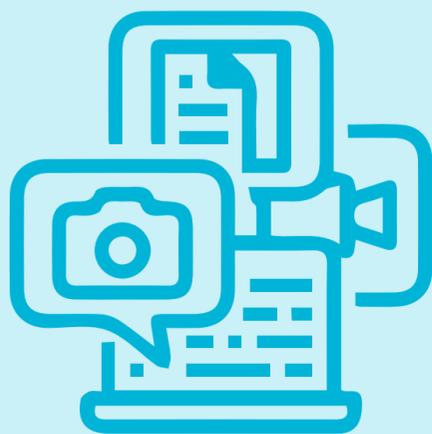




SOCIAL MEDIA:

THE **DAM** TRUTH

#DAMSYSTEMS #SOCIALMEDIA

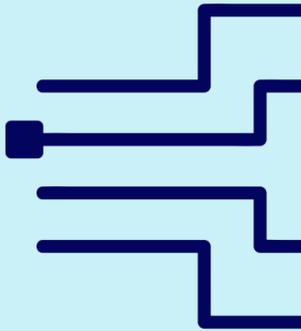
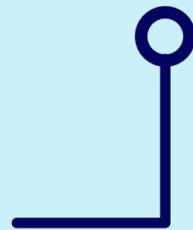


A beginners guide to DAM systems for social media marketers and why you should consider one for your business

1. WHAT IS A DAM?



Digital Asset Management (DAM) is a system that stores, shares, and organizes digital assets in a central location



Okay... but what are digital assets?

- **Digital Assets** include content like videos, music, photos, documents, and other media. If these digital files contain the rights to use them, they are considered an asset.
- **Metadata** (data describing data) is a key component of digital assets. It provides key words and useful information about the content, allowing for context, searchability, asset history, and definition of usage rights.

2. WHAT ARE SOCIAL MEDIA ASSETS?

Includes the accounts, pages, followers, and content that makes up one's social media presence

*Relevance Check:

- Assets create **business value**; followers are earned based on what you do/say on your platform; the content shared builds a brand identity.
- The more planning and effort you put into a social media presence, the more you get out of it.

3. MERGING SOCIAL MEDIA AND DAM

Managing social media presence is undoubtedly a DAM challenge, but DAM systems can certainly make it easier:

- Brands will always need and have several assets for their social media; DAM makes it simple to store them.
- With a DAM, you can organize assets, create easy searchability, using metadata can categories, control access peromision, and can even convert image files to their appropriate size.

4. BENEFITS OF DAM FOR SOCIAL MEDIA

1. Increases Productivity

- A DAM solution can save **70%** of time and ensure all your assets are being used.
- Making internal process more efficient = more time spent on core work that brings in **\$\$\$**.

2. Brand Consistency & Brand Control

- DAM systems are a unique repository where only previously approved assets are stored, created with brand guidelines and relevant information. This ensures **consistent communication + higher customer engagement**.

3. Accessibility & Organization

- DAM systems create a **centralized hub** to share assets with employees according to roles and access rights, and can distribute them across all platforms including sites, blogs and social networks.

5. TIPS TO GET YOU STARTED

Connect your social media management tool with your DAM system

- Make brand approved assets available within your social media management tool; look for DAM systems that can be integrated with a tool such as Hootsuite.

Organize NOW!

- Keep on top of your assets as they are created; this will make searchability, reusability and repurposing a breeze.

Make your assets findable

- This is successfully done by giving files descriptive names, organizing assets into a taxonomy, and applying searchable metadata.

WAS THIS

HELPFUL?



Let me know what you think in the comments.
All insight is appreciated, thankyou in advanced!