

Tagging bible

1. Purpose of tagging

- **Efficient search:** makes assets easily discoverable
- **Consistent categorization:** standardizes how assets are grouped and classified
- **Enhanced organization:** improves workflow efficiency and maintain order in the asset library

2. Tagging principles:

- **Consistency:** all team members (admins) must follow the same tagging conventions to ensure consistency across the library.
 - **Spelling:**
 - . Always use standard spelling for tags, avoiding typos, abbreviations (unless predefined), and regional variants (e.g., "color" instead of "colour").
 - . Avoid the use of special characters (e.g., @, &, #) unless absolutely necessary for a specific context or tagging convention.
 - **Plurals:** Use singular nouns for all tags, unless the plural version is essential for clarity. For example: Use “car” instead of “cars.” However, for terms like "glasses" (which generally has no singular form in certain contexts), the plural is acceptable.
 - **Lowercase:** Tags should be in lowercase to ensure consistency (e.g., “team meeting” instead of “Team Meeting”).
 - **Variants:** Create standardized tags to avoid duplicates or variations. For example: Use “social media” instead of both (or additionally): “social” and “media”.
- **Relevance over quantity:** tags should be relevant to the content and use case of the asset. Avoid excessive tagging.
- **Dynamic updates:** review and update tags periodically to accommodate new categories, uses, or organizational needs.

3. Tagging structure:

- . **Descriptive tags** (refer to the physical or visual characteristics of the asset):
 - . Object/subject: what is in the image or video (e.g., “laptop,” “woman,” “team meeting”).

- . Action: what the subject is doing (e.g., “talking,” “smiling,” “writing”).
- . Location: the geographical or physical setting (e.g., “office,” “forest,” “New York”).
- . Color: if color is a distinguishing feature (e.g., “Red,” “Monochrome”).

. **Functional tags:**

1. Medium: type of file or format (e.g. “video”, “interview”, “social media”)
2. Theme: defines the main topic or theme of the asset (e.g., “nature”, “technology”, “education”).
3. Industry/department: categorizes based on the industry or internal department (e.g., “marketing”, “HR”, “finance”).
4. Geography: tags related to location, country, or region (e.g., “Europe”, “USA”, “Asia”).
5. File characteristics: information about the technical attributes (e.g., resolution, file format, color, orientation).
6. Marketing strategy (“awareness”, “diversity”, “ecology”)
7. Campaign: related to the specific campaign (“women in tech”)

Some tags may overlap with metadata available in filter options; however, it's still beneficial to include these tags. They are essential for improving search engine performance and enhancing the overall user experience.

4. Tagging Tools & Automation

- **Auto-tagging:** Frontify offers AI-tagging feature that is learning tagging standards and using them for the further uploads
- **Tag suggestions:** based on previously used tags, the system can suggest related tags to ensure consistency.
- **Batch tagging:** apply tags to multiple assets at once from the back-end.