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

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

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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!

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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!***

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About flickr

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

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About flickr

  - Library Exhibits
  - Historical Collections
  - Digital Collections

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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

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About flickr

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

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Key benefits

Flexibility

Functionality

Friends (& connections)

Findability

Forever (& archiving images)

Figures (& Statistics)

Free!

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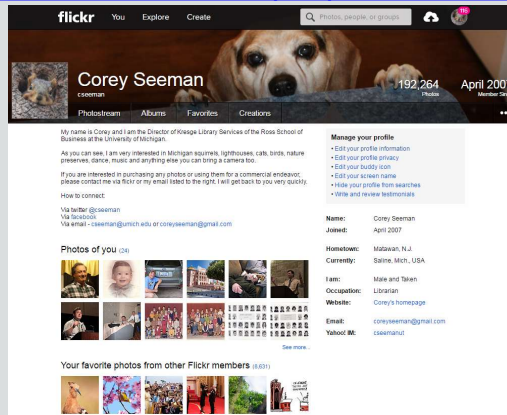
Key Benefits - Functionality

- 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!

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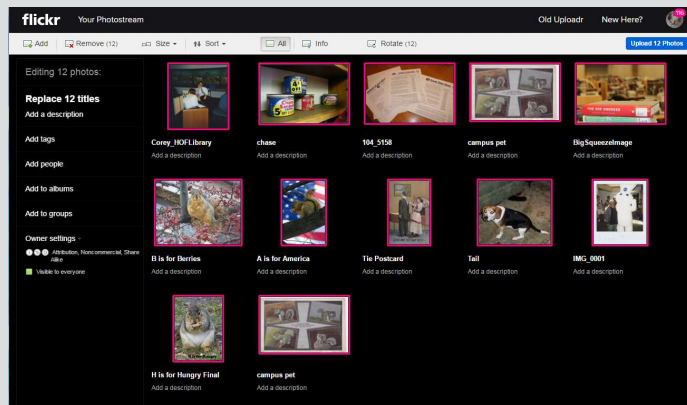
Key Benefits - Functionality

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

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Key Benefits - Functionality

- flickr web-based loader
- Change descriptors now or later.

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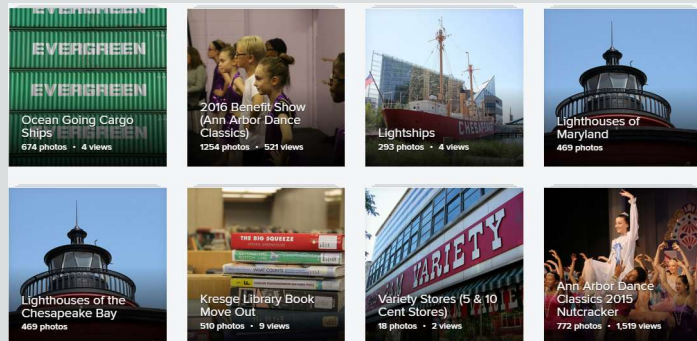
Key Benefits – Flexibility

- 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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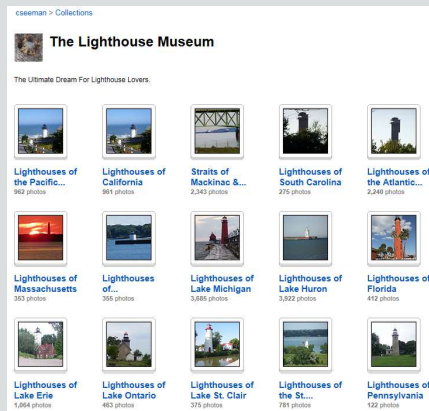
Key Benefits - Flexibility

- 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/

cseeman > Collections

The Lighthouse Museum

The Ultimate Dream For Lighthouse Lovers.

Lighthouses of the Pacific... 962 photos	Lighthouses of California 961 photos	Straits of Mackinac &... 2,343 photos	Lighthouses of South Carolina 275 photos	Lighthouses of the Atlantic... 2,240 photos
Lighthouses of Massachusetts 353 photos	Lighthouses of... 355 photos	Lighthouses of Lake Michigan 3,685 photos	Lighthouses of Lake Huron 3,922 photos	Lighthouses of Florida 412 photos
Lighthouses of Lake Erie 1,064 photos	Lighthouses of Lake Ontario 463 photos	Lighthouses of Lake St. Clair 375 photos	Lighthouses of the St.... 781 photos	Lighthouses of Pennsylvania 122 photos

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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.

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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.

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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_UMSquirrel Scilla Wildflower

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Key Benefits - Findability

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

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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.

