

Digital Asset Management

Planning Your Legacy



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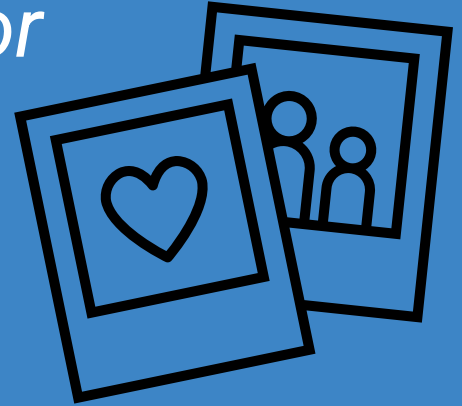
What are Digital Assets???

- **Social Media** - Facebook, Instagram, Threads, X, LinkedIn, YouTube, Pinterest, Snapchat, TikTok, Reddit, Discord, WhatsApp, WeChat, Tumblr, Flickr and more!



➤ **Photos and Images:** *Digital photographs, scanned images, or graphics files like .jpg/.png/gif*

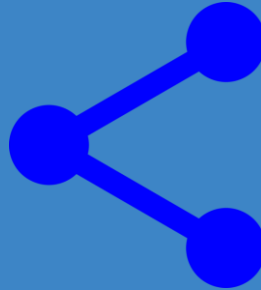
➤ **Videos and Movies:** *Video recordings, movies, or clips in various formats like MP4, AVI, or MOV.*



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**



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



- **E-books and Digital Publications:** *Electronic books, magazines, or newspapers in digital formats like EPUB or PDF. Online Libraries such as Libby and Kindle*

- **Documents and Text Files:** *Text-based files such as PDFs, Word documents, spreadsheets, presentations, or text files.*
- **Presentations:** *Slideshows or multimedia presentations created using software like PowerPoint or Keynote.*
- **Personal Archives:**
Personal diaries, journals, or notes saved digitally.



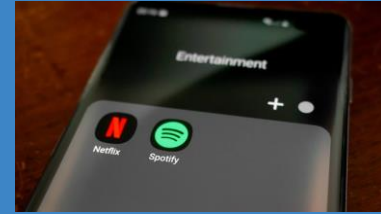
➤ **Creative Projects:** *Artwork, design files, or digital creations made using software like Photoshop or Illustrator.*



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

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

- **Online Subscriptions:**
Services like Netflix,
Amazon Prime, magazines, etc.



- **Cryptocurrency Holdings:**
Bitcoin, Ethereum,
and other cryptocurrencies
held in digital wallets.



- **Digital Artwork:** NFTs (Non-Fungible Tokens), digital art
collections, etc.

➤ **Reward Points Accounts:** *Airlines, Hotels, Grocery Stores, Restaurants*



➤ **Online Shopping Accounts:** Accounts on e-commerce platforms (e.g., Amazon, eBay, Etsy).



➤ **Digital Wallets and Financial Accounts:** PayPal, Zelle, Venmo, online banking accounts, investment accounts, etc.



NOW WHAT?



Identify and Gather Digital Assets

- Start by identifying the types of digital assets you possess based on the the list provided.
- 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.
- Attach relevant **metadata** to your digital assets. This includes details like dates, names, locations, and descriptions.



