How to Properly Manage Assets

Utilizing the full potential of your Content Management System

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Asset Management

Imagine a repository with a billion assets (videos, images, PDFs, content pieces, etc.). How do you know which one you want? Digital Asset Management has become one of the most important aspects of a business. For ministries, this means organization to create a coherent and recognizable voice that alleviates frustration that occurs when sifting through a massive database.

Benefits

- Consolidated Dashboard with all Assets
- Organizational Structure tuned to your needs
- One-stop shop for all Cru-approved assets
- Options to edit assets for A/B testing
- Automate tedious **tagging** process

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Questions to Answer Before Getting Started

It can be easy to get excited about a tool and want to jump in without being ready. Before requesting access or loading assets onto an approved asset repository, be sure to answer these questions

1. Does my ministry have the bandwidth to organize

2. Is there a folder structure readily available for the assets I would like to use?

3. Is there a photo on the Cru Stock Photo Library that I could use instead of searching for one on the web?

Does my ministry have resources for compliance with our asset guidelines?

Global ministries are large. When you have people serving all over the world, it becomes more and more difficult to manage the videos/images used

Things You'll Need

- Proper documentation for assets in the repository
- Two or more people with permissions to add/edit assets
- Time to adjust assets and follow guidelines

What are Cru's Asset Guidelines?

Asset Guidelines transfer well between the programs that we use.

Best Practices when Uploading Assets:
- Include Metadata descriptions
    - Type
    - Owner
    - Title
    - Description
    - Tags
- The name of an asset should be intuitive, things to include in the name are:
    - yyyy/mm/dd
    - Descriptive name
    - Dimensions of image

Custom File Names

Some files will have a specific purpose and should have custom names like "cru-logo-white-web-small.jpg". If you do decide to write a custom name, you must follow these restrictions for your file to work on the web.
- Use all lowercase -- no caps -- and numbers
- Instead of spaces & underscores, use hyphens
- Do not use special characters like apostrophe, quotes, etc.
- the only period "." should be before the file extension (e.g.: my-great-picture.gif but NOT my.great.picture.gif)
- Don't write long names, use keywords for descriptions
- Don't write simple names that may be used elsewhere
- Make sure the name you are using is unique and not already in the library

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How to Name Uploads

+ This is Okay

- "my-picture.png"
- "my-picture-is-great.jpg"
- "2020-spain-students-having-fun.png"
- "2016-reading-bible-at-ucf.jpg"
- Use **unique** names, we have many people uploading photos, yours need to be distinguishable

✕ This is NOT Okay

- "My.picture.png"
- "My picture is great.jpg"
- "my.picture.is.great.png"
- "Campus picture - students having fun.png"
- "2016, reading bible- at ucf.jpg"
- **Don't use something like "cru-logo.png" as that is commonly used, and one of our official images, try adding a date, location, descriptors**

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Cru's Asset Guidelines

Stock Photos

- There are many generic stock photo and video sources out there to use. You must be sure that you have permission to use the photos from the photographers and the people who appear in the images. It is bes to utilize Cru's stock photo library to verify that permission is granted

Taking your own Photos/Videos

- Using your own photos is the best way to illustrate what your ministry looks like. However, publishing a picture of someone without their written consent leaves Cru liable to lawsuits in proportion to the total amount of money donated to Cru. Before you publish a photo, be sure that people have signed an image release form.

  You can create an image release form by using this link:
  https://form.jotform.com/cruforms/photoimage-release-creator

Photo Guidelines

- Only JPGs, TIFFS, PNGs and GIFs
- No corporate logos in photos
- Minimum crop size for photos is no less than 300px x 300px
- 16:9 ratio is standard for tiles and main article pages
- **Blade Components** - full width images are generally slimmer than 16:9 (customize to how you see best)
- **2880x800** is great for hero images

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Organizing Assets

Hierarchical asset organization

In the hierarchical asset method, folders are used to impose a consistent storage structure for digital assets. You can:

