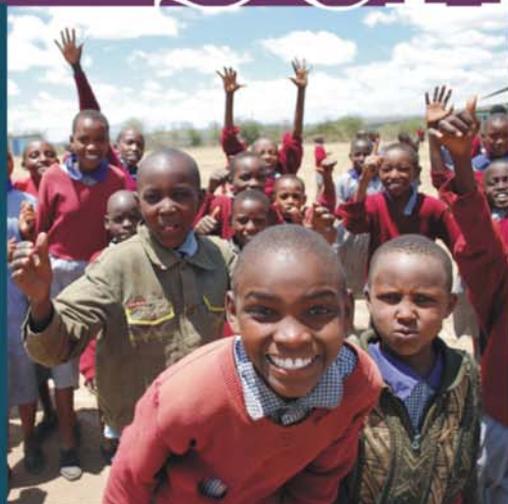


Scriptoria



Using Flickr

How to create an online photo library
to communicate your key messages

A free guide for sustainable development organisations

Sustainable Development Communications

www.scriptoria.co.uk

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Foreword

Good quality photographs are key for any organisation that wants to communicate its messages well and change people's behaviour. But, accessing photos of your work when you need them (when you're producing your annual report, for example) can be a real problem.

When working on projects, you often hear conversations that run along these lines:

"John in Kenya has some really good photos of that...but he's on holiday and he won't be back until after our publication deadline. Well what about Jane – she took some great photographs. She's left the project and I don't think she gave us a copy of those photos. Arrgh. Right, we'll have to buy some. How much will that cost?"



Well, here at Scriptoria we don't believe that it has to be like this. Professional photographers have their place, but organisations should be able to provide and distribute most of their photos themselves. That's because those photos will have most relevance to the work an organisation is doing, and will save precious funds.

So that's why Scriptoria Sustainable Development Communications decided to produce this simple guide. It will tell you and your colleagues how to use Flickr to store and distribute your best photos – making them available whenever you need them. Good luck, and happy snapping.

A handwritten signature in cursive script that reads "Sandy Williams". The ink is a light purple or blue color.

Dr Sandy Williams

Director, Scriptoria Sustainable Development Communications

Why do you need to read this book?

Here at Scriptoria, our clients range from small charities and NGOs working in international development to governments and large corporations with their own corporate social responsibility teams. When these organisations commission us to produce profile-building campaigns, websites and documents like annual reports, we constantly run into the same problem – they usually lack high-quality photos to showcase their work.

For the large corporates, this is not really an issue, as they can afford to simply buy in pictures from photo houses. But for many non-profits, this can be a real problem, as buying photographs from photo houses is expensive.

Yet really, when you think about it, there is actually no reason for this ever to be a block to producing great work. Non-profits have staff in the areas they need to take photos. So, all they need to do is (1) get some of their staff to take reasonably good photos, and (2) make sure that those photos are easily available to the communications team of the organisation (not stuck on someone's hard drive where the communications team can't access them).

The first problem can be fixed by distributing a few reasonably good cameras among your staff (and 'good' doesn't have to mean 'expensive') and giving them some training in how to use them. The second problem (the distribution problem) can be solved using Flickr.

Basically, Flickr was made for storing, distributing, tagging, describing and searching photos. Flickr is great. It's fantastic. It's just so good it's hard to describe. The only problem is that it can be a little bit hard to use when you're first trying to get to grips with it. So, we produced this guide to help beginners use Flickr to best effect.

Of course, you can do a lot more with Flickr than is covered in this guide. And, for every step, you'll probably find more than one way of doing what you want with your pictures. But, this guide will help keep things simple when you're first starting out with Flickr.

So, if you're a non-profit – and you want to create your own online, fully searchable store of high resolution photos – just use this guide to take your first steps with Flickr. And then there will be no stopping you.

This means that now there really is no excuse for small organisations not to aim for the same high standards in their communications as their bigger and wealthier cousins. Go for it.

All the best,

The Scriptoria Team

Some key reasons for using Flickr

>> Because images are important for spreading your message

Images are powerful tools for raising awareness about the work of your organisation, your project or programme and the communities you work with. But, you can only harness their power if they are of good quality and easily accessible.

>> Because Flickr saves you money

Why spend money on pictures from expensive professional photo houses if you take good quality photos yourselves and share them online?