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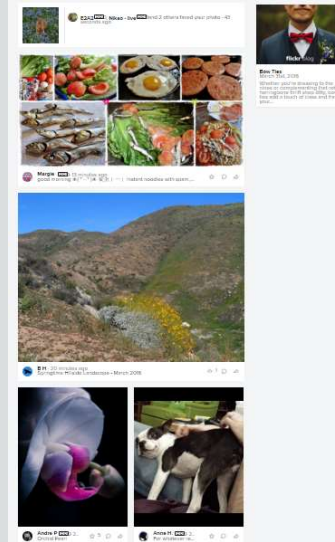
- Your contacts show on the profile page.

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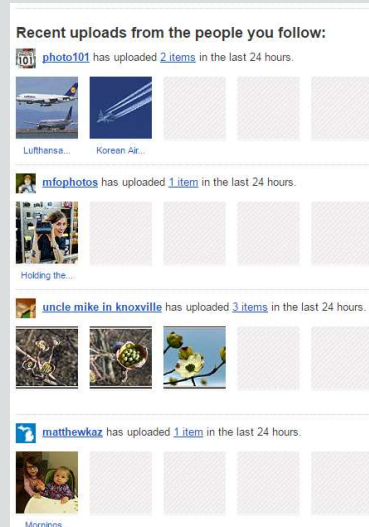
- Your contacts' recent pics show on your home page.
- You also see your activity (Favorites & Comments)

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Key Benefits - Friends

- You get emails daily showcasing your contact's new items.
- Good for community building

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Key Benefits - Friends

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

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Key Benefits - Forever

- flickr is part of Yahoo!
- Not <u>completely</u> 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.

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Key Benefits - Forever
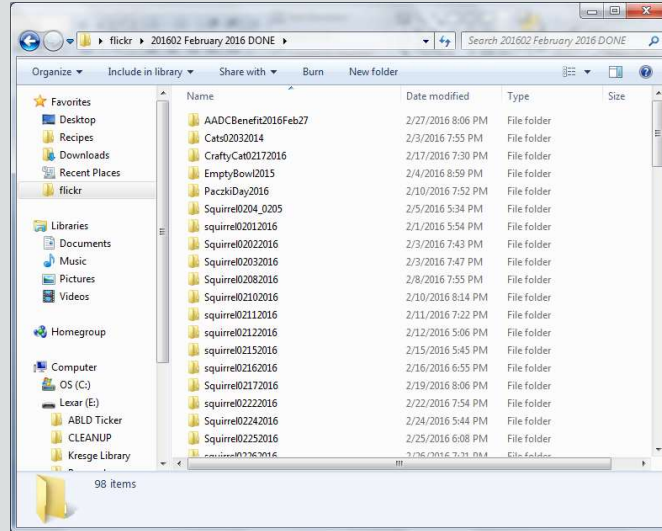
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Key Benefits – Figures (& Statistics)

- flickr provides great statistics to users including:
  - Page views
  - Image views
  - Items marked as favorites
  - Comments from other users

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Key Benefits – Figures (& Statistics)

- Samples of statistics

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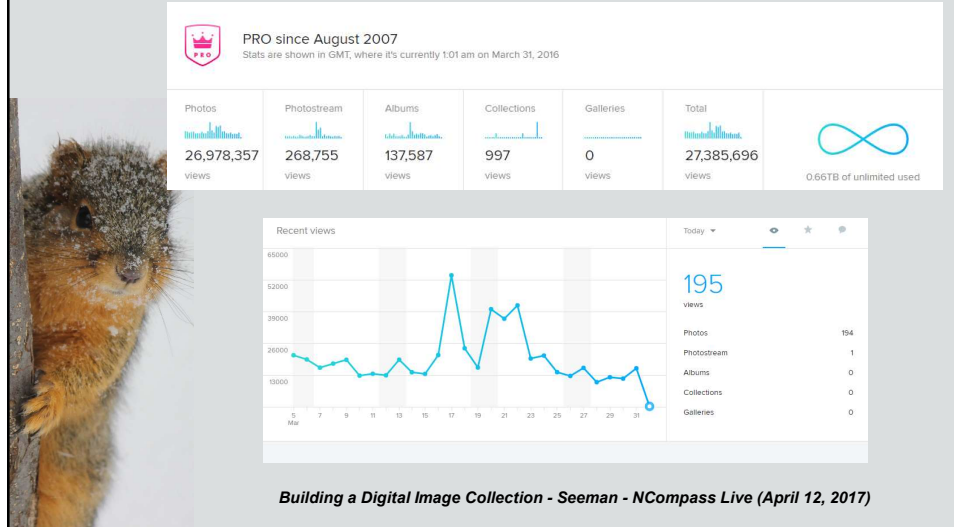
Key Benefits – Figures (& Statistics)

