

What a TAG is, and why it's important!

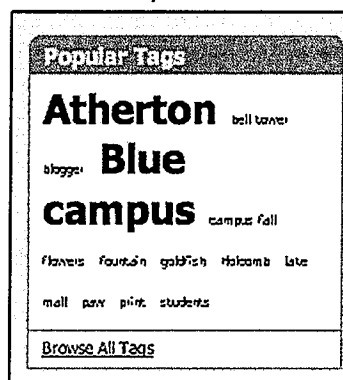
Super official definition: A tag is a (relevant) keyword or term associated with or assigned to a piece of information (e.g. a picture, article, or video clip), thus describing the item and enabling keyword-based classification of information. [http://en.wikipedia.org/wiki/Tag_%28metadata%29]

As we move forward in technology, it is important that we develop a semantic web system [one that allows computers and servers to speak, share, and catalog data efficiently]. One way of helping is by **tagging** information.

*Example: Jane makes a blog post about having a bunch of friends over to watch a movie. She could **tag** her post: Butler, Schwitzer, Movie, Weekend, Fun. When John comes to the blogger site and searches "Is it fun on the weekend?", Jane's post shows up as a top result.*

Example 2: Bob goes to Geneva Stunts and takes 25 pictures of the event. He only wants to post 2 pictures on his blog post, but wants the rest to be available. Bob uploads his photos to an Album, and tags each picture. In addition to adding a 'Geneva Stunts' tag to each, he also adds a tag if a certain fraternity/sorority is shown in the image. Now when Joe reads about Geneva Stunts and wants to learn more, he searches and finds the rest of the images.

Tag Cloud: A tag cloud is a 'cloud' that shows every tag within a blog or photo album. Tags that are most used will appear larger than those not used. In the example below, 'campus' is used more frequently than 'Holcomb'.



How to properly tag your data!

In Community Server, tagging varies. When in doubt, you should always hover your mouse over the ? button to double-check. For example, when publishing a new photo, you should separate separate with a comma.

Publish New Photo

Select a photo to upload. You can also publish additional details, such as a description, for your photo.

Content Options Advanced Options Preview

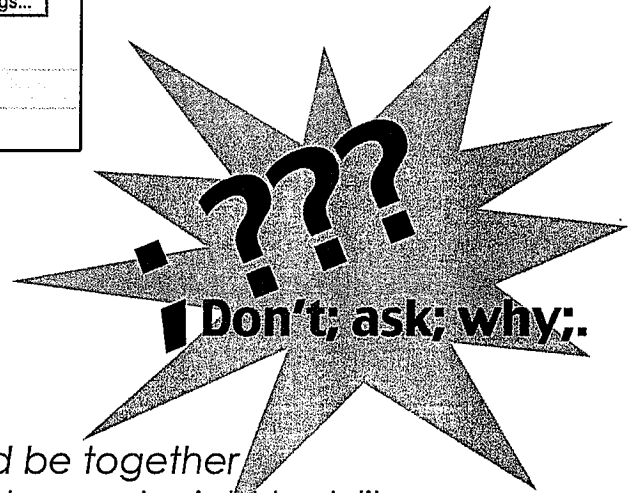
File
lunareclipse.png

Subject
Lunar Eclipse over Robertson Hall

Tags
Tags help keep your photos organized and allow your viewers to find photos relevant to them. Select existing tags or enter comma-separated tags into the text box below. Select Tags...

B I U ABC [Rich Text Editor Icons] HTML

Photos: Separate tags with a comma.
Forum Post: Separate tags with a comma,
Blog Post: Separate tags with a semicolon.



When tagging, always put words that should be together inside of the delimiter. A basketball game blog post might look like: hinkle fieldhouse; basketball; dawg pound; aj graves; blue 2, blue ii; bulldog

If there is something you think would be searched instead of what Butler students call it, just tag them both! [ResCo; Residential College]

NOTE: The Butler Blogger Tag Police [me] will come through your posts and make sure you are tagging and that it's relevant. When in doubt, tag it.

