• SHRSS Author Tagging & Metadata Quick Guide

Primary audience: AEM Sites/Assets authors at SHRSS/Hard Rock
Goal: Make it fast and safe to upload, tag, and maintain assets.

1. Where Should I Store My Assets?

Always upload into `/content/dam/shrss`, under the right **brand and property**.

1.1 Brand Folders

Brand/site	Folder root	Example path
Cafe	`/content/dam/shrss/cafe`	`/content/dam/shrss/cafe/amsterdam/en/photography`
Hotel	`/content/dam/shrss/hotel`	`/content/dam/shrss/hotel/davos/en/photography/media`
Reverb	`/content/dam/shrss/reverb`	`/content/dam/shrss/reverb/atlanta/en/photography`
Corporate	`/content/dam/shrss/corporate`	`/content/dam/shrss/corporate/careers/en/photography`
Content Fragments	`/content/dam/shrss/cf`	`/content/dam/shrss/cf/locations/europe/france`

Do

- Use the **brand folder** that matches the site/page.
- Use the **property subfolder** where available (e.g., `amsterdam`, `davos`, `atlanta`).
- Use `en` and `photography`/`logos` subfolders consistently.

Don't

- Don't add images to `/cf` — that branch is for **Content Fragments**.

2. How Do I Tag Assets Correctly?

Tags live in the `shrss` namespace. You apply them in the asset's **Properties** → **Basic** → **Tags** area.

2.1 Minimum Tagging Standard (per asset)

For all major brand assets (cafe, hotel, reverb, corporate):

1. **Line of business (LOB)**
   - Example:
     - `shrss/lob/cafe`
     - `shrss/lob/hotel`

- shrss/lob/casino
- shrss/lob/entertainment

2. **Property (if property-specific)**
   - Example: `shrss/properties/amsterdam`, `shrss/properties/davos`, `shrss/properties/atlanta`

3. **Country**
   - Example: `shrss/country/netherlands`, `shrss/country/switzerland`, `shrss/country/united-states`

4. **Category**
   - Example:
     - `shrss/category/logo`
     - `shrss/category/lifestyle`
     - `shrss/category/rooms` / `suites`
     - `shrss/category/awards` / `philanthropy`

> **Rule of thumb:** If you can't find a good tag, **ask** the DAM architect or your author lead rather than creating a new one on your own.

2.2 Common Tagging Patterns (Examples)

A. Cafe hero image (e.g., Amsterdam exterior)

- **Folder:** `/content/dam/shrss/cafe/amsterdam/en/photography`
- **Tags:**
  - `shrss/lob/cafe`
  - `shrss/properties/amsterdam`
  - `shrss/country/netherlands`
  - `shrss/category/lifestyle` or `exterior-shots`

B. Hotel room shot (Davos)

- **Folder:** `/content/dam/shrss/hotel/davos/en/photography/media`
- **Tags:**
  - `shrss/lob/hotel`
  - `shrss/properties/davos`
  - `shrss/country/switzerland`
  - `shrss/category/rooms` or `suites`

C. Corporate/careers headshot

- **Folder:** `/content/dam/shrss/corporate/careers/en/photography`
- **Tags:**
    - `shrss/brands/hri` or relevant brand
    - `shrss/category/headshots`
    - `shrss/category/careers` (if used)

D. News/press release photo

- **Folder:** close to corporate photography root
- **Tags:**
    - `shrss/news-categories/press-releases` or `hard-rock-news`
    - `shrss/lob/<relevant-lob>`
    - Optional: property/country if specific to a location

2.3 Tags to Use Carefully

- Tags with **typos or odd encoding** (e.g., `guadalaraja`, `_x0032_4k-boutique`, `lobby-bar-gmt_x002b_1`, names ending in `-`) may be slated for cleanup.
- If you see **two very similar tags** (e.g., `northernindiana` vs `northern-indiana`), ask which one is officially approved.

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3. How Do I Use Metadata Fields?

Most business meaning is in **tags** today. Metadata fields are mostly **technical** plus a few content fields.

3.1 Images (JPEG/TIFF)

On **Properties → Metadata → Basic tab**, you will commonly see:

- **Width** (read-only)
- **Height** (read-only)
- **Location** (free text)

What you should do

- Use `Location` only if it's **useful for search** (e.g., "Davos Lobby").
- Don't rely on `Location` alone to indicate property/country — always use **tags** for that.

3.2 PDFs

- **Pdf Title**: Enter a clear title that makes sense in search results.
  - Example: `2026 Hard Rock Cafe Amsterdam Menu – Spring`

3.3 Videos

- Fields like **Size, Duration, Bitrate, Video Codec** may appear.
- These are generally technical; you usually **don't need to edit them**.

Reminder

- If new fields appear later (e.g., Usage rights, Owner), they'll be documented and communicated separately.
- When in doubt, **ask your author lead or DAM architect** before leaving important required fields empty.

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4. Author Do / Don't Checklist (Daily Use)

4.1 Folders

- **Do**
  - Upload assets into the correct **brand + property** folder.
  - Use `en/photography` or `en/logos` patterns consistently.
- **Don't**
  - Don't put raw images in `/cf` (that area is for Content Fragments).

4.2 Names

- **Do**
  - Use descriptive filenames: `reverb-atlanta-rooms-king-bed-hero.jpg`
- **Don't**
  - Don't leave camera-generated names like `DSC_1234.JPG` for assets that will be searched and reused.

4.3 Tags

- **Do**
  - Apply at least **LOB + property + category** where relevant.
- **Don't**
  - Don't create new tags unless you're explicitly allowed to.
  - Don't guess between near-duplicate tags; ask which one is correct.

4.4 Metadata

- **Do**
  - Fill in `Pdf Title` for PDFs.
  - Use `Location` on images if it helps others search.
- **Don't**
  - Don't assume metadata fields replace tags; **you need both**.

5. Quick 5-Step Upload Flow

1. **Pick the right folder** (brand + property + language).
2. **Upload** your asset(s).
3. Open **Properties** → **Basic**:
   - Add tags: `lob`, `property`, `country`, `category`, plus news/event tags if applicable.
4. Open **Metadata tab**:
   - For PDFs, fill `Pdf Title`.
   - For images, optionally fill `Location`.
5. Save and, if used on a page/CF, ensure references are **created or updated**.

End of author quick guide.