>> Because Flickr gives you easy access to your photos

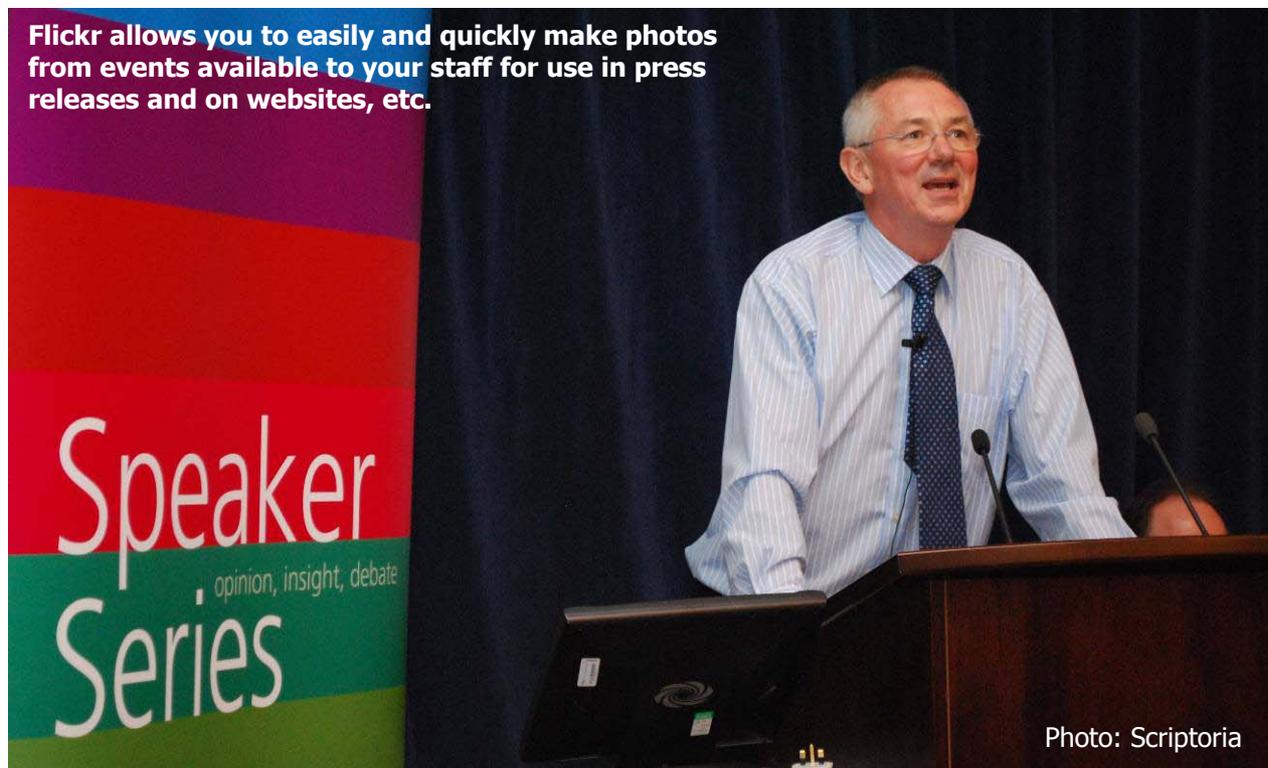
Flickr allows anyone in your organisation to upload, easily search and share pictures that illustrate your work.

>> Because Flickr allows you to control who accesses your photos

Using Flickr, you can control access to your photos. So if you want them to be visible only to your staff and co-workers, that's fine. Just tick the right box when you upload them.

>> Because Flickr is easy to use (once you know the basics)

Huge numbers of kids and adults are using Flickr to share their snapshots with friends and family. That's because once you get into the Flickr way of thinking, the site is easy to use.



Section One Understanding Flickr

What is Flickr?

Flickr is a website where you can upload photos and create your own fully searchable photo library, free or for little cost, and then make your pictures available to anybody you want. It was created in 2004, became part of Yahoo! and now claims to host more than four billion images.

Flickr is increasingly being used by organisations that need to communicate with their own people or with the world about their activities. In fact, everyone seems to be joining Flickr – charities, NGOs, companies, governments – and it surely won't be long before, as with Facebook, everyone has a Flickr page.

Why do you need a photo library on Flickr?

It is important for your organisation to have a collection of easy-to-access, high-quality photos illustrating its work. These should be kept in a central repository that everyone can get to when they need images for their work. Why? Because pictures can be used in all sorts of different ways (such as in press releases, policy briefs, and brochures, and on intranets, websites and posters) to explain your work and promote your messages and achievements.

Having access to good quality photos can save your organisation a lot of money. Photos are expensive to buy (often around £200 each) and usually can be used only once. So it's clearly much more cost-effective if everyone in your organisation takes good photos as they work and ensures that the whole organisation has access to them.



Choosing a Free or Pro account

Flickr offers two accounts, Free and Pro (professional). Free account users are allowed to upload 100 Mb of images a month and two videos, but only the most recent 200 images are displayed. Any photos not displayed remain stored on the site.

Pro accounts allow users to upload an unlimited number of images and videos every month and receive unlimited bandwidth and storage. Pro account users also receive ad-free browsing and have access to account statistics. Organisations needing to upload a large number of photos should open a Pro account – the annual charge of US\$24.95 is a small sum to pay for the extra benefits.



Teach your staff how to use good quality cameras. Digital SLRs, like the one shown here, are now cheap and simple to use (they have automatic settings – and you can review photos on screen).

To find out more about choosing a camera and how easy it is to use the automatic settings on a 'professional' camera like this, see the 'Field Guide to Photography' available free from Scriptoria's website at:

<http://www.scriptoria.co.uk/Scriptoria-News.html#newphotoguide> Photo: Scriptoria

Section Two What types of photos should you upload?

Go for quality

File size

Flickr is a great way to organise photos but, as with any tool, you have to know how to use it. Too many organisations just dump a load of routine photos on their Flickr accounts, with little or no information added.

First, only upload good-quality, high-resolution pictures to your photo library on Flickr. That means a file size of around one megabyte (1 Mb) or more as a rough rule of thumb. The reason is that, while photos with a small file size (low-resolution photos) look fine on your computer screen, they cannot be printed professionally because they look pixellated (or blocky) and degraded. The easiest way to avoid this is to follow the 1 Mb rule.

Taking useful photos

Make sure that you upload well-composed photos that clearly illustrate your work. So for example, if you work in the water industry in Africa, don't just take a picture of a new pump. Take pictures of people using the pump and enjoying their access to clean water.

To help you take the kind of photos you need (sharp, non-blurry, in focus and interesting to your audience), Scriptoria produced a short guide for a UK Government programme – it's available on the Scriptoria website. It explains in simple terms:

- how to use a camera well
- how to frame a photograph, and
- which subjects to photograph.

To read the guide, just go to the Scriptoria website (www.scriptoria.co.uk) and navigate to the 'News' page or click this link (or copy it into your web browser): www.scriptoria.co.uk/Scriptoria-News.html#newphotoguide.

How many photos should you upload?

It is easy to take hundreds of photos at a meeting, give them a general title and a set of keywords and then upload them all to Flickr. But **you should not do this**.

This is because most of the photos you take will not be of a good quality, and you want to display only good photos in your Flickr library.

