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

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NCompass Live
Nebraska Library Commission
April 12, 2017

Presentation Overview

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

My brother and I in Matawan, NJ (c. 1968)
About flickr

• flickr.com
• Still a subsidiary of Yahoo!
• HOWEVER, it apparently is being shopped for a new owner (since 2016).
• 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.

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Key Benefits - Flexibility

• Albums can be for anything and are only for your account.
• https://www.flickr.com/photos/cseeman/albums/

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Key Benefits - Flexibility

- Collections can bring together similar albums (dance, lighthouses)
- 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.

Key Benefits - Findability

**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_UIDSquirrel Scilla Wildflower
Key Benefits - Findability

• Groups are ways to share pictures on a topic with other users.
• Michigan Libraries - [https://www.flickr.com/groups/michiganlibraries/](https://www.flickr.com/groups/michiganlibraries/)
• Groups on nearly any topic…
• Anyone can create a group!

Key Benefits - Findability

• Got squirrels???

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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’ 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

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Key Benefits – Figures (& Statistics)

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

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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/licenses/

• Creative Commons Pics on flickr
  – 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

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Libraries on flickr

- Libraries are “people” or “members” or “contacts”
- Nebraska Library Group - [https://www.flickr.com/groups/nelibraries/](https://www.flickr.com/groups/nelibraries/)
- Nebraska Library Commission - [https://www.flickr.com/photos/81374383@N00/](https://www.flickr.com/photos/81374383@N00/)
- Seward Memorial Library (NE) - [https://www.flickr.com/photos/sewardlibrary/](https://www.flickr.com/photos/sewardlibrary/)
- Omaha Public Library (NE) – [https://www.flickr.com/photos/omahalibrary/](https://www.flickr.com/photos/omahalibrary/)
- Council Bluffs Public Library (NE) – [https://www.flickr.com/photos/cbpl/](https://www.flickr.com/photos/cbpl/)
- Tulsa City-County Library (OK) - [https://www.flickr.com/photos/tulsalibrary/](https://www.flickr.com/photos/tulsalibrary/)
Libraries on flickr

- 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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