

MARLI MESIBOV: CONTENT STRATEGIST & WRITER ([HTTP://MARLI.US/](http://marli.us/))

"EITHER WRITE SOMETHING WORTH READING OR DO SOMETHING WORTH WRITING." BENJAMIN FRANKLIN

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Live from Confab: Making digital asset management a success

Posted on May 22, 2015 (<http://marli.us/2015/05/22/live-from-confab-making-digital-asset-management-a-success/>) by Marli Mesibov (<http://marli.us/author/marlim/>)

Making digital asset management a success (<http://confabevents.com/events/central/program/making-digital-asset-management-a-success>), by Sam Schnepf and Corey Chimko



Widen is a marketing technology company. They create products that help connect marketers.

Digital asset management is the management, organization and distribution of digital assets from a central repository. DAM is a solution to manage

digital assets in one place.

Things to consider:

- What are all the places you currently store assets?
- What should be moved vs. purged?
- Is there existing metadata that can be extracted from or moved with assets? (Photos, for example, often already have tags)

Who is the right person to be responsible for the DAM system? Consider:

- Do I have the skills to write a description for every asset?
- Do I have research skills and an attention to detail?
- Do I have knowledge of document, photo, and video editing applications?
- Will I be able to keep up with technology?

Metadata

Metadata questions to consider for metadata:

- What do you need to consider when creating a metadata schema?
- What types of metadata fields do you want people to see (vs. what is hidden)?
- Should the vocabulary be open or controlled?

Metadata best practices:

- Use controlled metadata fields as much as possible
 - Keep it simple – use 6-15 fields
 - Dedicate some fields for rights management/usage rights

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ARCHIVES



- Dedicating some fields for rights management/usage rights
- Make appropriate fields required
- Use standardized pick lists
- Embed metadata prior to upload
- Use a non-repeating asset naming convention
- Implement and share your taxonomy with users
- Keep a copy of the taxonomy accessible on the site

Search

Things to consider for search:

- How will you tag assets to ensure users can find what they need?
- How do users prefer to search?
- Would a controlled vocabulary be beneficial here?

Search best practices:

- Categorize and tag assets in a way that users find intuitive.
 - Avoid complexity when tagging
 - Use controlled vocabulary whenever possible
 - Apply metadata that's common to all assets, as well as individualized metadata
- Avoid using unexplained acronyms/slang
- Tag your assets prior to or during the upload process

Governance

Things to consider for governance:

- Should you provide access by business group/department or allow organization-wide access?
- Should there be public access to your assets?
- How do you make sure that certain people (roles) only access certain digital assets?

Governance best practices:

- Identify all user groups that will need access to assets
- Work with an internal stakeholder group in advance to agree on permissioning assets organizationally
- Look at the needs of all stakeholders to determine what different user roles will need to do with assets (view, download, upload, edit, share, etc) – get very granular.

Maintenance

Things to consider for maintenance:

- How often should you audit the DAM system?
- What analytics can you look at to determine whether the system is being utilized?
- How can you engage users to make the best use of the system?

Maintenance best practices:

- Arrange weekly, monthly, and yearly maintenance tasks.
 - Review user permissions for accuracy
 - Review metadata for updates
 - Review assets for archival
- Have an asset lifecycle policy and use it to guide the removal of old or irrelevant content.
- Use advanced search to help you locate and fill in missing metadata.
- Use analytics to analyze user habits and adjust system functionality accordingly.

User engagement best practices:

- Offer training sessions and updates
- Spot light current content at relevant times
- Keep messages current and relevant

📁 Conferences (<http://marli.us/category/conferences/>) 📁 Confab (<http://marli.us/tag/confab/>), digital asset management (<http://marli.us/tag/digital-asset-management/>), metadata (<http://marli.us/tag/metadata/>)



MARLI MESIBOV

Marli is a content strategist with a passion for the user experience. Her work spans websites, web applications, and mobile. Marli is the director of content strategy at the UX agency Mad*Pow, and she serves as managing editor at UX Booth, a publication about all areas of user experience. Marli is a frequent conference speaker, and has spoken at conferences including Content Strategy Forum and LavaCon. She can also be found on Twitter, where she shares thoughts on content strategy, literature, and Muppets.

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