The rule to follow, therefore, is **don't upload more than about 10 good photos** of each subject or event. A good example of this would be photos taken at a one-day meeting (for a two-day



meeting, you might upload 20 photos). So the rule is 'take lots of photos, but only upload a few of the best'.

Choosing which photos to upload

When you attend a meeting, you should take lots of photos (at least 30 or 40 for a one-day meeting). Once you have downloaded these to your computer, spend five minutes deleting all the ones that are blurred or grainy or that just don't look good.

Basically (and it's worth saying this again), you should **try to cut your selection down to about 10 good photos** (fewer if possible) – each with a title, a short description and tags. To find out more about these, see Section **Six** Titles, tags and descriptions.



Ensure that the pictures you upload to Flickr are of a good quality. This means that they should be in focus (not blurred) and not under- or over-exposed (not too dark or too light).

You also need to ensure that your pictures are interesting. For example, this picture of a Scriptoria staff member teaching a communications masterclass shows her engaging with the students – not just standing at the front of the class teaching.

Photo: Scriptoria

Section Three Accessing Flickr

How to log into Flickr

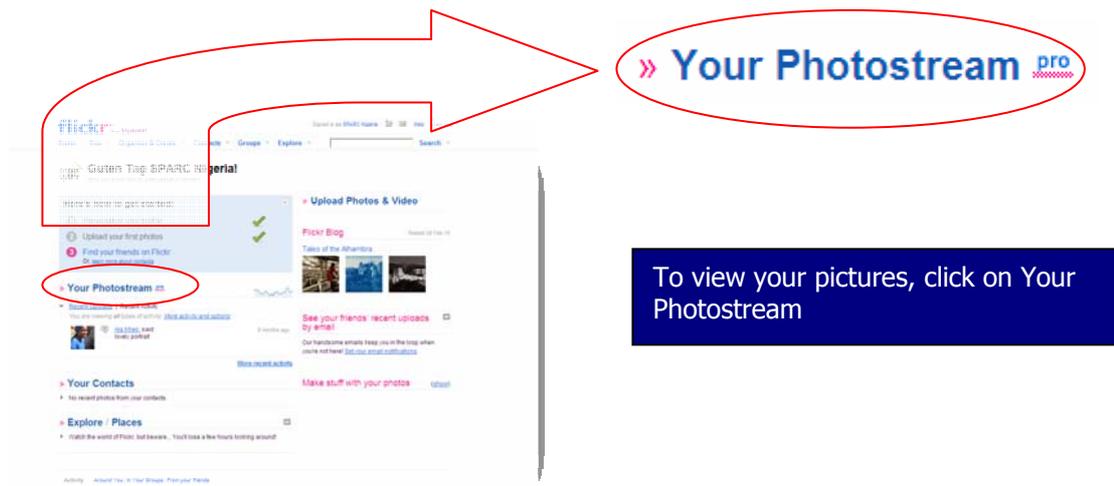
Have this guide handy as you work through Flickr online. To log into Flickr, go to www.flickr.com and click on the 'Sign In' link on the top right-hand corner of the page. This takes you to a Yahoo sign-in page, where you sign in using a Yahoo ID and password. If you haven't already got a Yahoo account, click on 'Create Your Account' to set one up.



Homepage

After signing in, you'll be taken to the Flickr homepage, which can look rather confusing. But, to access your photos, all you have to remember is to click on the 'Your Photostream' link.

Accessing your photostream



Clicking on the 'Your Photostream' link takes you through to the 'Your Photostream' page. If you have a Pro (professional) account, you can upload and store a lot of photos very quickly. Note the Pro symbol next to the words 'Your Photostream' which indicates the status of the account.

Opting for a Pro account

To opt for a Pro account, go to the 'You' drop-down menu at the top of your Flickr homepage and choose 'Your Account'. You can then click on 'Upgrade to a Pro Account' near the top of the page.

Uploading photos

You can upload photos to your Flickr site in two ways: through the 'Upload' tab on your Flickr page, or using Flickr's desktop application, Desktop Uploadr. Using Desktop Uploadr is a good idea because it allows you to organise your images efficiently, saving you time.



Section Four The Desktop Uploadr

Downloading the desktop application

Desktop Uploadr allows you to upload lots of pictures to Flickr quickly – the application uploads in the background, freeing you up to work on your next batch of images. It also makes it simple for you to tag and sort your pictures properly. To download the application:

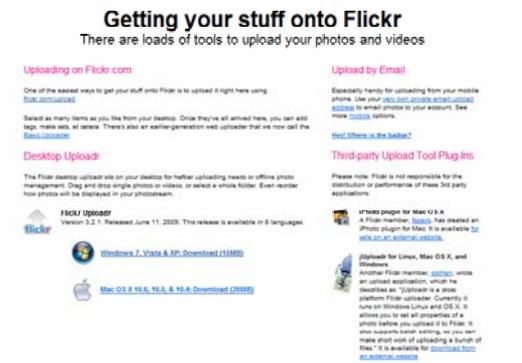
- log into Flickr and go to the homepage,
- scroll down to the bottom of the homepage (see below), then
- choose 'Tools' (highlighted in green below).



Clicking 'Tools' opens the 'Getting your stuff onto Flickr' page shown on the right.

Under Desktop Uploadr, choose the operating system you are using (Windows Vista, XP or 7 if you are on a PC; Mac OS X 10.4, 10.5 or 10.6 if you are on a Mac) and follow the instructions given to download and install the application.

