

# Metadata is the information or words used to describe a digital object

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Who

What

When

Where

Every image, video, sound recording or document needs metadata. The information saved with the digital object will be used to categorise it with other similar items and, most importantly, will be the source used by search engines and websites to find your objects.

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## How to write metadata

**Image Title:** Write *What* here: keep it short and relevant.

**Description:** Write *Who, Where and When* here: capture as much detail as you can, making sure you cover everything you can see or hear.

### Example



### Order of the British Empire medal

*Order of the British Empire, Civil Division awarded to Rev. Dr Hugh Michael Hughes (1859-1933) for services as officiating clergyman to troops in Cardiff and on various committees. First World War (1914-18).*