

## TAG DESCRIPTIONS

Identify the Audience		
Tag Group	Use	Notes
Audience	Indicates the specific audience the content is written for.	Tag when content is <b>for</b> the audience and <b>not about</b> the audience.
Grade Level	Indicates which Grade Level the content is written for.	Can also be used with the Lesson Plan tag.
Classify the Content Type (Not all content needs a type)		
Tag Group	Use	Notes
Content Type	Describes the actual content on the page, such as, video, podcast, news release, etc.	Tag when the content <b>is</b> a type and <b>not about</b> a type.
Periodical	For content that is part of a specific ACS Periodical.	Tag when the content <b>is</b> a periodical article and <b>not about</b> the periodical.
Describe the Content Topic		
Tag Group	Use	Notes
<b>Topic (The most commonly used group.)</b>	<b>A general list of content topics that can be applied to all content.</b>	<b>Apply at least one Topic Tag to each piece of content.</b>
Fields of Science	Indicates which field of science this content is about.	
Careers	Only use these tags when the Career tag is also used.	
Awards and Funding	For any content related to awards and funding.	Web pages with these tags appear in the Awards Finder.
Give and Take	For any content related to donate, volunteer, etc.	
Seasonal	For any content related to a season or publication cycle.	

# ACS.ORG Tag List

Identify the audience		Classify the content type	
Audience	Grade Level	Content Type	Periodical
<ul style="list-style-type: none"> <li>• Chemical Engineer</li> <li>• Chemist</li> <li>• Emerging</li> <li>• Faculty/Professor</li> <li>• Governance</li> <li>• Industry</li> <li>• Media</li> <li>• Student</li> <li>• Teacher</li> <li>• Technician</li> <li>• Volunteer</li> </ul>	<ul style="list-style-type: none"> <li>• ElementaryLower (KC2)</li> <li>• ElementaryUpper (3C5)</li> <li>• Graduate</li> <li>• HighSchool (9C12)</li> <li>• MiddleSchool (6C8)</li> <li>• Postdoctoral</li> <li>• Two Year College</li> <li>• Undergraduate</li> </ul>	<ul style="list-style-type: none"> <li>• Activity (hands on activities, science for kids, AIC, etc.)</li> <li>• Audio</li> <li>• Biography</li> <li>• Guideline</li> <li>• Infographic</li> <li>• Instructional Material</li> <li>• News Release</li> <li>• Podcast</li> <li>• Presentation</li> <li>• Report</li> <li>• Video</li> <li>• Webinar</li> </ul>	<ul style="list-style-type: none"> <li>• ACS Webinars</li> <li>• ChemMatters</li> <li>• Congressional Briefing</li> <li>• InChemistry</li> <li>• Landmarks</li> <li>• Press Pac</li> <li>• Reactions               <ul style="list-style-type: none"> <li>○ LegendsOfChemistry</li> <li>○ ChemistryLifeHacks</li> <li>○ GettoKnowaMolecule</li> </ul> </li> <li>• Science Elements</li> </ul>

Describe the Content Topic			
Topic			Careers
<ul style="list-style-type: none"> <li>• Benefit</li> <li>• Career</li> <li>• Climate Change</li> <li>• Diversity</li> <li>• Education</li> <li>• Elections</li> <li>• Elements</li> <li>• Energy</li> <li>• Food Culinary</li> <li>• Green Chemistry</li> </ul>	<ul style="list-style-type: none"> <li>• Health</li> <li>• History</li> <li>• Innovation</li> <li>• Invention</li> <li>• Law</li> <li>• Medicine</li> <li>• Molecules</li> <li>• Policy</li> <li>• Pollution</li> <li>• PopCulture</li> </ul>	<ul style="list-style-type: none"> <li>• Research and Development</li> <li>• Safety</li> <li>• Security</li> <li>• Space</li> <li>• Survey</li> <li>• Sustainability</li> <li>• Travel</li> <li>• Water</li> </ul>	<ul style="list-style-type: none"> <li>• Advice</li> <li>• Continuing Education</li> <li>• Jobs</li> <li>• Salaries</li> <li>• Professional Development</li> </ul>
			Funding & Awards
			<ul style="list-style-type: none"> <li>• Award</li> <li>• Grant</li> <li>• Fellowship</li> <li>• Scholarship</li> </ul>
Fields of Science			Give & Take
<ul style="list-style-type: none"> <li>• Agricultural and Food</li> <li>• Analytical</li> <li>• BioChemistry</li> <li>• Biosciences (biology, chemical biology, biotechnology)</li> <li>• Carbohydrate</li> <li>• Catalysis</li> <li>• Cellulose</li> <li>• Chemical Education</li> </ul>	<ul style="list-style-type: none"> <li>• Fluorine</li> <li>• Geochemistry</li> <li>• Colloid</li> <li>• Engineering</li> <li>• Environmental</li> <li>• Industrial</li> <li>• Inorganic</li> <li>• Materials</li> <li>• Medicinal</li> <li>• Nanoscience</li> </ul>	<ul style="list-style-type: none"> <li>• Theoretical</li> <li>• Toxicology</li> <li>• Nuclear</li> <li>• Organic</li> <li>• Petroleum</li> <li>• Pharmaceutical</li> <li>• Physical</li> <li>• Polymer</li> <li>• Rubber</li> <li>• Surface</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate</li> <li>• Development</li> <li>• Outreach</li> <li>• Mentoring</li> </ul>
			Seasonal
			<ul style="list-style-type: none"> <li>• JulyFourth</li> <li>• Thanksgiving</li> <li>• Christmas</li> <li>• New Year's</li> <li>• Valentine's Day</li> </ul>