WHAT IS FLICKR?

Flickr is the web’s most popular photo sharing service, hosting more than 4 billion images. Users can share, embed, and search for images, which they upload to the website. Flickr includes many options for sharing and organizing images, enabling libraries to leverage the website for promotional purposes.

FLICKR CAN BE USED TO...

1. Promote collections
2. Provide a virtual tour
3. Document library events
4. Share building and renovation projects

WHY PHOTO SHARING?

• Be where your patrons are
• Document and share visual information
• Images are easily posted anywhere
• Increase your library’s visibility online

STEP 1: SET UP FLICKR

Create Your Account: Flickr offers two types of accounts: Free and Pro. Free account users can upload 100 MB of images and 2 videos per month. Pro accounts cost $25 per year and allow users to upload an unlimited number of images. Pro accounts also receive access to detailed account statistics.

Create Sets: A Set is a collection of photographs. You can create a set for a Library Tour, Special Collections, or Events, and then add photos to your set to organize them by subject.

Personalize Your Presence: Choose a screen name that is easy for patrons to remember and easily identifiable as your institution. Don’t forget to include a “buddy icon” and profile information to add personality and make it easy for patrons to locate your contact information.

STEP 2: KEEP IT GOING

At Moore College of Art & Design, the library photographs new books individually as they arrive, uploads the photos to Flickr, and adds tags and a link to the catalog for each book. What follows on the other side of the page is a typical process of adding, editing, and organizing images on Flickr.

FLICKR IN ART LIBRARIES

• Use: New Books Shelf
  Moore College of Art & Design:
  www.flickr.com/photos/conellylibrary/

• Uses: Acquisitions; Events
  Metropolitan Museum of Art:
  www.flickr.com/photos/watsonlibrary/sets/

• Uses: Contests; Orientation
  Emerson College:
  www.flickr.com/photos/emersonreference/

• Use: Digital Collections (lantern slides)
  University of Notre Dame Architecture Library:
  www.flickr.com/photos/ndalls/sets/
• **Upload:** Once you have taken the pictures you want to upload, go to Flickr and select “Upload Photos.”
• **Edit:** Use the photo editing program of your choice, or edit images after they have been uploaded using Flickr’s “Picnik” application. Picnik also allows for cropping, color adjustments, and other editing.
• **Organize:** Flickr’s “Organizr” allows you to perform any organizing function, including dates, tags, and more. Organizr is particularly useful for editing images in batches.
• **Tag:** You can tag photos at any point: while uploading, after uploading, or after the fact using Organizr. Tagging offers a unique way for patrons to browse your Flickr photos. Consider multiple factors when tagging images, particularly your target audience’s interests.
• **Notes:** Also consider adding Notes to images, which function as a comment on the image itself. You can add multiple notes and links for each picture, providing additional content and context.

**STEP 3: EMBED AND PROMOTE**

As an entity separate from your institution’s website, promoting Flickr is a particularly important step. Luckily, Flickr makes it easy to embed images in blogs, websites, and more, requiring only the copying and pasting of HTML code. Two webpages in particular are frequently used to display images outside of Flickr:

**Flickr Badge Generator: [www.flickr.com/badge.gne](http://www.flickr.com/badge.gne)**
The Badge Generator provides two options, one animated and one static, for displaying photos. Select your layout, content, and customize the layout and colors. The Badge Generator will give you code that can be copy and pasted into any webpage.

**FlickrSlidr: [http://flickrslidr.com](http://flickrslidr.com)**
FlickrSlidr allows you to create a sleek Flash slideshow in one step. Enter your username or choose a set or group of photos, specify the size of the slideshow, and FlickrSlidr supplies the code to paste anywhere.

Now that your photos are embedded in a visible location, don’t forget to promote them using other methods. Here are a few suggestions used at Moore College of Art:

• Mention your Flickr during instruction sessions
• Create posters, flyers, or bookmarks
• Link to your Flickr in your email signature