

### 3. How to tag assets in AEM

#### 3.1 Step-by-step: Add tags to an asset

1. Open **Assets** and navigate to your folder.
2. Select one or more assets.
3. Click **Properties** (top toolbar) or open the asset and select **View Properties**.
4. Go to the **Basic / Metadata** tab (depending on your configuration).
5. In the **Tags** field:
  - Type `shrss:` or part of the tag name (e.g., "las-veg...").
  - Pick from the suggestions; they are grouped by branch (e.g., `properties/las-vegas`).
6. Click **Save & Close**.

#### 3.2 Bulk tagging

For a set of similar assets (e.g., one photoshoot):

1. Select multiple assets in a folder.
  2. Click **Properties**.
  3. Add tags as above.
  4. Use **Apply to all** to propagate changes.
- 

### 4. Which `shrss` tags to use (and how)

Think in "dimensions": **what is it, where is it, what's it for**.

#### 4.1 Location: `properties + country`

- Use **shrss/properties** for **city/property**:
  - Examples:

- shrss:properties/las-vegas
- shrss:properties/hollywood-fl
- shrss:properties/atlantic-city
- Use **shrss/country** for **country**:
  - Examples:
    - shrss:country/united-states
    - shrss:country/mexico
    - shrss:country/canada

#### **Author rule:**

- *Do* use **both**: properties/<city\_or\_property> + country/<country> for location-specific content.
- *Don't* create your own free-text fields to hold location info.

#### **4.2 Line of Business: lob**

Use shrss/lob to describe the line of business:

- Examples:
  - shrss:lob/casino
  - shrss:lob/hotel
  - shrss:lob/cafe
  - shrss:lob/entertainment
  - shrss:lob/unity

#### **Author rule:**

- *Do* add at least one **LOB** for any asset that clearly belongs to a business line.
- *Don't* mix multiple LOBs unless the asset is truly cross-LOB (e.g., a brand hero image used everywhere).

#### **4.3 Experience/venue: venues-and-branded-experiences**

Use this for specific branded venues and experiences:

- Examples:
  - shrss:venues-and-branded-experiences/hard-rock-live
  - shrss:venues-and-branded-experiences/hard-rock-store
  - shrss:venues-and-branded-experiences/rock-spa
  - shrss:venues-and-branded-experiences/reverb

- shrss:venues-and-branded-experiences/rock-royalty

#### **Author rule:**

- *Do choose **one primary venue/experience** where applicable.*
- *Don't tag every possible experience just because it's in the same property.*

#### **4.4 Content type and usage: category and categories**

Use these for **what the asset depicts / how it's used:**

- From shrss/category:
  - awards, lifestyle, logo, memorabilia, philanthropy, rooms, suites, weddings, pool, resort, etc.
- From shrss/categories:
  - Groupings like gaming, hotels, casino, reverb.

#### **Author rule:**

- *Do use category for **visual/content type** (e.g., category/pool, category/weddings).*
- *Do use categories as **site-level grouping** when needed (e.g., news filters).*
- *Don't tag with both if one is clearly sufficient.*

#### **4.5 Brands: brands**

For corporate brand classification:

- Examples:
  - shrss:brands/hri
  - shrss:brands/sga
  - shrss:brands/shr

#### **Author rule:**

- *Do set the correct brand if it impacts where the asset can be used.*
- *Don't guess; if unsure, leave this for a DAM admin.*

#### **4.6 News & events (for authors working on news/event content)**

- **News:** shrss/news-categories
  - Examples: cafe-news, casino-news, featured-news, pinktober, press-releases, rock-shop, unity.

- **Events:** shrss:event-categories
  - Examples: entertainment, food-and-beverage, kids, music, performance, seasonal, watch-party.

Tie these tags to imagery used in news/event pages so editors can search by campaign or theme.

---

## 5. Tagging examples by scenario

### 5.1 Casino floor shot in Tampa

- **Asset:** Wide photo of slot machines on the casino floor in Tampa.
- **Recommended tags:**
  - shrss:properties/tampa
  - shrss:country/united-states
  - shrss:lob/casino
  - shrss:category/slots
  - (Optional) shrss:category/nightlife if appropriate

### 5.2 Pool & cabanas at Hollywood, FL

- **Asset:** Lifestyle shot of guests at pool with cabanas.
- **Recommended tags:**
  - shrss:properties/hollywood-fl
  - shrss:country/united-states
  - shrss:lob/hotel
  - shrss:category/pool
  - shrss:category/cabanas
  - shrss:category/lifestyle

### 5.3 Reverb hotel lobby hero image

- **Asset:** Hero photo used across Reverb pages.
- **Recommended tags:**
  - shrss:properties/reverb (if this is the hotel/property concept)
  - shrss:venues-and-branded-experiences/reverb
  - shrss:country/<correct-country> (e.g., united-states)
  - shrss:lob/hotel or shrss:lob/entertainment as appropriate
  - shrss:category/lobby
  - (Optional) shrss:category/lifestyle

## 5.4 Careers / corporate headshot

- **Asset:** Executive headshot used on careers site.
- **Recommended tags:**
  - shrss:type/corporate (if aligned with structure)
  - shrss:category/headshots
  - shrss:category/internal-use-only if not meant for external use
  - (Optional) shrss:lob/corporate or similar if available in the model

Note: Adjust type branch usage to match the final agreed structure in your implementation.

---

## 6. Do / Don't summary for authors

### Do:

- Use shrss tags for **every asset** you upload.
- Tag **location (properties + country), LOB (lob), and content type (category)** as a minimum.
- Reuse existing tags; **search before requesting new ones**.
- Use **bulk tagging** for sets from the same shoot or campaign.

### Don't:

- Don't invent free-text values in random metadata fields when a shrss tag exists.
  - Don't create or request a new tag that duplicates an existing one (e.g., another "Las Vegas" variant).
  - Don't use obviously broken tags (misspellings, encoded names like \_x0032\_4k-boutique)—flag them to the DAM admin instead.
- 

## 7. How to request new or changed tags

When you **can't find the right tag**:

1. Check the closest branches first:
  - For locations: properties, country
  - For usage: category, news-categories, event-categories
  - For business line: lob
2. If still missing, create a request in **[JIRA project placeholder]** with:
  - **Asset example(s)** where the tag is needed.
  - **Proposed tag name**, branch (e.g., shrss:category), and description.

### 3. The DAM admin/architect will:

- Approve/decline and create the tag.
- Align naming with the existing shrss pattern.
- Coordinate any bulk retagging if needed.

*[Update this section with your actual JIRA project key and workflow link.]*

---

## 8. Who to ask for help

- **DAM Architect / Admin:**

- Questions about which tags to use or when to request new ones.
- Reporting broken tags (typos, weird characters, duplicates).

- **AEM TA / Developer:**

- Issues with tags not appearing in search or on Sites.
- Requests to use tags as filters or facets on pages.

*If you're unsure, tag the asset as best you can and leave a note for the DAM admin—do not leave assets untagged.*