

# Canto Best Practices

## Get Started!

- Make sure you are familiar with how to use Canto!
- Get familiar with the available Keywords and Custom Fields; always fill those items out first, before adding additional Tags.
- Get familiar with the [Related Metadata section](#) in this document to make sure you add all relevant metadata.

## Do's & Don'ts

### Do

- ✓ Do become **familiar** with configured/available Keywords and Custom Fields with preset metadata provided in a series of dropdown menus.
- ✓ Do be **specific** with your tags
- ✓ Do **add spaces** between tags (i.e., “Black History Month” vs. “blackhistorymonth”)
- ✓ Do **watch out for reused tags**. As your typing in a tag, see if Canto presents you with predictive words, as it means they have previously been used. This helps maintain consistency.
- ✓ Do be **consistent with date formats** when naming albums or folders with dates. Use format **YYYY-MM-DD**. Aside from consistency, it affects the chronological order of the folder tree.
- ✓ Do always **add the year as tag** (i.e., “2018”)
- ✓ Do fill **as much metadata possible** to make your assets easily searchable
- ✓ Do tag your assets with the **name of the album** they reside in

### Do Not

- ✗ Do not **add tags that should be Keywords or a value selected under a Custom Field**.
- ✗ Do not **add tags that are too broad** or apply to *all* assets in the Library. These would render the search results too large to be of value (i.e., “UIW,” “Incarnate Word,” “Higher Education,” “Education,” “University”)
- ✗ Do not add **tags without spaces**, like “black history month”
- ✗ Do not be **redundant with tags** if they're already available as a keyword
- ✗ Do not **mass add metadata if assets are not similar** in content. If 10 of your 20 assets do not contain the President, do not mass tag the 20 assets with the “President” tag. This will cause the search feature to display inaccurate results.

# Athletics' Best Practices

- Ideas: Include the opponent school name (full and abbreviation), mascot, event date, month, year, as a tag (ex: UT, The University of Texas at Austin, Longhorns, 2018)
- Select the sport on the Custom Field drop-down menu for "Athletics"
- Select season in the Custom Field drop-down menu for "Season"
- Tag visible player's full names

## Related Metadata

Below are a few examples of how metadata can be added in multiple places, and using various words to allow users to search for an asset in many ways.

Assets Containing:	Keyword	Tag	Custom Field
Student Engagement Center	<b>Buildings</b>	<b>SEC</b>	Select <b>Student Engagement Center</b> from Buildings, Landmarks, and Facilities Custom Field
Red	<b>Athletics, School Pride</b>	<b>Red, Cardinal, Mascot</b>	
Dr. Evans	<b>Staff</b>	<b>Dr. Evans, President, Dr. Thomas Evans</b>	
Board of Trustees	<b>Staff</b>	<b>BOT, Board of Trustees, Leadership, Trustees</b>	
Website	<b>Technology</b>	<b>Website, Web, CMS, Cascade</b>	
Greek Organizations	<b>Students, Student Activity, Student Organization</b>	<b>Greek Life, Greek, Fraternity, Sorority, Student Life</b>	
Adult Education	<b>Students</b>	<b>Adults, Adult Education</b>	



### Additional Resources

Canto Help Center: <https://support.canto.com/en/support/home>

Short Canto Video Tutorials: <https://www.canto.com/tutorials/>