



## Tagging Guideline

### Tagging Assets with Correct Keywords: Why is it Important?

Keywords are informative tags that help describe the content of the assets you are uploading into MediaValet. Adding keyword tags will help people locate these assets in the future, and increase the usefulness and efficiency of our Digital Asset Management system. For example, if you are contributing a picture of a mountain with a lake and snow, you would add the keywords **“Mountain,” “Lake”** and **“Snow.”** Later on, if someone wanted to find pictures of mountains with snow, they might search for **“Snow” & “Mountain”** and your assets would show up in the search window.

Below is a set of keywords you can use to tag assets. Remember the right descriptions make images easier to find.

Lifestyle			
Couples	Family	Kids	LGBT
Singles	Groups	Wellness & Relaxation	Local Experiences

Cities & Towns			
Skyline	Signs (think name of town, street sign, etc.)	Street view	Nightlife
Road Shots	Shopping	Countryside	Small Town

Food & Drink		
Drinks	Farms	Food Festivals & Events
Markets	Regional Cuisine	Dining
Chefs	Wine	Beer
Spirits	Coffee & Tea	Luxury

Outdoors					
Adventure	Beaches	Gardens & City Parks	Lakes	Mountains	Natural Wonders
Rivers	Wildlife	Forests	Deserts	Golf	Hiking



Skiing & Snowboarding	Hot-Air Ballooning	Scuba Diving & Snorkeling	Fishing	Climbing	Boating
Camping	Bicycling	Water Sports	Horseback Riding	Zip lining	Sports & Recreation

**Culture & History**

Architecture	Cowboys & Rodeos	History	Holidays	Landmarks	Museums & Galleries
Native American – [Specify tribe name]	Art & Literature	Music	Crafts	Monuments & Memorials	Lighthouses
Civil War	Antebellum	Civil Rights	Historic Architecture		

**People**

Family	People (9 or more)	Small Group (less than 9)	Pair	Male
Female	Solo	Large Crowd	Children	Teenage
Young	Middle Age	Senior	Candid	No People

**Perspectives/Image Descriptors**

Bird's Eye	Aerial	Filter	Fish Eye	Long Exposure
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**Arts & Entertainment**

Signature Attractions	Fairs & Festivals	Gaming	Music	Zoos
Performing Arts	Spectator Sports	Theme Parks	Pop Culture	Carnivals

**Seasonal/Weather Descriptions**

Snow	Spring	Summer
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Sunset/Sunrise	Fall	Winter
Fall Foliage	Night	Stars
Rain	Windy	Frozen