**Amalgamated Bank Taxonomy**

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| --- | --- |
| **Purpose of the taxonomy:**  Users navigate to content in different ways, using different starting points, and goals. A robust content taxonomy provides a formal set of ways that content can be categorized, and aids in content discovery.  **Goal of the document:**  To categorize, and classify all content on the Amalgamated Bank website. To determine, and define all different classes, and objects that can be used to categorize content.   * Structure data requirements we need to build pages * Will be used to relate content to other content in the future and enable cross promotion * Will be used to enable filters   **Next steps:**  Amalgamated Bank to validate, and update taxonomy to include all different sets, and objects. | |
| **Today’s Date:** | **January 26, 2017** |
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| **Prepared for:** |  |

Organization:

1. Organization Type (see full list)
2. Image
3. Description
4. Featured case study (see Case Study)
   1. (optional) Additional case studies
5. Featured clients (see Client)
   1. Additional clients
6. How we help
   1. Key statement
   2. Description
   3. (optional) Associated products/services, or stories (see product/service, and story)
7. Organization Expert (see Expert)
   1. Call to action text
   2. (optional) Featured white papers
8. Why Amalgamated (see Why Amalgamated)
9. (optional) Switch story (see Switch Story)
10. (optional) Related featured 3rd party news (see News)
    1. Additional featured 3rd party news

Case Study:

1. Organization Type (See full list)
2. Title
3. Description
4. Author
5. Date
6. Featured Quote
7. Image
8. Copy
   1. Body
   2. Transcript
9. Type
   1. Client story
   2. Product story
   3. Service Story
   4. Other story
   5. News
   6. Press releases
10. Format **(for filters on Index of Case Studies)**
    1. Video
    2. White paper
    3. Audio (?)

Client:

1. Organization Type (See full list)
2. Client name
3. Logo
4. (optional) Success story
   1. Key metric
   2. Copy

Expert:

1. Organization Type (See full list)
2. Headshot (Image)
3. First name
4. Last name
5. Bio
6. Featured Quote
7. Contact Info
   1. (optional) Phone
   2. Email
   3. (optional) Twitter
   4. (optional) Additional social networking site (TBD)
8. (optional) Associated News
9. (optional) Associated Case Studies

Product / Service:

1. Associated Organizations Type (See full list)
2. Featured Organization
3. Name
4. Description
5. Featured Message
6. Image
7. Call to Action
8. Key Benefits
   1. Benefit name
      1. Metric
      2. Description
9. Details (TBD)
10. Associated Expert
11. (optional) Associated Products/Services/Stories
12. (optional) Associated Case Studies

Story:

1. Associated Organizations Type (See full list)
2. Featured Organization
3. Name
4. Description
5. Featured Message
6. Image
7. Call to Action
8. (optional) Associated Products/Services/Stories

Why Amalgamated:

1. Associated Organizations Type (See full list)
2. Title
3. Description
4. (optional) Differentiation metric – About Amalgamated
   1. Key metric
   2. Copy
5. (optional) Differentiation metric – Amalgamated vs. The Competition
   1. Competitor
      1. Key metric
      2. Copy

Switch Story:

1. Associated Organizations Type (See full list)
2. Name
3. Description
4. Step
   1. Step #
   2. Step Description

News:

1. Associated Organizations Type (See full list)
2. Title
3. Description
4. Author
5. Date
6. Source
7. Type (TBD)
   1. Press Release
   2. News about Amalgamated
   3. News about Organization Type
8. Featured
   1. Yes
   2. No
9. Body Copy
10. Link to Rich Media File

Campaign:

1. (optional) Associated Organization Types (See full list)
2. (optional) Featured Organization
3. (optional) Associated Products or Services
4. (optional) Featured Product or Service
5. (optional) Associated Clients
6. (optional) Featured Clients
7. Name
8. Description
9. (optional) Featured quote
10. Image
11. (optional) Featured Expert
12. Call to Action

Categories / Metadata:

1. **Category: Organizations (for filters on Index of Case Studies)**
   1. Environmental Organizations
   2. Political Organizations
   3. Unions
   4. Philanthropies / Foundations
   5. Non-Profits
   6. B-Corps
2. **Category: Businesses** 
   1. Small Business
   2. Commercial
   3. Industries
      1. Commercial Real Estate
      2. Healthcare
      3. Institutional Investors
      4. Law Firms
      5. Non-Profits (?)
      6. Political Organizations (?)
3. **Category: Individuals** 
   1. Bank
   2. Borrow
   3. Invest
4. **Topics (for filters on Index of Case Studies)**
   1. Healthcare
   2. Fair Pay
   3. The Environment
   4. LEED certification
   5. Renewable Energy
   6. Housing
   7. 2nd Chance Lending
   8. Investing
   9. Business Lending
   10. TBD
5. **Products & Services (not sure if necessary)** 
   1. HELOC
   2. Lending for Organizations
   3. Work Force Housing
   4. Investment Management
   5. Additional Products and Services TBD
6. **Clients**
   1. Unions
      1. American Federation of State, County, Municipal Employees (AFSCME)
      2. Marine Engineer's Beneficial Association (MEBA)
      3. New York City Central Labor Council (NYCCLC)
      4. Service Employees International Union (SEIU)
      5. United Federation of Teachers (UFT)
   2. Political Organizations
      1. America Votes
      2. Democratic Governors Association (DGA)
      3. Democratic National Committee
      4. Demos
      5. Evans & Katz
      6. New York State Young Democrats
      7. Organizing for Action
      8. Progressive Majority
      9. Ready for Hillary
   3. Non-Profits
      1. Atlas: DIY
      2. AVAC: Global Advocacy for HIV Prevention
      3. The Black Institute
      4. Employment Justice Center (EJC)
      5. Hudson Guild Community Works
      6. National Consumers League
      7. Habitat for Humanity NYC
   4. Environmental Organizations
      1. TBD
   5. Philanthropies / Foundations
      1. TBD
   6. B-Corps
      1. TBD

Next Steps

1. Validate info is correct.
2. Validate nomenclature is correct.
3. Complete each category where there are TBDs
4. Once validated, begin collecting content.