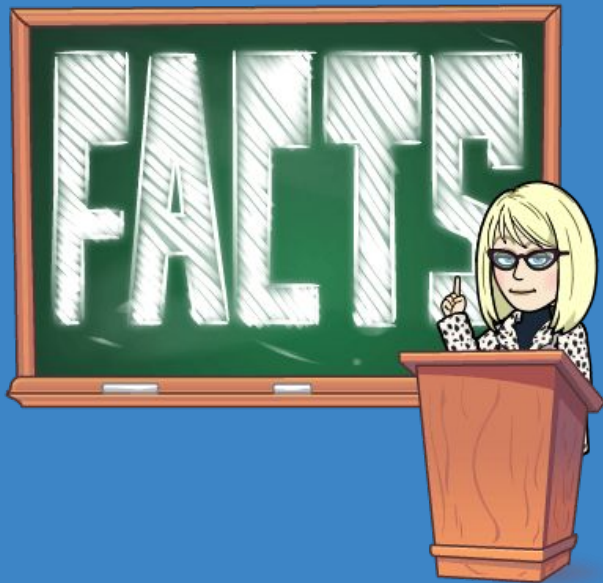# Digital Asset Management
Legacy Planning for the Inevitable

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Digital Assets - *what are they???*

➢ **Social Media Sites** - *Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, Snapchat, TikTok, Reddit, WhatsApp, WeChat, Tumblr, Flickr and more!*

➢ **Photos and Images:** *Digital photographs, scanned images, or graphics files.*

➢ **Videos and Movies:** *Video recordings, movies, or clips in various formats like MP4, AVI, or MOV.*

➢ **Documents and Text Files:** *Text-based files such as PDFs, Word documents, spreadsheets, presentations, or text files.*

➢ **Audio Files:** *Music tracks, podcasts, or recorded voice memos in formats like MP3, WAV, or AAC.*

➢ **Reward Points Accounts**: *airlines, hotels, grocery stores, restaurants*

➢ **Presentations:** *Slideshows or multimedia presentations created using software like PowerPoint or Keynote.*

➢ **E-books and Digital Publications:** *Electronic books, magazines, or newspapers in digital formats like EPUB or PDF.*

➢ **Personal Archives:** *Personal diaries, journals, or personal notes saved digitally.*

- ➢ **Creative Projects:** *Artwork, design files, or digital creations made using software like Photoshop or Illustrator.*

- ➢ **Websites and Web Content:** *Website files, HTML documents, or web page designs.*

- ➢ **Software and Applications:** *Software installations, mobile applications, or software development files.*

Identify and Gather Digital Assets

➢ Start by identifying the types of digital assets you possess based on the list.

➢ Collect them from various devices, including smartphones, computers, and cameras, and organize them in a central location.

Sorting and Categorizing

➢ Create a systematic approach to sorting and categorizing your digital assets. Consider using folders or tags to group similar files together, making it easier to locate specific items later on.

➢ Attach relevant metadata to your digital assets. This includes details like dates, names, locations, and descriptions.

What is "Metadata"?

➢ Descriptive metadata encompasses various attributes that describe data. It includes information such as file names, creation dates, file sizes, file types, author names, keywords, tags, and other descriptive details facilitating easy search and discovery.

➢ Metadata aids in preserving and archiving data for long-term use. It ensures that crucial information is retained and can be accessed in the future.

Backups

Establish a reliable backup system to ensure the safety of your digital assets.

➢ Invest in external hard drives or cloud storage services to create redundant copies of your files, protecting them from loss due to hardware failure or accidents.

Digitize Physical Assets

Convert physical documents, photographs, and other tangible assets into digital formats.

➢ Utilize scanning devices or smartphone apps to create digital copies, preserving them for future access and sharing.

Digital Asset Management Software (DAM)

Explore user-friendly digital asset management software options specifically designed for seniors.

➢ These applications provide intuitive interfaces and features for efficient organization and retrieval of digital assets.

Implement File Naming Conventions

Develop a consistent file naming convention to maintain uniformity and ease of navigation.

➢ Use descriptive and meaningful names that reflect the content of the file, such as **"FamilyVacation_2022_Beach.jpg."**

Securing your Digital Assets

Take measures to protect your digital assets from unauthorized access. Create strong passwords and consider using password management software to store them securely.

➢ Enable two-factor authentication whenever possible to add an extra layer of security.

What is Two Factor Authentication?

➢ Two-factor authentication (2FA) is an additional layer of security that helps protect your online accounts from unauthorized access. It involves using two different types of verification, typically something you know (like a password) and something you have (like a mobile device or security key).

➢ By requiring two factors for authentication, 2FA makes it more difficult for hackers to gain access to your accounts, providing an extra level of security for seniors and ensuring their sensitive information remains protected.

Share and Connect

Embrace digital platforms to share your digital assets with family and friends. Utilize social media, cloud sharing services, or dedicated photo-sharing platforms to effortlessly distribute and reminisce over cherished memories.

➢ Google Photos
➢ Dropbox
➢ Amazon Prime Photos
➢ Flickr
➢ Shutterfly

Keeping it Current

Digital asset management is an ongoing process.

➢ Set aside regular time intervals to review and update your digital assets. Delete duplicates, remove irrelevant files, and ensure that your backup systems are functioning correctly.

Document Your Wishes

Clearly express your wishes regarding the management and disposition of your digital assets in your will or estate planning documents. Specify who should have access to your accounts and how you want your digital assets to be handled after your death.

Appoint a Digital Executor

Nominate a trusted individual as your digital executor. This person will be responsible for carrying out your wishes regarding your digital assets. Make sure they have the necessary technical knowledge and access to important information.

Review Terms of Service Agreements

Understand the terms of service agreements of the online platforms you use. Some platforms have specific policies regarding the management of accounts after a user's death. Familiarize yourself with these policies and make sure your wishes align with them.

Communicate Your Plan

Inform your trusted individuals, such as your digital executor or family members, about your digital asset plan. Provide them with necessary instructions, access details, and any other information they may need to carry out your wishes effectively.

Seek Legal Advice

Remember, it is important to consult with legal professionals who specialize in estate planning and digital assets to ensure that your plan aligns with relevant laws and regulations in California or your residence state of record.

Settings

∞ **Meta**

Accounts Center

Manage your connected experiences and account settings across Meta technologies.

- 📇 Personal details
- 🛡️ Password and security
- 🖥️ Ad preferences

See more in Accounts Center

ⓕ Your Facebook information

🔒 Privacy

🔔 Notifications

🌐 Language and Region

📦 Apps and Websites

Your Facebook information

View or download your profile information and manage your profile activity.

Access profile information	View your profile information by category.	View
Transfer a copy of your information	Copy your photos, videos, posts or other information to another service.	View
Download profile information	Download a copy of your profile information to keep, or to transfer to another service.	View
Activity log	View and manage your profile activity.	View
Off-Facebook activity	View or clear activity from businesses and organizations you visit off of Facebook.	View
Managing your information	Learn more about how you can manage your information.	View

LEGACY QUESTIONS ON FACEBOOK

★ Planning for digital assets upon incapacitation is of paramount importance in today's digital age. As our lives become increasingly intertwined with technology, we must recognize the significance of safeguarding our digital presence and ensuring that our digital assets are properly managed in the event of incapacity.

★ By proactively addressing the management and protection of digital assets, individuals can alleviate potential stress and burdens for themselves and their families during times of incapacity.

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