

SHRSS Author Tagging Quick Guide (Using shrss Namespace)

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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
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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.
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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.
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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.