Building a Digital Image Collection With flickr: A low (or no) cost approach to sharing your digital assets

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Presentation Overview

• About flickr
• Key benefits (7 Fs)
• Your Images – Your Rights
• Libraries on flickr
• Additional resources & Readings
About flickr

• flickr.com
• Currently a subsidiary of Yahoo!
• HOWEVER, it apparently is being shopped for a new owner.
• flickr was an independent company founded in 2004 that was purchased by Yahoo! in 2005.
• Historically designed for photographers
• Community of photographers!

About flickr

Other photo services
• Instagram - instagram.com
• Imgur - imgur.com
• Photobucket - photobucket.com
• Shutterfly - www.shutterfly.com
• SmugMug - Smugmug.com
• Google Photos (Picasa) - photos.google.com

• It’s a constantly changing environment!
About flickr

- You can build collections in all areas:
  - Event photos
  - Staff photos
  - Construction updates

About flickr

- Library Exhibits
- Historical Collections
- Digital Collections
About flickr

• Creating digital images is much easier now.
• Low-cost flatbed scanners
• Services like Legacybox (legacybox.com) to scan photos and movies/VHS tapes
• Collaborate with local community organizations and volunteers

Getting Started
• You need a Yahoo! Account
• Sign-up for flickr
• Do not need a PRO account
• Base account has 1 TB of storage
• This may change (actually – it will definitely change!)
• Corey's flickr page: flickr.com/cseeman
Key benefits

- **Flexibility**
- **Functionality**
- **Friends (& connections)**
- **Findability**
- **Figures (& Statistics)**
- **Forever (& archiving images)**
- **Free!**

**Key Benefits - Functionality**

- Easy to load images and videos
- Items are arranged as they are loaded.
- People find them by tags (descriptive terms), titles, albums and groups.
- Images can be public or private.
- Internal image editor (Aviary) is really useful!
Key Benefits - Functionality

- Your Profile page is a good place to add information about your library.
- [https://www.flickr.com/people/cseeman/](https://www.flickr.com/people/cseeman/)

Key Benefits - Functionality

- flickr web-based loader
- Change descriptors now or later.
Key Benefits – Flexibility

- Use Albums and Collections to pull like things together.
- This allows you to pull together and segregate collection items from building and event photos.
- Creates nice ways to share pictures with members of your community.

Key Benefits - Flexibility

- Albums can be for anything and are only for your account.
- [https://www.flickr.com/photos/cseeman/albums/](https://www.flickr.com/photos/cseeman/albums/)
Key Benefits - Flexibility

- Collections can bring together similar albums (dance, lighthouses)
  - [https://www.flickr.com/photos/cseeman/collections/](https://www.flickr.com/photos/cseeman/collections/)

Key Benefits - Findability

- Tags are the best ways to have people find your images.
- No real clear limit on the number of tags.
- Create all sorts of tags to direct people to the items.
- You can add tags after the fact.
- These become the search-terms in both flickr and search engines.
Key Benefits - Findability

- Tags can have external or internal meanings (they all live together).
- Sometimes, the tags will not retrieve the image (HINT – you can make the image PRIVATE and then PUBLIC again to re-index – it takes 24 hours).
- Images with no tags or only internal use tags will be virtually hidden.

Title: Squirrels in Ann Arbor at the University of Michigan (March 31, 2016)
Description: Squirrels out and about on an early spring day in Ann Arbor at the University of Michigan. Made it out after the rains passed through - on Thursday March, 31, 2016.
TAGS: Squirrels "Ann Arbor" Michigan Animal Campus "University of Michigan" UMSquirrels03312016 Spring Eating Peanut March_UMSquirrel Scilla Wildflower
Key Benefits - Findability

- Groups are ways to share pictures on a topic with other users.
- Groups on nearly any topic…
- Anyone can create a group!

Key Benefits - Findability

- Got squirrels???
Key Benefits - Friends

- Collaborate with community members and organizations (like historical societies)
- Great way to not only share your pictures, but also see those from your contacts.

Key Benefits - Friends

- Your contacts show on the profile page.
Key Benefits - Friends

- Your contacts’ recent pics show on your home page.
- You also see your activity (Favorites & Comments)

Key Benefits - Friends

- You get emails daily showcasing your contact’s new items.
- Good for community building
Key Benefits - Friends

- Very easy to connect with social networks (facebook, Tumblr, Pinterest, twitter)
- Also easy to send embedded text to add into websites.

Key Benefits - Forever

- flickr is part of Yahoo!
- Not completely secure (no commercial resource is)
- Create an off site archive
- Since you rename the pictures as you load them to flickr, use folders to keep them together.
- Little work as you create the archives – long term benefit.
Key Benefits - Forever

Key Benefits – Figures (& Statistics)

- flickr provides great statistics to users including:
  - Page views
  - Image views
  - Items marked as favorites
  - Comments from other users
Key Benefits – Figures (& Statistics)

• Samples of statistics

Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)

Key Benefits – Figures (& Statistics)

• You can see daily and all-time top pic views.

Building a Digital Image Collection - Seeman - RLC 2016 (May 2016)
Key Benefits – Figures (& Statistics)

• You get regular emails about recent activity.

Key Benefits - Free

• Some of these resources are free (for now).
• A Library-focused digital image systems are expensive and are not as easy to find or use for your patrons.
• PRO accounts are modest in cost ($25 a year).
Your Images – Your Rights

- Creative Commons
  - [https://creativecommons.org/](https://creativecommons.org/)
  - [https://creativecommons.org/licenses/](https://creativecommons.org/licenses/)
- Creative Commons Pics on flickr
  - [https://www.flickr.com/creativecommons/](https://www.flickr.com/creativecommons/)
- You can put restrictions on access and downloading if you want.

Your Images – Your Rights

- If people can find it – they can use it
Questions & Thank You

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Corey’s flickr page: flickr.com/cseeman

Libraries on flickr & Resources follow this slide!

Libraries on flickr

- Libraries are “people” or “members” or “contacts”
- Alpena County (MI) Library - https://www.flickr.com/photos/alpenacountylibrary
- Ann Arbor (MI) District Library - https://www.flickr.com/photos/37044016@N08/
- Canton (MI) Public Library - https://www.flickr.com/photos/cantonpubliclibrary
- Dearborn Heights (MI) City Libraries - https://www.flickr.com/photos/33590329@N05/
- East Lansing (MI) Public Library - https://www.flickr.com/photos/elpl
Libraries on flickr

- Flint (MI) Public Library - https://www.flickr.com/photos/27279835@N04/
- Kalamazoo (MI) Public Library - https://www.flickr.com/photos/kalamazoopubliclibrary
- Lapeer (MI) District Library - https://www.flickr.com/photos/9867582@N03/
- Livonia (MI) Public Library - https://www.flickr.com/photos/7523813@N07

Libraries on flickr

- Bloomfield (IN) Public Library - https://www.flickr.com/photos/begcpl
- Bloomfield (NJ) Public Library - https://www.flickr.com/photos/106763757@N08
Libraries on flickr

- University of Michigan Library - https://www.flickr.com/photos/mlibrary
- Michigan State University Main Library - https://www.flickr.com/photos/msumainlibrary
- flickr Commons: https://www.flickr.com/commons
- flickr Commons Participating Institutions: https://www.flickr.com/commons/institutions/

Readings and Resources


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