- Create public or private folders
- Organize and group asset folders related to a specific task
- Create asset collections, so all related assets are available in one directory
- Assign different tasks to users so they can perform on asset folders based on privilege levels

*All users in the organization can access a public folder
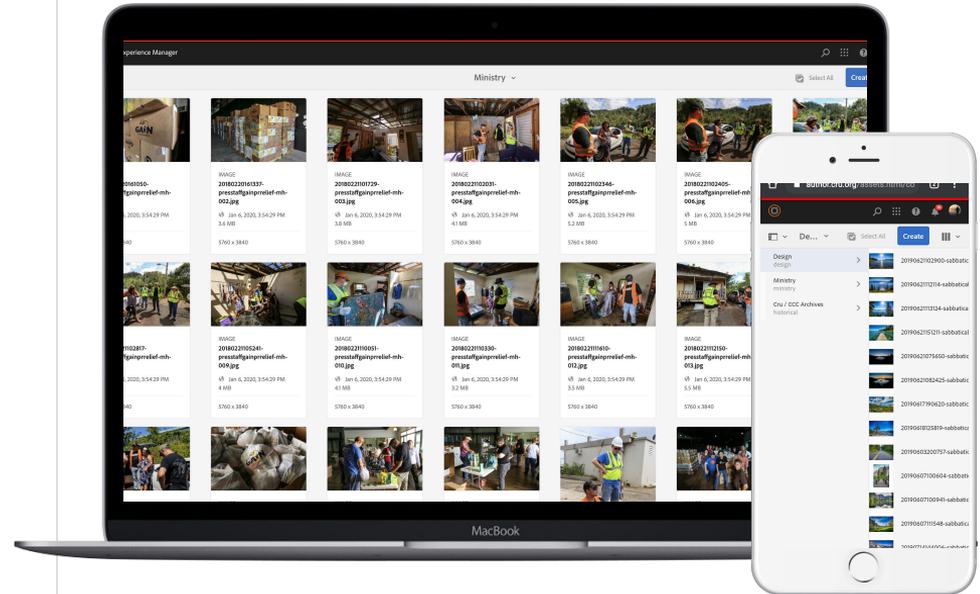
Asset Actions in AEM

Actions	Description
Create	Helps initiate a workflow on the asset and create an asset version
Share Link	Helps share assets as a URL with the members of your organization and external entities, including partners and vendors
Download	Helps download an asset to your local computer
Checkout	Locks the asset to avoid overriding other users' work
Properties	Helps view and edit the asset properties
Edit	Resizes (crop, rotate, and flip) an asset
Annotate	Adds comments to an asset
Manage Tags	Adds tags and smart tags to an asset
To Collection	Adds an asset to a collection
Copy	Creates copies of an asset in multiple folders
Move	Moves an asset from one folder to another
Quick Publish	Publishes an asset that is ready to be delivered to the web application immediately
Manage Publication	Offers more publish options such as inclusion of child pages, customization of references
Relate	Links assets that are similar, have some relationship, or are derived from another asset
Unrelate	Unlinks or removes the relation from the asset
Delete	Deletes an asset from a folder and also from the repository

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Keywords & Metadata

Metadata essentials

- Title - specific or generic
- Description (Caption) - For pictures with stories
- Creator - If someone is recognizable in a photo, we need image release form
- Contributor
- Contact Email
- Date Created

Keyword essentials

- What kind of picture - Portrait, Ministry in action, Ministry tool, Group, Landscape, Abstract, City
- Who is in the frame - Gender, Ethnicity, Age, Discipler, Disciple, etc.
- What are they doing - Bible study, Witnessing, Praying, Standing, Sitting, Walking, Talking
- What emotion are they showing - Thoughtful, Happy, Sad, Worried, Caring
- What items or elements can be seen - Bible, 4 Laws, Jesus Film, Coffee, Blankets, Trees
- Where is it set - College, Campus, High School, Home, Hotel, Lawn, Grass, Beach, Mountains

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THANK YOU

Questions? Please contact aem@cru.org

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