

SLAINTE Tagging Guidelines

Introduction

All constituent elements of the SLIC and CILIPS suite of Web 2.0 services, encompassing those hosted on Pageflakes as well as the Wordpress blog, should be tagged according to these guidelines.

Most social networking sites offer four fields for categorisation purposes: url, title, description and tags (variations in terminology notwithstanding). It is important to note that the retrieval process within these services uses the **title** and **description** fields to complement tags. Thus, **all entries** must contain a meaningful title and description to enhance retrieval.

General guidance

Title

- In some cases (i.e. with delicious) this field will be generated automatically but with varying accuracy and/or specificity. Always check to ensure that the title reflects the actual content being tagged and not part of the wider source structure (e.g. the item or page name rather than the overall website name).
- Similarly, all titles should be meaningful in isolation rather than dependent on a network or cluster of related items (see Working with images: flickr).
- It is not necessary to capitalise the first letter of each word within the title, even if the source adopts this form.
- Acronyms should be used in capitalised form where applicable, however, the name in full should always appear in the description.

Descriptions

- Should take the form: **content type** + **author/creator** + **content topic/coverage**, although order may vary.
E.g. **Website** of **the American Library Association** (ALA) containing **information about library and information issues in the USA**.
E.g. **Information Literacy webpage** developed by **the American Library Association** (ALA).
- In addition to this basic information, it may be helpful to provide further details or qualifying information. This may include (but is not restricted to) date of publication, place of publication, contextual support or advice on use that may be of interest or value within the Scottish information environment.

E.g. *Information Literacy webpages developed by the American Library Association (ALA)*. Revised in Dec 2007, the ALA guidelines also reflect the main principles of the draft Scottish framework.

- Where an acronym has appeared in the title, the name must be represented in full within the description.
- Use “webpage” where the resource is contained within a single HTML file and “website” if the resource consists of several webpages.

Tags

- Apply **at least one** tag.
- Always use **plural** forms rather than singular versions of words.
- All tags should appear in **lower case**.
- Where possible, tags should be applied to reflect **geographical location** (whether national or localised) and **library sector** (if specific to one area).
- Where a tag is formed from multiple words, the words should be run together without spacing or other punctuation marks.
E.g. *digitallibraries* not *DigitalLibraries*, *digital_libraries* or *digital libraries*.
- Avoid using the definite article.
E.g. *scottishlibraryandinformationcouncil* not *thescottishlibraryandinformationcouncil*
- Conjunctions should not be used unless they form part of a named entity.
E.g. *scottishlibraryandinformationcouncil* is acceptable but *researchanddevelopment* is not

Supplementary guidance

Working with images: flickr

There are a number of additional considerations when working with images:

- Multiple images of the same entity should all contain the entity name within the title i.e. all pictures of Hamilton Library should have the building name in the text and all photos from CPD events should have the event name within the title (except Conference, see below). Although such images may be placed within a collection or set within an over-arching description, it is worth remembering that people may arrive at our items from different points so it's important for all entries to be self-contained and self-explanatory.
- Multiple images of the same entity should only be included where subsequent photos add something unique (different view, angle, level of detail etc.). Otherwise, duplication should be avoided.



- When naming valid images of the same entity, number both the original and subsequent photos leaving a space before the number.
E.g *Hamilton Library 1* and *Hamilton Library 2*
- When naming images of buildings, specify whether the shot is interior, exterior or aerial within the title (note: this may remove the need to apply numbers).
- Ensure some form of description is entered. In the case of buildings, if the title is particularly revelatory, it is permissible to include peripheral information such as specifics pertaining to location (i.e. *The Scottish Storytelling Centre on High Street, Edinburgh*) or to state the context within which the photo was taken (i.e. *The venue for the Scottish Library and Information Council (SLIC) AGM*).
- Generally, images from events should incorporate the event name within the title. The description field should contain: session title (if applicable), details of organiser, date event took place and names of those photographed (if applicable – see below). Conference images are an exception (see below).
- **Conference:** images taken during Conference are likely to be problematic since we have to accommodate the various strands and, consequently, a greater number of images. The following procedure should, therefore, apply:
 1. As with all events, Conference should be assigned a set within the CILIPS and SLIC CPD collection (title should take the form: *CILIPS Annual Conference YEAR*).
 2. The set description should contain basic Conference information.
E.g. *Annual Conference of the Chartered Institute of Library and Information Professional in Scotland (CILIPS), held at the Peebles Hydro 11-13 June 2007*.
 3. Image titles should reflect the specific element of Conference i.e. seminar name or part of the programme.
E.g. *President's address* or *Capturing local memory: digital ways to put people first*
 4. The description field should then provide any supplementary information (e.g. about the speaker, people or place/area in the photograph) and should also note that the session was part of Conference since this will not appear in the title.
 5. If the seminar forms part of Branch Group Day, the description filed should detail this and the group involved should be mentioned.
E.g. *Presentation delivered on behalf of the Multimedia & Information Technology Group Scotland (MmITS) at Branch Group Day during CILIPS Annual Conference 2007. Pictured (l-r) speaker Jamie Gaukroger with MmITS chair Anne Louise Anglim*.
- **Naming individuals:** this will, of course, only be practicable where there are few people included and should be restricted to “posed” photos (i.e. where individuals know they are being photographed). Names should not normally appear in the case of large group photos.
- Tags should be applied to images in keeping with the general guidance.



Working with presentations: slideshare

All presentations should be handled according to the following procedure:

- The title should be the actual title of the presentation. However, if the title is prohibitively long (and/or abstract), it is permissible to use a clearer and more concise alternative - provided that the title appears in full within the description field.
- The description should attempt to encapsulate the main point of the presentation, while including its context (i.e. where/when delivered, organiser etc.).
E.g. An introduction to Web 2.0 in libraries, with particular focus on cataloguing issues. Part of the Cataloguing and Indexing Group in Scotland (CIGS) seminar "Toto, I've got a feeling we're not in Kansas anymore": metadata issues and Web2.0 services which took place 21 Feb 2008.
- Tags should be applied to presentations in keeping with the general guidance.

Conclusion

The user-generated nature of tags within social networking services makes the issue of standardisation extremely problematic. CILIPS and SLIC, however, should try to ensure organisational consistency across their Web 2.0 suite. These guidelines should be applied throughout the range of SLAINTE peripheral services in order to achieve this.

Periodic revision and updating will be required to ensure that these guidelines remain in line with both wider developments and organisational needs. The Information Team should continually monitor the efficacy of the guidelines within daily work, reporting areas for amendment or development to the Senior Information Officer on a monthly basis. All comments or suggestions will be considered within the context of a quarterly review.