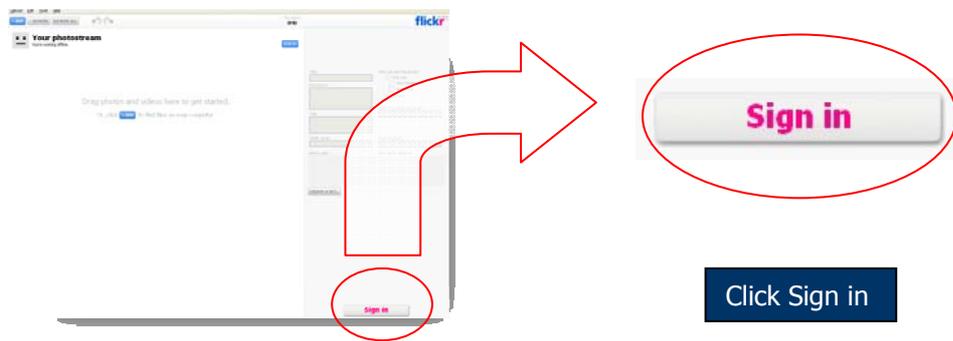
Note: Flickr does not work on any operating systems other than those given above.



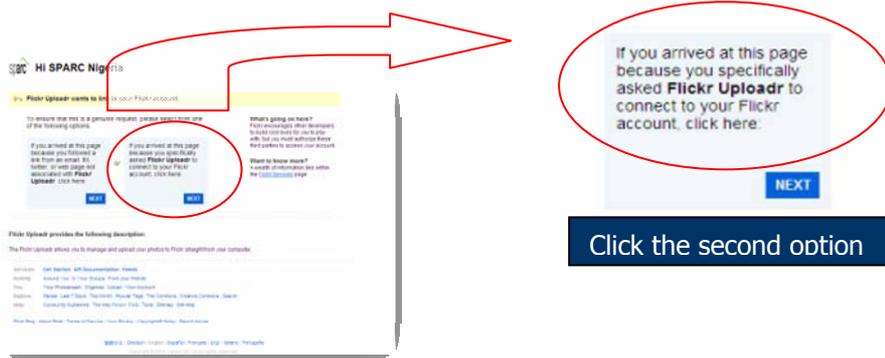
The desktop application – getting started

Once you have downloaded the application, the Flickr Uploadr icon appears on your desktop. Click on the icon to open the software and start using it.



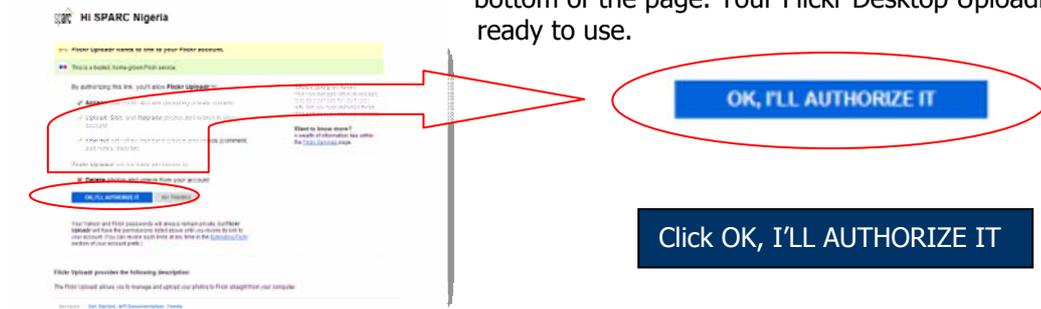


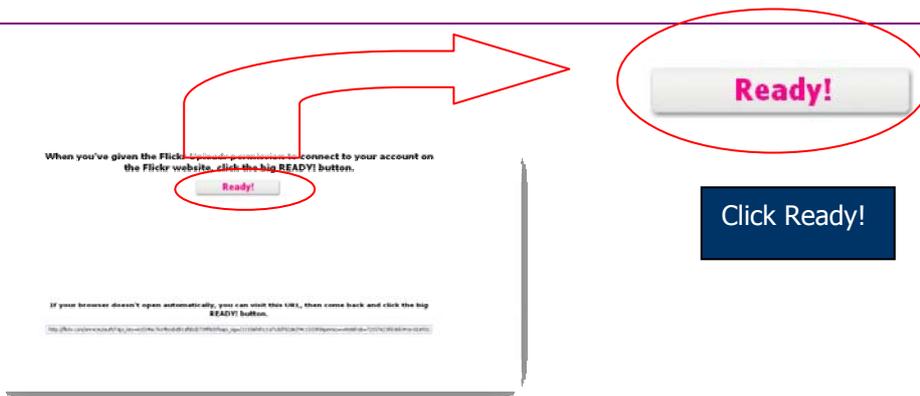
Once you click on the icon, the page above appears. Click the 'Sign in' button at the bottom of the page. The first time you do this, the software asks you for authorisation to use it with Flickr. When you have agreed to that, the page below appears seeking your permission to access your account.



Choose the second option: "If you arrived at this page because you specifically asked Flickr Uploadr to connect to your Flickr account, click here".

When you reach the screen shown above, click the 'OK, I'LL AUTHORIZE IT' button in blue at the bottom of the page. Your Flickr Desktop Uploadr is now ready to use.





Finally, click the 'Ready!' button and you're ready to start using Desktop Uploadr.

Uploading via the desktop application

To upload pictures via the desktop application, simply click the '+ ADD' button at the top left-hand corner of the screen and then choose the pictures you would like to upload to the site.

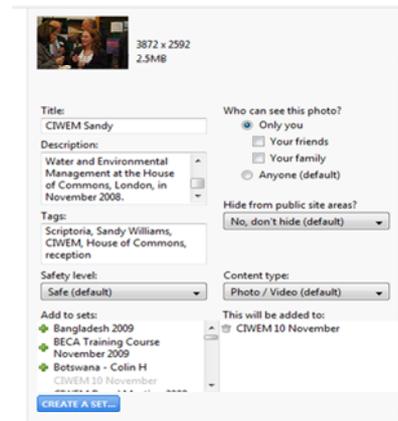


Once your pictures have been imported into the Uploadr screen, select them so you can begin adding information (make sure that you drag your mouse over all of them if you want to highlight them all).

Fill in the correct information in the boxes (see right).