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

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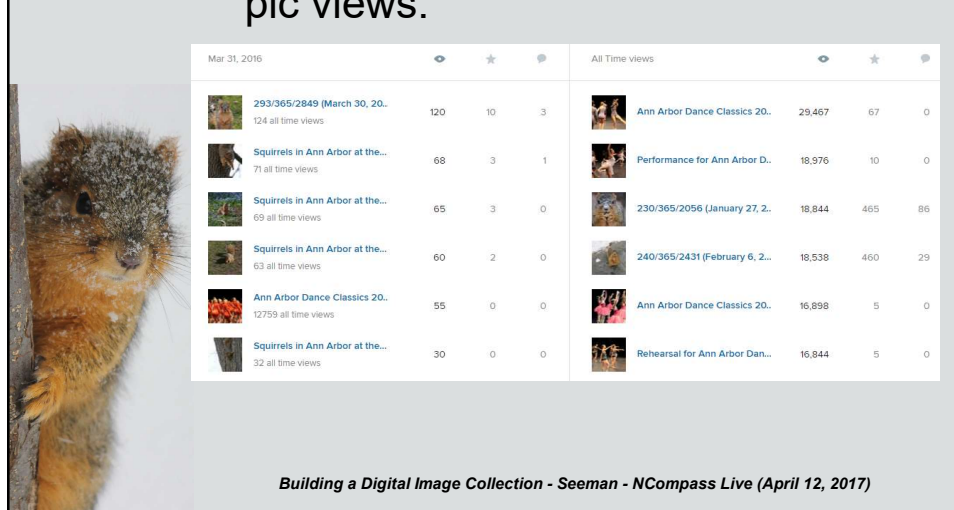
Key Benefits – Figures (& Statistics)

- You get regular emails about recent activity.
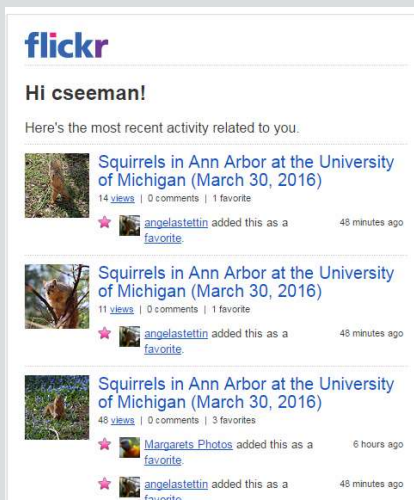
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Key Benefits - Free

- 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).

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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.

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Your Images – Your Rights

- If people can find it – they can use it

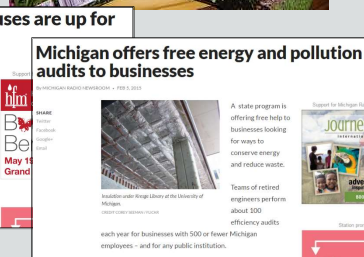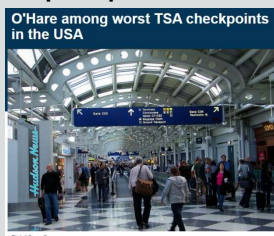*Building a Digital Image Collection - Seeman - NCompass Live (April 12, 2017)*

Questions & Thank You

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Slides: tinyurl.com/csflickr2017
Corey's flickr page: flickr.com/cseeman

**Libraries on flickr
& Resources
follow this slide!**

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Libraries on flickr

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

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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

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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

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Libraries on flickr

- Bloomfield (IN) Public Library - https://www.flickr.com/photos/begcpl
- Bloomfield (NJ) Public Library - https://www.flickr.com/photos/106763757@N08
- Lester (Two Rivers, WI) Public Library - https://www.flickr.com/photos/lesterpubliclibrary (see: http://www.infotoday.com/mls/nov10/Dawson.shtml)

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Libraries on flickr

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

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Readings and Resources

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- Beaudoin, Joan E., and Cécile Bosshard. "Flickr Images: What & Why Museums Share." Proceedings of the American Society for Information Science and Technology 49.1 (2012): 1-7.

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- Cunningham, Sally Jo, and Malika Mahoui. "Interacting with and through a Digital Library Collection: Commenting Behavior in Flickr's the Commons". Proceedings of the 13th ACM/IEEE-CS joint conference on Digital libraries. ACM , 2013. 21-24.

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- Kalfatovic, Martin R., et al. "Smithsonian Team Flickr: A Library, Archives, and Museums Collaboration in Web 2.0 Space." Archival Science 8.4 (2008): 267-77.

- Library of Congress. Prints and Photographs Division, et al. "For the Common Good: The Library of Congress Flickr Pilot Project".Library of Congress, Prints and Photographs Division , 2008. (http://www.loc.gov/rr/print/flickr_report_final.pdf)

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Readings and Resources

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- Stephens, Michael. "Flickr." Library Technology Reports 42.4 (2008): 58-62. (https://journals.ala.org/ltr/article/view/4658)

- Terras, Melissa. "The Digital Wunderkammer: Flickr as a Platform for Amateur Cultural and Heritage Content." Library Trends 59.4 (2011): 686-706.

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