

***YFile* Tagging Conventions & Master Tag List**

YFile – Communications & Public Affairs

YORK 

YFile Tagging Conventions & Master Tag List

Faculty/Business Unit: Communications & Public Affairs; *YFile*

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Program initiative & objective

- › This project addresses the need for tagging conventions for *YFile*, a publication within Communications & Public Affairs (C&PA). It manages expectations and clearly establishes roles for *YFile* as the lead content developer for the University. It is also a resource for all of York's Faculties, units and divisions that submit content to *YFile*.
- › A list of accepted *YFile* master tags will streamline tagging objectives for news content produced within *YFile* that will assist in consistency of tagging implementation by *YFile* staff.
- › Tagging conventions and master tag list for *YFile* that aligns with C&PA's overall tagging strategy and tagging taxonomy, a project currently underway and managed by University Brand & Marketing.
- › Storing of a document that includes the *YFile* master tags and tagging conventions in centralized digital spaces, including: the new *YFile* website (About page); the *YFile* User Manual; where applicable on the C&PA website (Brand Website -> Using the Brand -> Digital Experience Hub) (TBD); and stored in *YFile*'s Trello board under "Standard Items."

Background

- › Digital tagging of content is basically a "virtual filing cabinet" or digital library that organizes content in a deliberate way based on the user's interests. Tags are used to organize and group content based on similar content details. Tags are usually located under a post, or somewhere on the website in a "tag cloud." When the user clicks on a tag, the server delivers a product like a "file folder" containing all content classified under that tag.
- › *YFile* editors add tags to: every story post, according to content subject; Faculty and school; administrative unit; unique University priorities; and more. When a user clicks on a *YFile* tag, the content management system (CMS) opens an archive page that contains all posts with that tag.
- › An official tagging strategy does not currently exist for York University and is under development by University Brand & Marketing.
- › Over the past year, there has been a significant increase in requests for additional *YFile* tagging. To understand how to manage these requests, *YFile* has undertaken research to develop tagging conventions and *YFile* master tag list as an institutional resource, to be included as part of the University's tagging strategy.
- › A query in the Higher Editors listserv for post-secondary institutions in North America determined there is no one-size-fits-all approach to managing tagging for university news publications and it is largely defined by an institution's central

communications unit's organization and responsibilities. A common convention is to develop high-level, "macro" tags to make it easy to find content, but limit "micro" tags where too many become meaningless. Additional research (including discussions with York University's digital marketing manager) on best practices for tagging determined tagging conventions should:

- standardize tags;
 - keep tag list high level and concise (avoid hierarchy tag lists when possible);
 - use search engine optimization (SEO)-friendly language when possible;
 - use words most likely to be searched and avoid acronyms when possible;
 - keep tags short (maximum three (3) words);
 - acronyms in upper case and all other words in lower case (exception: proper nouns, e.g. Schulich, Glendon etc.);
 - tailor tags to high-level content; and
 - review and cull regularly.
- In April 2021, as part of the *YFile* Refresh Project, *YFile* performed its first exhaustive review of its tagging use dating back to 2002. More than 400 individual tags were identified. *YFile* undertook to develop a migration path for tags as part of the culling process. Tags with less than 100 uses since 2002 were automatically flagged for migration to a macro tag. All other tags were individually assessed for: hierarchy patterns; current and future relevance; frequency of use; and evaluation for macro-/micro-level use. The resulting proposed *YFile* master tag list includes 54 master tags, an additional 10 *YFile*-specific sub-tags; and five (5) archival tags. The list was developed in consultation with other units within C&PA. *YFile* will use this list as a reference to assign tags to all content.
- This research and review inform *YFile*'s recommendation to include additional tags or micro tags when a request to do so is included with submitted content. *YFile* has an online form for story submissions, which will allow content creators to include up to five additional tags. These tags should align with the overall tagging taxonomy developed by University Brand & Marketing. **Note:** Tags will not be retroactively added to published content.
- To support the University Academic Plan 2020-25 and the increasing development of news related to the 17 United Nations (UN) Sustainable Development Goals (SDGs), *YFile* will also include an option on the online story submission form to allow content creators to select as many of the 17 SDGs that are relevant to their story. This will enable *YFile* staff to add UN SDG-related micro-tags to content.
- *YFile* will further explore ways that Faculties, schools and divisions can receive and share *YFile* content in relation to tagging (e.g. RSS feeds, shortcodes etc.).