Title: Be specific (for example, the name of the person featured, the event, etc.).

Description: It's important to give a full description of a picture, including the date or year the photo was taken, so that anyone else viewing the photo site can see why it is useful. In the description, you should say who is in the picture, what their job title is, where they are and what they are doing.



Tags: You must include tags (that is, search terms or keywords) that will be useful in future searches. If, for example, you are uploading a picture of a colleague, you should give their full name. But, you should also include general search terms like 'man', 'woman' or 'smiling' (if they are smiling), etc. You should also include the name of the place where the picture was taken. The great thing about tagging in Desktop Uploadr is that, by highlighting several photos, you can assign a list of tags to a whole batch of pictures at once. Then you can add any extra tags to individual pictures afterwards. We'll talk more about tags, titles and descriptions later in this guide.

Don't forget to **choose the set** to which you would like to add your picture or pictures (you can create a new set by choosing 'CREATE A SET').

Important: You must set the 'Who can see this photo?' options (circled in red above) to 'Only you'. This will mean that the pictures you are uploading are only available to people with the access codes to your photo library, or those who receive a guest pass from you via email.



When you are happy with the information entered, add the picture or pictures to the Flickr site by clicking the 'Upload' button in the bottom right corner.

You may find that working on 15 to 20 pictures at once suits you. However, if you are working with low bandwidths or an unreliable power supply, stick to uploading four or five photos at a time.



Photo: Scriptoria

Section Five Understanding sets and collections

A time-saving tip

When uploading photos, you really must ensure that you properly title and tag them when you use the Desktop Uploadr application (otherwise, as your collection grows, it will be difficult to find the photos you want to use). You should also take care to give each photo a short, clear description – so that other people from your organisation will know at a glance what the photo shows, where it was taken, when it was taken and why it is important. Doing these things will save users a lot of time and confusion.

Why have sets and collections?

Sets and collections enable you to store your photos in an organised fashion so that you can easily find them again.

How is a collection different from a set?

Think of collections and sets as folders and files on your computer. A collection is like a folder in which you keep several files, or sets. For example, you may create a collection called 'Community Action Day 2010' and within it, have several sets of photos showing what different teams (communications, research etc.) did on that day. However, if you're using a Free account rather than a Pro account on Flickr, you'll only have sets to work with, not collections.

Who will be able to see my collections?

If you wish, you can allow anyone who visits your Flickr account to view all your photos. But you can also control who sees which photos. You do this by making some photos private and some public. We explain how to do this below in Section **Eight** Sharing and privacy.

Where do I put my photos?

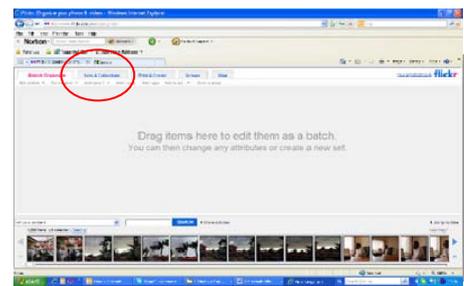
So, you have a large batch of photos that you want to put on your Flickr site – and all of these photos are related in some way. Make sure that you always put your photos either into an existing set or into a new one, and title, tag and describe them. Never leave photos floating around Flickr loose; that way, you'll lose track of them.

The best way to load photos is to use the Flickr Desktop Uploadr application. You can find full instructions on how to do that in Section **Four** The Desktop Uploadr.

How do I make a new collection or set in Flickr?

To create a new collection or set, first go to the 'Your Photostream' page. Then, at the top of the page, click the tab entitled 'Organize & Create'. This takes you to the Flickr 'Organizr' page.

On the Flickr 'Organizr' page, click on the 'Sets & Collections' tab at the top (marked with a red circle in the picture opposite) to go through to the 'Sets & Collections' page. If you're using a Free account



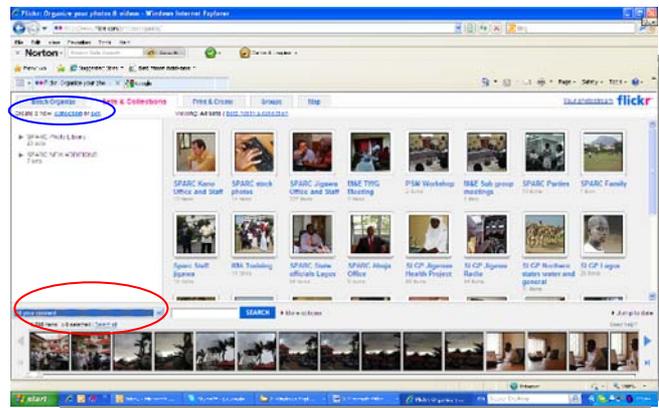
The Flickr Organizr page

rather than a Pro account, you can't create collections, so click on the 'Sets' tab to go through to the 'Sets' page.

The 'Sets & Collections' page

On the right is the 'Sets & Collections' page, which is divided into three main areas (ignore the circled items for the moment). Note that you only have a 'Sets & Collections' page if you have a Pro account. A free account only allows you to create a limited number of sets (so you only have a 'Sets' page).

In this example (of a Pro account), the white area on the left lists your collections and is where you name and create them; the area across the middle of the page shows all your sets (you can drag these into the collections); and the strip at the bottom allows you to search all your Flickr photos.



The Sets & Collections page

Note the drop-down menu at bottom left (circled in red). This is very important as it allows you to search your photos in various ways.

There is also a 'SEARCH' button next to the drop-down menu. You can use it to search your photos using keywords, such as 'woman smiling'. For more about this, see Section **Seven** Searching for photos and downloading.

To create a new collection or set, click on 'Create a new: collection or set' (circled in blue in the picture above), then simply drag photos from the strip at the bottom of the page into the main panel. If you are using a Free account rather than a Pro account, click on 'Create a new set' instead.

How do I arrange things in a collection?

