

Add and manage tags for your media

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 This article is designated for all users.

About

Creating great content is only half the job - helping people find it is just as important. That's where tags come in.








Tags are keywords that describe your media and make it easier for viewers to discover it through search. You can add tags when uploading content or later, while editing. Each tag gives viewers a hint about your content's topic and can even help with common misspellings.

Tips

- **Keep it simple:** Add a few relevant tags that balance broad and specific terms. Too many tags can actually make your media harder to find.
- **Be strategic:** Choose keywords your audience is likely to search for. For example, add both "interactive lesson plans" (specific) and "education" (broad).
- **Use synonyms:** Include related terms or variations your audience might use when describing your topic.
- **Need ideas?** Try an online tag generator to get keyword suggestions based on your video's title or main topic.

How to add tags

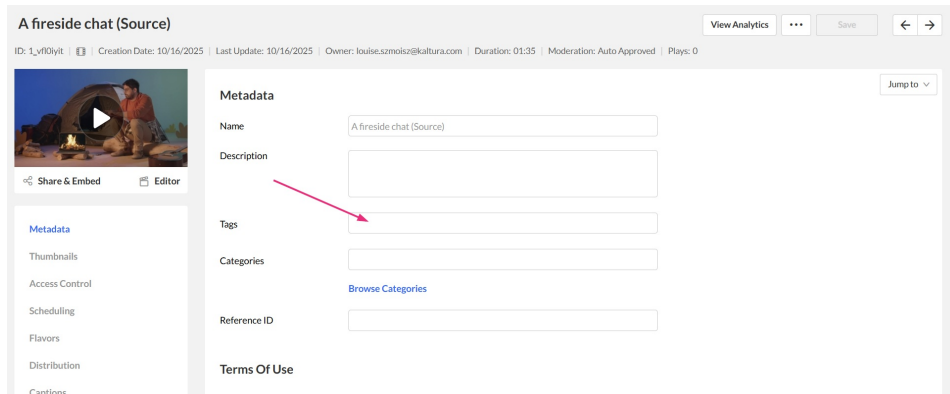
1. In the Rich Media CMS, click the **three-dot menu** to the far right of the desired media and select **View Details**.

<input type="checkbox"/>		YTDown.com_YouTube_The-art-of-innovation-Guy-Kawasaki-TEDxB_Media_Mjatz9r-Vc_001_1080p	1_k4xoewhf		10/16/2025 20:02	21:15	0	Ready	...
<input type="checkbox"/>		A fireside chat (Source)	1_vfl0iyit		10/16/2025 20:02	01:35	0	Ready	...
<input type="checkbox"/>		Why innovation is all about people rather than bright ideas_Alexandre Janssen_TEDxFryslän	1_fp50u365		10/16/2025 20:02	10:11	0	Ready	...
<input type="checkbox"/>		Content_Lab_(HD_1080_-_WEB_(H264_4000)).mp4 (Source)	1_2axyszr9		10/16/2025 20:02	01:26	0	Ready	...

Share & Embed
View Details
Captions & Enrich
Delete

The [entry details page](#) displays.

2. Click in the **Tags** field and type a keyword or phrase.
3. Press **enter** on your keyboard after each tag to add it.



As you type, you'll see suggestions based on tags already used in your account — this helps keep your tags consistent.

You can continue adding tags one after the other in the same fashion.

Remove tags

To remove a tag, simply click the 'X' on the blue box.

Metadata

Name

Description

Tags

Categories

[Browse Categories](#)

Reference ID



Want to add or remove tags for multiple items at once? See the [More Actions menu](#) to learn how to manage tags in bulk.