

Media Library Guidelines

Naming conventions and storage principles

To ensure that the Media library is manageable in Umbraco 7 it is important to follow these guidelines to prevent duplication and aid in searching for images.

Assets = images, documents, flowcharts, line drawings, infographics etc.

General media storage principles

- DO NOT store assets in the root folder, they will be deleted
- Brand assets should NOT be stored outside of the 'Brand' folders
 - Brand assets include portraits, slice of life, Mind in action etc.
 - Line Drawings and infographics are all be stored in one area (the Brand Line Drawings folder) as they are used across the site. You should NOT upload these and store them in any other areas
- Each image uploaded can be used with multiple crops. DO NOT save an image multiple times at different sizes, unless the focal point needs to be changed for a crop
- Always set the focal point when uploading an image
- DO NOT change focal points on already saved images as this could affect the layout of other areas of the site
- Ensure that infographics and documents are dated in relation to when the data was produced not the upload date

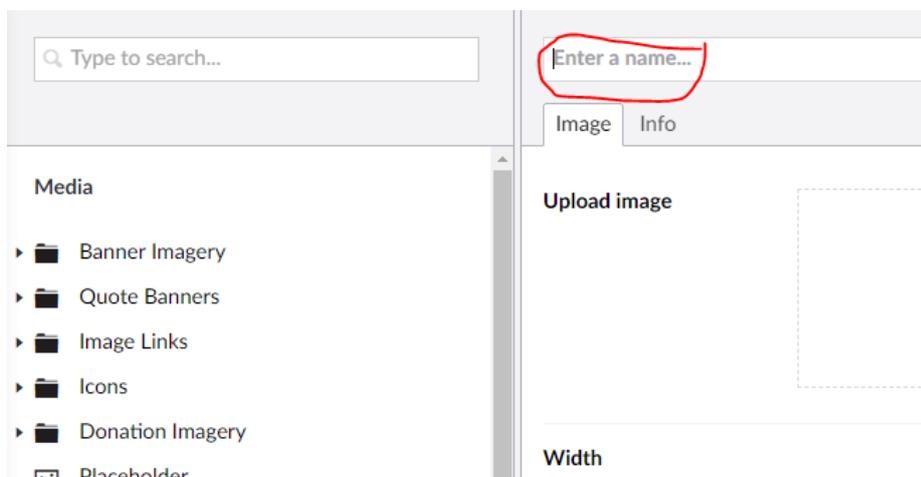
Naming conventions

To assist with the SEO of the website, file names should be relevant and follow the naming convention but use hyphens instead of spaces. This means that you must make sure you rename your file to match the naming conventions before uploading it.

Asset name (in Umbraco): *Freda Smith office headshot 2018*

File name: *Freda-Smith-office-headshot-2018.jpg*

(Fig 1.)



Media naming conventions do's and don'ts

Do

1. Use spaces to split words

<i>Correct</i>	<i>Incorrect</i>
Mind hike left female Peer Support Advisory Board Brief Final V03 Dec 2014	MindHikeleftfemale PSABoardBrief201412V3 PeerSupportAdvisoryBoardBriefDec2014V3

- **Special characters such as underscores and hyphens make it harder to find a Media item.**
- Where capitalised acronyms are used in file names, the acronym should appear in capitals (eg. EFL, MMA)

2. Keep names short, but meaningful.

<i>Correct</i>	<i>Incorrect</i>
2015 Global Market Share	The_2015_Staffing_and_Talent_Engagement_Global_market_share_report

- Ensure keywords are used, as this will aid searching for the asset
- Some words add length to a file name but do not contribute towards the meaning, for example words like "the", "a", and "and". Where the remaining file name is still meaningful within the context of the file directory these elements can be removed.

3. Include the date on date sensitive documents and images

<i>Correct</i>	<i>Incorrect</i>
Mind WCA Briefing 11 Feb 2016 Mind WCA Briefing Feb 2017	201602Mind-WCA-Briefing

- Use the format DD month YYYY (e.g 12 Feb 2012, or just Feb 2012 if day is not known)
- Use the date of publication not the upload date
- Append the date to the end of the document name

4. Order the elements in a file name in the most appropriate way to retrieve the record.

<i>Correct</i>	<i>Incorrect</i>
Mind Think report Jan 2011 Mind Think report Feb 2011 Mind Think report Mar 2011	Mindthink report 1 Mind Think report feb 2011 2011 03 Mind Think report

- Keep the naming standardised for documents, images in an area this will make them easier to search and locate.

5. Use meaningful folder names

<i>Correct</i>	<i>Incorrect</i>
Policies/housing 2018 Policies/Parliamentary briefings/2018	Noel/ New pictures/

- You should use the main folder structure provided, but can create subfolders within these if you find you need them
- Folder names should indicate the folder's contents and reflect the functions, activities and purpose that you carry out. Avoid using team names as the basis for folder names as your organisational structure may change; and, vague names like Misc.

6. Documents – Version control

<i>Correct</i>	<i>Incorrect</i>
Mind Think report V01 Mind Think report V02 Mind Think report Final Mar 2011	Mindthink report 1 Mind Think report feb 2011 2011 03 Mind Think report

- Some documents go through a number of versions it is important to be able identify the latest or final version. Add V01, V02 etc. to these.

8. People images:

Name images of people as follows:

- Name: (Firstname Surname)
- Image assets: indoor, head shot, left, right.....
- Date taken (can be approx.): 2016
- Taken for: ie: event, housing, legacy

Freda Smith office headshot 2018

Freda Smith marathon startline 2017

9. Vacancies section:

Name and store vacancy/job role documents as follows:

- Name of role, closing date
- Store in a folder with month of closing date then delete folder once all jobs have expired
- Have a 'Standard docs' folder to store standard attachments: benefits, working at Mind info in etc.

E.g. 'Communications Officer 11 Nov 2018' PDF should be stored in 'November 2018' folder.

Don't

- Even if your operating system allows you, don't save files containing these characters *
: \ / < > | " ? [] ; = + & £ \$. You may encounter difficulties searching for or opening them so they are best avoided.
- Don't use initials, abbreviations or codes that are not commonly understood.
- Avoid using common words such as 'new', 'draft' or 'letter' at the start of file names, unless doing so will make it easier to retrieve the record.
- Avoid unnecessary repetition and redundancy in file names and file paths.