Once you have some collections in the Organizer, you'll find that you can rearrange the order with 'drag and drop'. You can even rearrange the sets within the collections this way. To drag and drop, simply click on a set or folder and, while holding your mouse button down, drag it to wherever you want to move it. Then just let go of the mouse button to drop the object you selected.

How do I create a set?

A set is a group of related photos (for example, photos of the staff in a particular office). In this section, we have dealt with one method for creating sets of previously uploaded photos.

However, unless you are part of the team tasked with maintaining your site, you should always create your sets when you first upload your photos as that is easiest and causes least confusion. For this, you should use the Flickr Desktop Uploadr application, as explained earlier in Section **Four** The Desktop Uploadr.

Section Six Titles, tags and descriptions

Why use titles, tags and descriptions?

It is extremely important that you add titles, tags and descriptions to your pictures when uploading them because this the only way you can help people find and access photographs quickly in your huge – and growing – photo archive. Titles and descriptions are what make a photo useful as they tell you who is in it, what it shows and why it is important.

The title

Your camera automatically assigns a number to each photo you take. But, hundreds of photos with meaningless numbers such as DSC_0001 and DSC_0100 are no use if you are trying to find a photo of a particular person to use in a report or brochure or in a news article or website entry. Photos that have just people's names as their title aren't much use either.

Instead, photo titles should tell us the name of the people shown in the photo and where they were when it was taken. For example, a photo might be entitled "Jim Weale at a Scriptoria communications masterclass run for the Bill & Melinda Gates Foundation in October 2010".

The description

The description should build on the title, containing more detailed information on who is shown in the photo and why the meeting or event was important (this will be useful for quarterly reports and other documents describing the organisation's progress). The description should include key information, such as the name and job titles of the persons shown, where the picture was taken and when the picture was taken.

So a typical description might read:

Jim Weale (Co-Director) instructing students at a Scriptoria training event on scientific writing for agricultural scientists held in Mombasa (Kenya), October 2010.

The tags

It is important to add tags (also known as keywords) to all photos on your Flickr site to make the site truly searchable. Tags should include keywords from the photo description – such as the names of the people shown in the picture and terms relevant to what they are doing.



TIP!

Write your tags, title and description out in a Word document and spell check them, as misspelled words are useless as search terms.

However, tags should also contain words that you would not normally put in the title or the description. These words might be, for example, 'man', 'woman', 'smiling', or 'reading'. This is because people are often looking for pictures of a particular type, such as pictures of a woman smiling.

As long as pictures are properly tagged, finding them takes only seconds. We can go to the search facility, type in 'woman smiling' and immediately see a list of all the pictures in which women are smiling.

In the example on the right, you would include as tags the person's name, some keywords relating to her and her area of expertise (such as gender, administration, finance, accounts) and where the picture was taken. You would also give words that describe the picture generally (such as 'woman', 'smiling').



Adding titles, tags and descriptions

Normally, you should add titles, tags and descriptions to your photos using the desktop application we describe in Section **Four** The Desktop Uploadr. However, if you haven't used Uploadr (which would have saved you a lot of time) or if you are tasked with maintaining your Flickr photo library, you can also add titles, tags and descriptions directly in Flickr.

To add titles, tags and descriptions to your photos, go to the 'Your Photostream' page, then open the collection and/or set containing the pictures to which you want to add titles, tags and descriptions (on the right-hand side of the page). Next, choose a set to edit. The picture below shows a collection folder opened and containing lots of different sets. The magnified image below right is the set containing the pictures to which we are going to add titles, tags and descriptions.

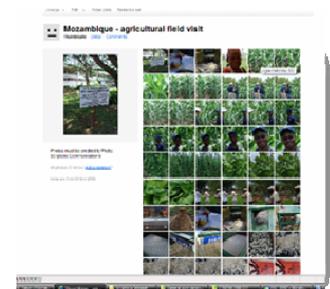
Remember, if you're using a Free account rather than a Pro account, you'll be working with sets only, not collections.

