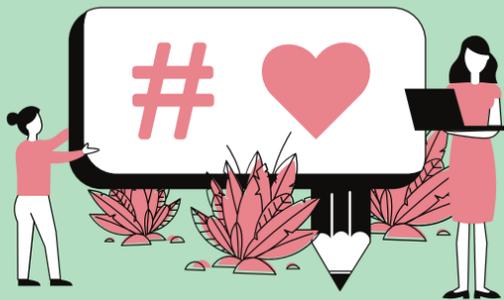


METADATA & SOCIAL MEDIA

Metadata is used extensively to sort and translate complex data into something understandable and manageable. (5)



Metadata in your digital assets are your search engine optimization goldmine. Metadata will increase your brand visibility on social channels and make your content more searchable. (3)

Rights metadata

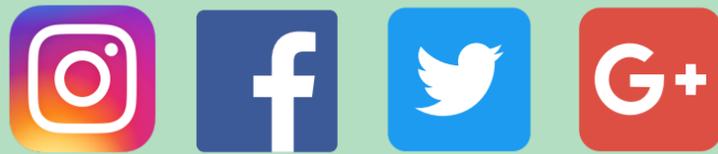
identification of the creator, copyright information.

Descriptive metadata

information about the visual content, caption, keywords.

Administrative metadata

creation date and location, instructions and identifiers.



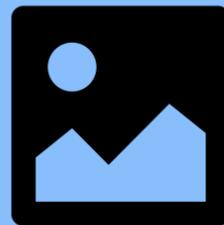
Instagram, Facebook and Twitter all delete metadata from image files and store metadata separately. (6) Google + does not delete metadata.

#Hashtag

Are powerful tags in Twitter (#<tags>) with any tweet which directs a tweet to a particular virtual folder. (2)

Photo metadata is a set of data describing and providing information about right and administrative of an image. (4)

EXIF or **EX**changeable **I**mage **F**ile format - shows data about asset (typically camera information).



Metadata is stored in two main places:

Internally



embedded in the image file in formats eg. JPEG, DNG, PNG, TIFF.

Externally



outside the image file in a DAM or in a "sidecar" file eg. XMP data, IPTC.

It is important the metadata stays with the image file as it is essential for copyright information and identification. (4) Metadata can also help to automate a workflow, tracking image usage and finding digital images by searching online or offline. (4)

Video is driving the latest social media marketing revolution.

With the ability to persuade 73% of consumers



to make a purchasing decision. (1)

Social media asset management is software that will meet the growing demands of image and video assets with a central repository where assets are stored, retrieved, shared and distributed across channels. (1)

Conveniently stored in the DAM social assets are always up to date, on brand and accessible by the right people. (1)



Sources

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(3) <https://powerdigitalmarketing.com/blog/what-is-metadata-and-how-do-you-use-it-to-benefit-your-brand/#gref>

(4) <https://iptc.org/standards/photo-metadata/photo-metadata/>

(5) <https://www.canto.com/blog/types-of-metadata/>