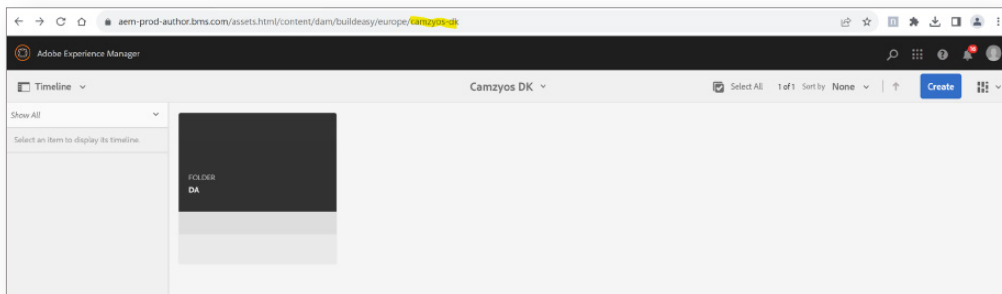


Digital Asset Management (DAM) Guidance

The DAM folder in the BuildEasy tool is a repository for uploading digital assets (such as images, PDFs, Word documents, presentations, etc.) that could be referenced within sites built using BuildEasy.

The DAM folder is created once the Agency completes the [Intake Form](#) for the initial site setup. The path for the DAM folder is provided to the Agency via the JIRA ticket for the site setup. The path and view of the DAM folder created for a site will look as follows:

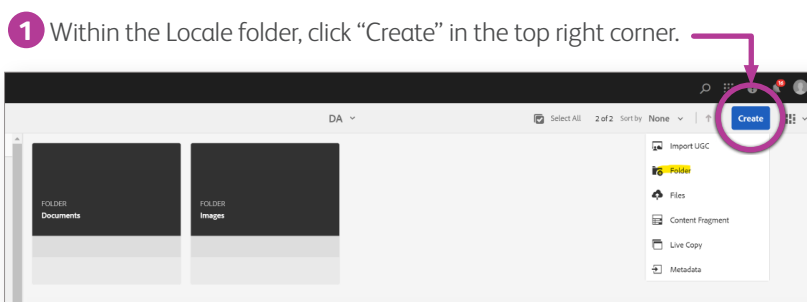


The hierarchy is Brand folder > Locale folder > Folders for Images, Documents.



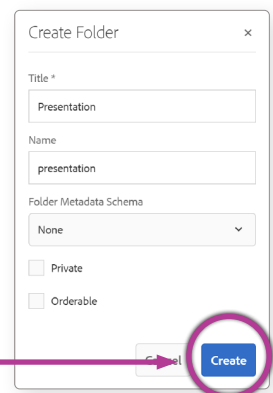
Extra folders can be created by Editors after the site is set up, as needed.

Steps for creating a folder:



Once the folder path is provided, Agencies can begin to upload assets into the DAM. To upload to the DAM, follow the steps outlined on the next page.

2 Add the title. Do not change data in any of the other fields. Click “Create”; the created folder will appear next to the existing folders.



Asset Upload Guidelines:

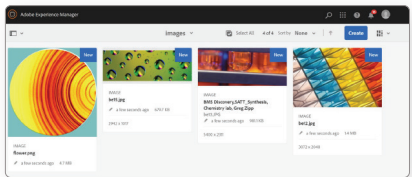
- Size: no limit to file size (for optimized site performance, the maximum file size of each asset should be under 1 MB)
- File format: PNG, JPEG, SVG, GIF, PDF, Word Document, PowerPoint
- Refer to [Design Lab](#) for image resolution specifications
- Videos should be shared with IT for upload to [Brightcove](#)

DAM Step-By-Step Upload Guidance

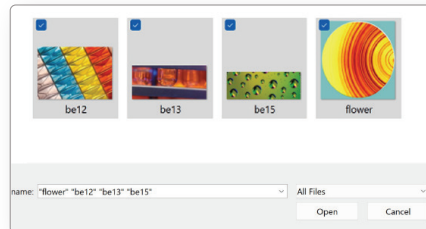
1 Navigate to the Images folder for the respective site within the DAM. Click “Create” and choose files.



3 Images appear as below once they have been successfully uploaded to the DAM.



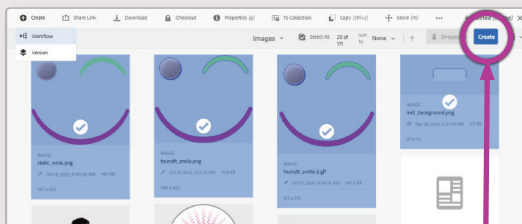
2 Choose the image files that have been saved locally. Multiple images can be uploaded at once. Click “Upload”.



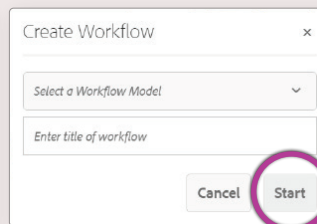
When ready to publish a page(s) to Preview, you will also need to publish the assets in the DAM that will live on that page(s). To do so, you will need to enable the Preview workflow.

Please note: Only 15 assets may be activated at one time. If you have more than that number of assets to be enabled in Preview, you will need to repeat these steps for each batch of 15.

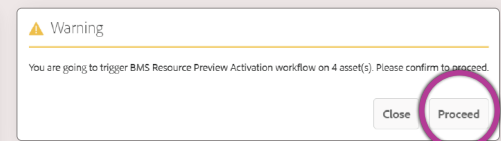
Enabling Preview workflow for DAM assets



1 Choose the file that needs to be activated. Click “Create” and choose workflow.



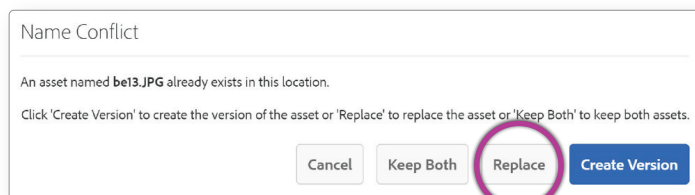
2 Choose “BMS Resource Preview Activation”. Add comments and click on “Start”.



3 Click “Proceed”.

The user will get a notification email once the workflow is completed. If an asset needs to be deactivated from the DAM, please use the “BMS Resource Preview Deactivation” workflow.

Swapping DAM assets



1 In the event there is a change in one of your assets, you may swap it out. In order to complete a direct swap, your revised asset must have the same file name as the one that it is replacing. While uploading the asset, choose “Replace” to replace the asset. Then choose “Create version” to create a new version of the asset (editors can backtrack to the old version).

2 Once you have swapped the desired assets, you will need to enable the workflow to publish the asset to Preview.

3 Follow the same initial steps used for preview activation; however, please choose the workflow titled “BMS Commercial Request for Approval” with the JIRA number and comments in the second field.

Please note:

- Editors cannot publish the DAM assets to live. The publisher for respective sites will be notified whenever the workflow is enabled
- Once the publisher approves the assets, the assets will be pushed live