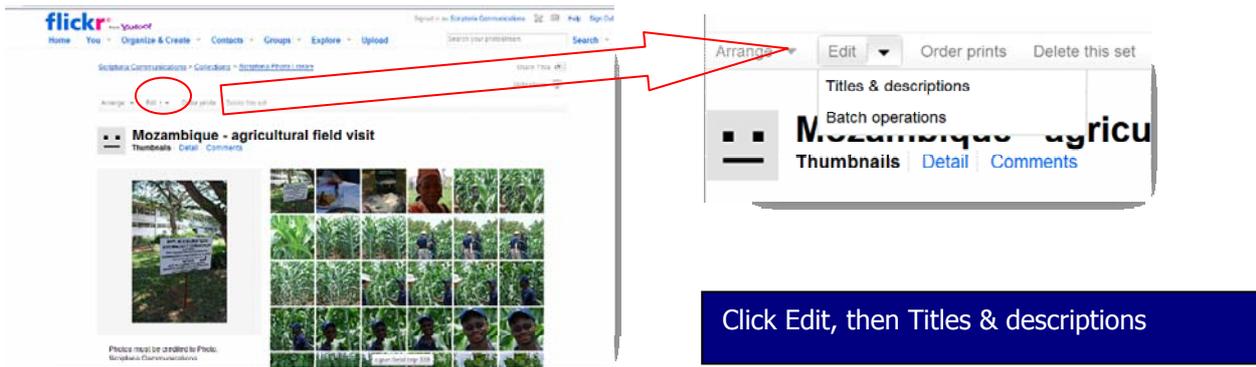


Choose a set to edit

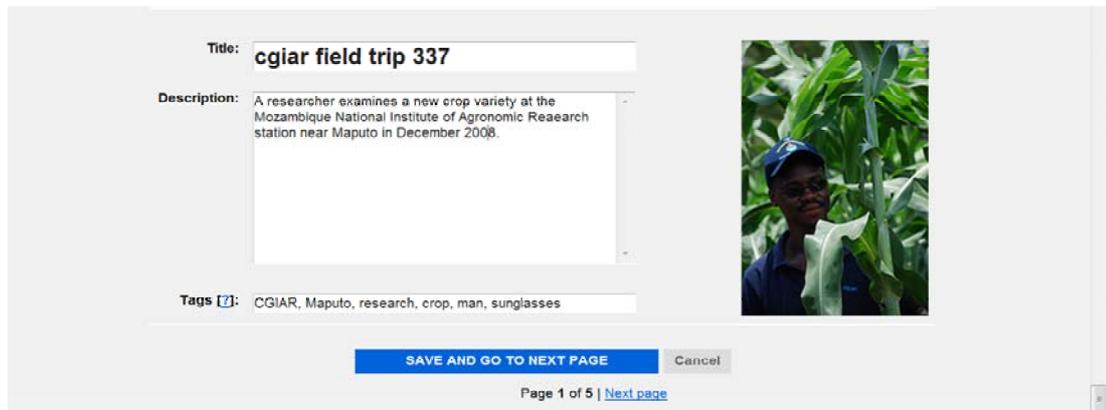
Once you have opened a set (by double clicking it), you will see it in the view on the right.

From here, you can add titles, tags and descriptions to an individual picture or to all the pictures in the set.





First, find the 'Edit' tab at the top of the page. Simply click the arrow next to the tab (shown above circled in red) and choose the 'Titles & descriptions' option from the drop-down menu that appears. This opens a page showing all the pictures in that set, along with editing windows for their titles, tags and descriptions (see below for an example).



If you have many similar pictures in your set, copy and paste the titles, tags and descriptions and vary them for each picture.

After you have typed all the information you want into the relevant boxes (being careful to make sure you have no spelling errors), click 'SAVE AND GO TO THE NEXT PAGE' or 'SAVE ALL' at the bottom of the page.

People will now be able to search for any of the words included in the entry for a particular photo and find this picture. So, it's important to include generic search terms, such as 'man' and 'sunglasses' (for the picture above), as well as specific terms, such as a person's name and what he/she is doing.

Section Seven Searching for photos and downloading

Searching for photos

When you click on 'Your Photostream' on the Flickr homepage, you arrive at a page similar to the one shown here. This is the 'Your Photostream' page.

You can choose the layout of this page by going to the 'You' link at the top of your page, choosing 'Your Account' and then clicking 'edit' in the 'Your photostream page layout' option.

We've chosen to divide the screenshot opposite into two areas (we've marked them with the red arrowed lines). The area on the left contains several large photos and the one on the right is a list of folders.

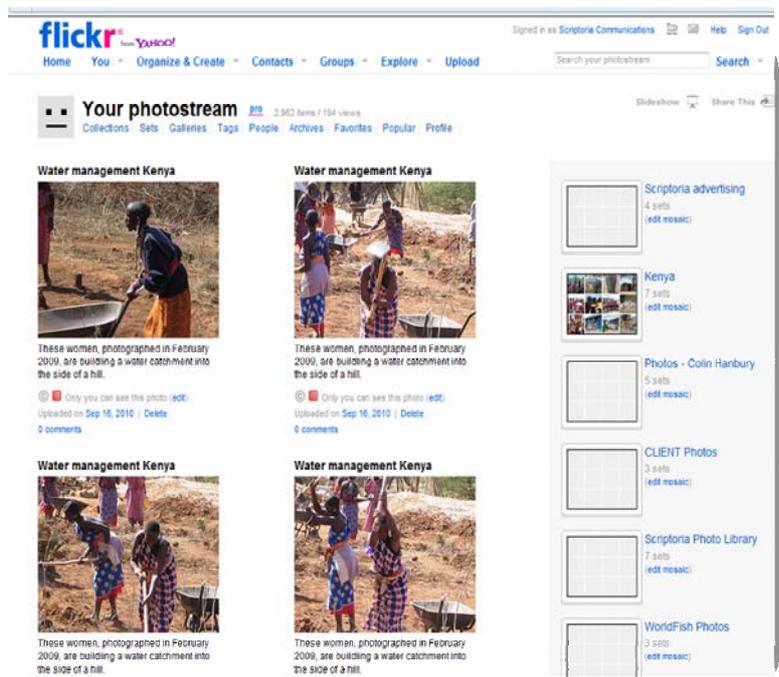
The large photos on the left are simply the latest photos to have been uploaded.

To find a particular photo, you can look through the folders and subfolders on the right-hand side of the page. These are the 'collections' and 'sets' discussed earlier in this guide.

Alternatively, it's easy to get Flickr to search your photo library for useful photos. Simply use the 'Search' box at the top right of the 'Your Photostream' page.

Provided your photos have been properly tagged and contain full descriptions and titles, you should be able to search using most terms that you can think of. For example, if you want to find a picture of a smiling man, you only have to type in those words and click 'Search'.

Note: Before you begin your search, you must ensure that the 'Search' box says 'Search your photostream'. This setting means that the search goes through your collection of photos. If it is not on this setting, the search goes through the whole of Flickr, showing you thousands of pictures that you can't use. If you need to change the setting, use the drop-down menu to the right of the word 'Search'.



Downloading photos

To download a photo, go to one of your sets containing a photo (you can get to your sets by clicking the 'You' tab at the top of your home page and then clicking Your Sets'). When you have found a picture you want to download, double click on it to make it the only photo on your screen. Next, right click on it and choose the option **'Original'** in the 'View all sizes' list. When this very large image is on the screen, right click again and choose 'Download the original size of this photo'. Save it onto your computer. Simple!

Following this procedure ensures that you save the photo with the same resolution as when it was placed on Flickr. This is especially important if you want to have the photo printed in a book, magazine, brochure or flyer. For this, the photo must have as high a resolution as you can get to ensure that it will be reproduced sharply, clearly and at a reasonable size.

