

Document: Tagging Guidance and Governance Document for ISS TV (23Video)

Sr. No.	Categories	Description	Tags	Additional Tagging if it is a country video	Language Tag
1	Business Results	All videos related to Financial Results - media coverage, JGR videos etc.	Financial Results, Business Results, Group Results, Q120XX (as relevant), FY20XX (as relevant), English, Annual General Meeting, AGM, Jeff Gravenhorst	NA	English
2	Country Leadership Conference	All videos related to all country related conferences	Leadership Conference	Country relevant tags, for example if it is a Denmark Conference: Denmark, Lederkonference, 20XX.	<Danish> or as relevant
3	Customers	Customer testimonials, customer interviews, customer sites, customer and ISS partnerships, Customer related comms (webinars, videos etc.)	<customer name> <topic> (for eg: webinar, testimonial, partnership etc.	Country relevant tags, for example if it is from Germany: Germany	<German> or as relevant
4	Global Leadership Conference	All the global conference videos that have been held so far	TMC, GLC, Global Leadership Conference, Top Management Conference, <Year>, <Topic>	NA	English
5	Health, Safety, Environment & Quality	HSEQ related videos	Health, Safety, Environment, Quality (as relevant only)	Country relevant tags, for example if it is from UK: United Kingdom & Ireland, UK,	English <as relevant>
6	"How to" videos (OPF)	Processes, cleaning, ...	Operation Process Framework	<Language> <Country>	<Language>
7	Initiatives / Projects	Catering, International Culinary Competition, etc.	<Topic> <Location as relevant>	<Topic> <Location as relevant>	<Language>
8	Innovation	Corporate Garage, Technology, Sprints, Hackathons, IBM-related, IoT			<as relevant>
9	Internal townhalls and webinars	Webinars across all the countries	<Topic name> as relevant and <Language> and place relevant for <global> <country name>	<Topic name> as relevant and place relevant for <global> <country name>	<Language>
10	ISS Business Forums	All business forums related videos			English or <as relevant>
11	ISS and Media				
12	People & Recognition	Apple, Recognitions, Employee testimonials, Diversity, Employer Branding	People, Award, Recognition, Diversity, Apple, Management Trainee Programme	<Country>	<Language>
13	Strategic Transformation Projects	CRM@ISS, OPF@ISS, FMS@ISS, People@ISS	CRM, OPF, FMS, People, Customer Relationship Management, Facility Management Service	<Language> <Country>	<Language>
14	The ISS Way Strategy and GREAT	All strategy related videos, training videos	Strategy, GREAT, <Speaker name>, English, Storyboard, The ISS Way	Country relevant tags, for example if it is from Honk Kong: Hong Kong, Cantonese	English or <as relevant>
15	Training & Development	Training related videos	<Topic name> as relevant and <Language> and place relevant for <global> <country name>	<Topic name> as relevant and place relevant for <global> <country name>	<Language>
16	Others	Any other videos that does not fall into the above categories	As relevant	<Country>	<Language>

Please note:

1. While we have created a basic chart for creating tagging, this is not an exhaustive tagging chart. We trust you to use your judgment while using the tags. They are meant to support any searches on the site.

2. While we have provided a list above, please use relevant tags related to the video as much as possible. If you have any best practice to share, we are happy to hear about it.

3. This is a list that we will continuously relook and refresh and align with the videos on our platform. We will circulate the tagging list whenever updated.

4. Please adhere to this tagging governance to create a better experience for our users.