Metadata Best Practices

Required Metadata Fields for Western photos:

- **Title**
  - This clues users in on the overall context of the photo and/or gallery where the photo is housed
  - Titles can be the same or unique depending on how similar the photos in the gallery are.

- **Description/Caption**
  - This is an overview of what content is in the photo.
  - Simply describe what exactly is happening in the photo.
  - Users should be able to use this description to determine what is happening in the photo without context.
  - Full sentences and spelling are important

- **Copyright**
  - Western Colorado University (year)

- **Credit/Credit Line** *(This is different from ‘Creator’ in Lightroom CC)*
  - This is where your name goes as the photographer.
  - You deserve to be credited for your work!
  - If creditor details aren’t included, Western is likely not to use the photo to avoid usage rights issues.
  - Please only include your name (phone number, email, address, etc. are not necessary).

- **Rights Usage Terms**
  - May use until (insert date 5 years from when the photo was created)
    - Example: May use until 01/20/2027
  - Western has the right to use your photos for up to 5 years after they were taken, per the contract you signed when you began working for us.

- **Keywords**
  - Consider these your hashtags
  - Spelling is crucial
  - If you use a keyword once, don’t worry about trying to rephrase it in every possible way.
    - E.g. if you use the keyword “Western Soccer” you don’t also need the keyword “Soccer at Western”
How to customize your metadata fields in Lightroom Classic:

- Scroll to the bottom of the Metadata tab in Lightroom Classic.
- Click on the button labeled “Customize...”
- Make sure the following boxes are checked:
  - Under “Basic Info”
    - File name
    - Caption
  - Under “IPTC Copyright”
    - Copyright
    - Rights Usage Terms
  - Under “IPTC Status”
    - Title
    - Credit Line