Bynder Tags

Our tagging philosophy is derived from folksonomy, a classification system in which users can collaboratively generate tags to describe and organize digital content. Tags do not relate to the taxonomy in the Bynder system, but they do relate to the keywords used in files or in programs like Photoshop or Lightroom. It is also important to note that tags differ slightly from metaproperties - though they center around the same terminology for describing an asset - in that they are quickly typed out and added to an asset that has already been assigned other metadata (via metaproperty options) in the uploading and editing processes.

Food for Thought

1. Who will be managing the tags and how often?
2. Which users will be able to add tags?
3. Will tagging be applied to the assets socially/through crowdsourcing, or will it be applied according to a controlled vocabulary?

Best Practices

.capitalize
- Names of people, countries, cities, events, campaigns

.do_not_capitalize
- Descriptive words (Ex: red, plastic)
- Type words (Ex: game, clothing)
- {OR choose to capitalize all tags or not capitalize all tags}

.choose whether or not to keep some tags in all caps
- For instance, put acronyms in all caps

.determine whether to maintain abbreviations or spell them out
- Ex: B&W, Black and White, black and white, black & white

.choose whether or not to use hyperlinks as tags
- If choose to use hyperlinks as tags, choose format

.choose 3-4 specific use cases for your descriptive keyword tags
- Ex: Tags should be used for object, environment, location, person
About Bynder

Find, create and use your content when you need it. Bynder empowers marketers to get things done faster, better and more easily.

With Bynder’s award-winning marketing software marketers can easily create, find and use content, such as documents, graphics and videos. More than 150,000 brand managers, marketers and creatives use Bynder’s brand portals each and every day to collaborate globally, create, review, and approve new marketing collateral, and circulate company content at the click of a button.

Brands using Bynder go to market faster and achieve end-to-end brand consistency across all channels and markets. Making marketing departments more agile, Bynder operates at the heart of the brand, simplifying collaboration within the whole organization.