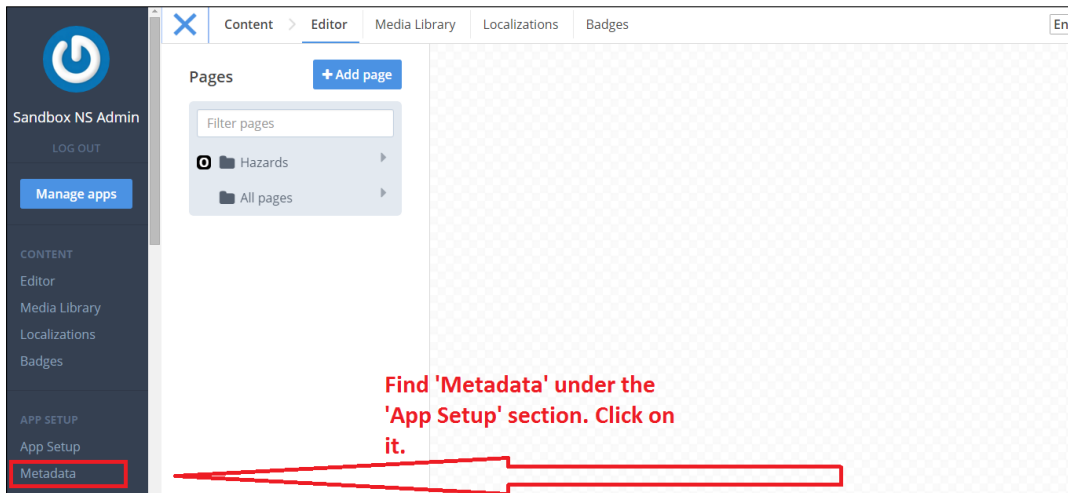# Metadata

What is it? Metadata is the information submitted with your app to the app store that allows users to search for the app. Depending on your country, you will need to submit information for iTunes, Google Play or to our vendor to host a microsite for you. Your GDPC contact will help guide you with this process.

You can load metadata direct into the CMS. If you are having difficulty, then contact the GDPC for further guidance.

1. In the Main Menu, find the **Metadata** tab under the 'App Setup' section.

2. Then enter your Metadata directly into the portal.

Metadata Requirements

Requirements for metadata are strict and you must be sure to submit within the correct character count.

An example of the information you will need to submit is provided to you below. Please note that we will need the following from you by the deadline indicated from the GDPC.

- App name for icon– maximum 13 characters, including spaces: this will be installed with the icon on your phone.
- App name in store – maximum 30 characters, including spaces: this will be posted in
- Icon: a 1024 x 1024 icon saved in png format. See the document icons for more information.
- Keywords: maximum 100 characters
- Description or slogan (**For Google Play only)** maximum 80 characters, including spaces. The description or slogan should be something like, 'first aid in your pocket'

Note: for Google Play submission there is an additional requirement to submit a feature graphic banner.

See guidance here: https://docs.google.com/file/d/0B6qV5otjq7x6aS00UXAyZGZIdDQ/edit.

You may use the below example that was submitted with the American First Aid app for guidance in submitting metadata.

Metadata: Dev Pool 1 (example)

Name*: Hazards by PRC*

Cost*: Free*

Date*: 4-Jun-12*

Description:

Hurricane, earthquake or flood -- the official Hazard by Philippines Red Cross gives you instant access to the information you need to know to prepare for and respond to the impact of these hazards. Through an alert system feature and the ability to monitor and track weather developments. The Hazard app allows users to prepare their homes and families for disasters, find help, and let others know they are safe even if the power is out. Developed for the Philippines market as part of a global project by the International Federation of Red Cross and Red Crescent societies and Red Cross' Global Disaster Preparedness Centre the app features disaster preparedness guidelines, as well as early warning alerts.

Features:

- *Simple step-by-step instructions guide you through disaster scenarios*
- *Fully integrated with 911 so you can call EMS from the app at any time.*
- *Videos and animations make learning first aid fun and easy.*
- *Safety tips for everything, from severe winter weather to hurricanes, earthquakes and tornadoes*

help you prepare for emergencies.
- ■ *Preloaded content means you have instant access to all safety information at anytime, even without reception or an Internet connection.*
- ■ *Interactive quizzes allow you to earn badges that you can share with your friends and show off your lifesaving knowledge.*

App Name: *Hazards*

Keywords*: hazards, disaster, hurricane, earthquake, flood, weather, red cross, redcross, prepare, safety* **(***100 characters)*

Primary category: *Weather*

Secondary category: *Utilities*

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Contact*: mobile@redcross.org.ph*

Support URL: *www.redcross.org.ph*

Country*: Philippines*

Rating*: 4+*

Phone Number*: 527-0000*