Communications & marketing objectives

- *YFile*/C&PA to create *YFile*'s first Tagging Conventions and *YFile* Master Tag List that includes master tags for use within *YFile*.
- Use the list of *YFile* master tags as a tool to reduce and manage digital tagging "clutter" and tagging confusion in *YFile*.

- › Make the approved Tagging Conventions and *YFile* Master Tag List accessible online on *YFile*'s About page and in the *YFile* User Guide, and share with the community during the launch of the *YFile* Refresh Project.
- › Increase understanding of tagging conventions for *YFile*.
- › Reinforce that Faculties, schools and divisions can request up to five micro tags to be assigned to content submitted to *YFile* via the online story form and the importance of determining the tags required with the story form, not retroactively.
- › Create opportunities for discussion with Faculties, schools, units and divisions to understand their specific needs related to tagging in *YFile*. (Is there a demand for RSS feeds? For a Feed Burner? Shortcodes?)

Target audience(s)

- › C&PA
- › Communicators, digital content producers in Faculties, schools, divisions and units within the University

Tagging conventions

- › *YFile* will use the approved list of *YFile* master tags to guide their tagging conventions.
- › A request for tags or micro tags to be assigned to a specific story will be considered by *YFile* when submitted using the online story form.
- › The six factors that guide the development of the *YFile* master tag list are:
 1. core York University (tags referencing high-level, pan-University and institutional content);
 2. York U campuses/Faculties/schools (tags specific to these locations/units);
 3. York U non-academic units/departments (tags specific to these areas);
 4. York U pan-University events/activities/people (tags for convocation, sports, staff etc.);
 5. York U non-academic initiatives (tags for well-being, labour, partnerships); and
 6. categories of common content in *YFile* (teaching and learning, innovation, refugee).

Current *YFile* tags

- › The approved list of institutional master tags currently includes 54 master tags, and 10 *YFile* sub-tags and five (5) archival tags.

YFile Master Tag List (two pages)

<i>YFile</i> Master Tags	<i>YFile</i> sub-tags
advancement	announcements
AI (artificial intelligence)	Brainstorm (special issue)
athletics	features (new tag for feature stories; include previous tags: mysecretlife, new facts, ProFile)
AIF (Academic Innovation Fund)	homepage
alumni	internal (for yu link)
AMPD	Innovatus (special issue)
awards	vpfa (include previous tags: UIT)
BIPOC	vpri
colleges	vpstudents
changemakers	YFile
community	
continuing education	canada150 (archival)
convocation	panam (archival)
COVID19	EmailLead (archival from old site)
experiential education	featured (discontinued when new site is active)
education (Faculty of Education)	Top Stories (archival from old site)
eLearning	
equity	
EUC (Faculty of Environment and Urban Change)	
events	
facilities	
faculty (faculty members)	
FGS (Faculty of Graduate Studies)	
Glendon (Glendon Campus)	
governance (senate, board, secretariat)	
government (external government)	
health (Faculty of Health)	
innovation	
international	
labour	
LAPS (Faculty of Liberal Arts & Professional Studies)	
Lassonde (Lassonde School of Engineering)	
LGBTQ	

libraries	
Markham (Markham Campus)	
medicine (School of Medicine)	
obituaries	
Osgoode (Osgoode Hall Law School)	
partnerships (external partnerships, e.g. CIFAL)	
president	
provost	
refugee	
research (include organized research units)	
Schulich (Schulich School of Business)	
science (Faculty of Science)	
staff	
students	
sustainability	
teaching commons	
teaching and learning	
UAP2020	
UN SDG (United Nations Sustainable Development Goal)	
wellbeing	
YURA (York retirees)	

Note: Document to be reviewed upon completion of University Brand & Marketing's tagging strategy (date TBD).