Implement File Naming Conventions

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

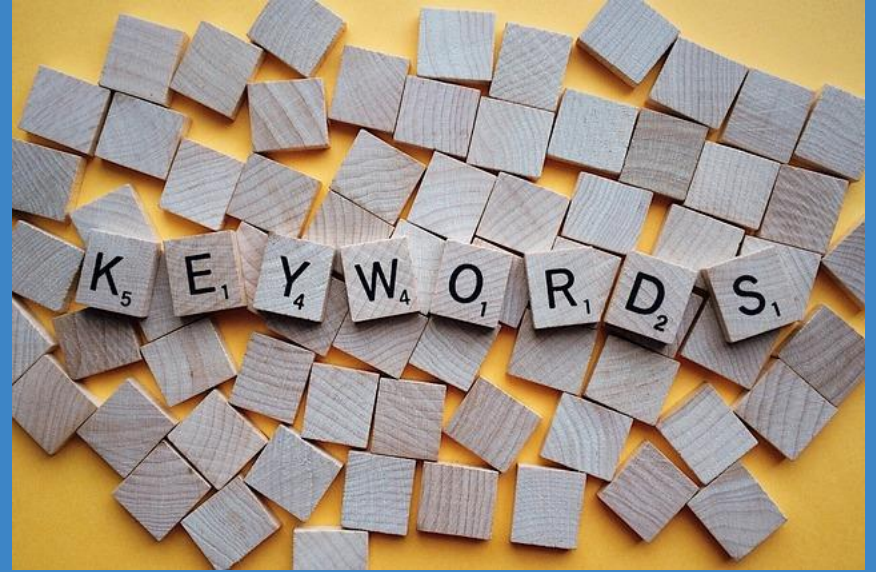
- Use descriptive and meaningful names that reflect the content of the file, such as

"FamilyVacation_3_02_2022_DaytonaBeach.jpg."

Or "DaytonaBeach_Vacation_March2023_Day1.png"

What is “Metadata”?

- Metadata encompasses various attributes that describe data.
- By creating keywords related to the asset it allows for easier searchability.



Backups

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

- Invest and 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.



Digital Asset Management Software (DAM)

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



Securing your Digital Assets

The importance of privacy and security

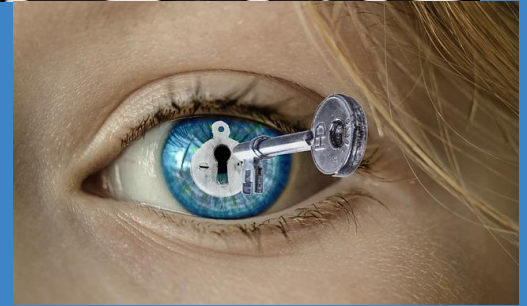
Take measures to protect your digital assets from unauthorized access

- ❑ 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).



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 passing.



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.

You can add, change or remove your legacy contact in your [General Profile Settings](#) at any time. Choosing your legacy contact is currently only available for your main profile and doesn't apply to [additional Facebook profiles](#).

Add a legacy contact for your main profile

1. From your main profile, click your profile photo in the top right of Facebook.
2. Select **Settings & Privacy**, then click **Settings**.
3. Below **General Profile Settings**, click **Memorialization Settings**.
4. Type in a friend's name in **Choose a friend** and click **Add**.
5. To let your friend know they're now your legacy contact, click **Send**.



To change or remove a legacy contact, follow steps 1–3 above, then click **Remove**. From there, you can add a new legacy contact if you'd like.

If your main profile is memorialized, your legacy contact will be notified. Learn more about [what a legacy contact can do](#).

Note: You must be 18 or older to select a legacy contact.

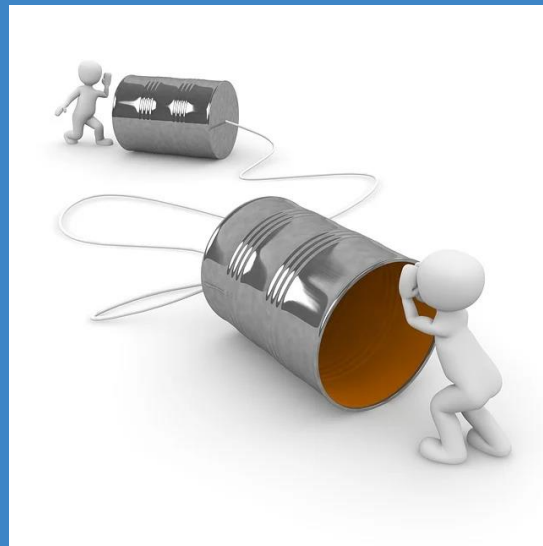
Keep it Current

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.

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 your residence state of record.



- ✓ 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

any questions?





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