Do not be tempted to right click on the photo when it is still one of the many on the 'Your Photostream' page. You can save it that way, but it will only be small and of low resolution.



Section Eight Sharing and privacy

Share with everyone?

You can, if you wish, make all your Flickr photos available to anyone, with no restrictions. However, there are two good reasons for controlling people's access:

- Keeping track of who uses your photos allows you to evaluate how the archive is being used and to make improvements where necessary.
- Giving people full access to the site (by sharing your login codes generally across your organisation) makes pictures vulnerable to being accidentally deleted. By controlling access, you make it possible for people to see and download pictures without deleting them.

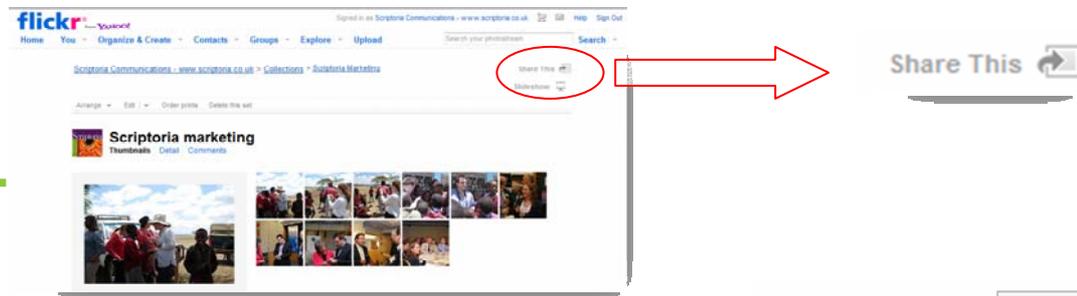
To make sure you retain control, you should use the private setting for the majority of your pictures so that they can be viewed by 'Only You' (that is, anyone who logs into Flickr using your account's user ID).

The best way to do this is to choose the private option when uploading your pictures using the Flickr desktop application (see Section **Four** Desktop Uploadr). You can then decide later (using Flickr) whether there are any pictures that you want to make 'Public', so that you can share them widely with any internet user.

How do I share pictures?

Even though you may have made your photos private, Flickr allows you to share them with people you specify for particular occasions. So, for example, you can allow journalists to access photos linked to a press release, or you can give the designer of your website, latest brochure or annual report access to the photos that they need to illustrate these important products. There are actually lots of ways to share photos on Flickr. But, one of the best ways to do it is to create a 'Guest Pass'. The way to do this is to:

- Log onto Flickr and go to the 'Your Photostream' page.
- If you use Flickr's Pro service, click the 'Collection' tab under the 'Your Photostream' heading – if you don't have a Pro account then you will only have sets, not collections.
- Click on the collection you want, then the set you want to share.
- If you're not using the Pro service, just click on 'Sets' and then click on the set you want to share.
- Click on 'Share This' at the top right-hand corner of the screen (see screen print below).
- In the pop-up box that appears, enter the email address(es) of the person or people you want to access your photos (see screen print below).
- Under 'Add a Guest Pass', tick 'Private (only you)'.
- Add a message if you wish (this is especially important if the photos are associated with a separate communication you are sending out, such as a press release).
- Click 'Send'. The people with whom you want to share your photos will receive an email containing a link to the set you have chosen for them.



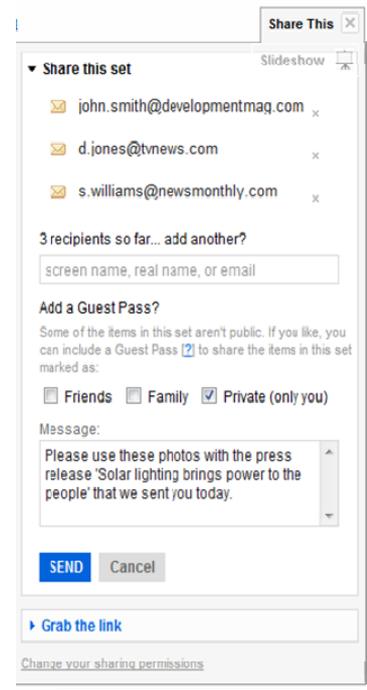
How do I change the privacy options on uploaded photos?

You can also change your permission settings for photos already uploaded onto Flickr.

To change the permissions on all the photos in a set, just go to the 'Your Photostream' page, click on the set you want to address and then choose 'Batch operations' from the 'Edit' drop-down menu (see Section **Six** Titles, tags and descriptions). Then choose 'Change permissions' from the 'Batch edit' drop-down menu. In the pop-up window, select 'Only You (Private)' and click on 'CHANGE PERMISSIONS'.

To change your privacy settings on an individual picture, go to the 'Your Photostream' page, double-click on a photo and look for 'Owner settings' on the bottom right of the page.

Beneath 'Owner settings', click on 'edit' in the sentence relating to privacy. In the pop-up window, select 'Only You (private)' and click on 'CHANGE PERMISSIONS' if you want the photo to be kept private, and choose 'Anyone (public)' if you want to make the photo publicly available.



Scriptoria Sustainable Development Communications

Who are we?

We're sustainable-development communications specialists with an international reputation for excellence – whether we're spreading the word about multi-million pound government research projects, or helping businesses get to grips with green issues.

Why have we written this guide?

We've written this guide to help development organisations create and maintain their own photo libraries using Flickr. The guide is free to all – and Flickr accounts are free or low cost – so spread the word and get everyone you know into the Flickr way of thinking.

Who do we work with?

We work with businesses, government departments and projects, and non-profits all over the world, helping them to communicate messages relating to health, poverty, climate change and other aspects of sustainable development.

Who don't we work with?

We're an ethical company, and as such there are some sectors we just won't engage with. Basically, we don't work with the arms industry or for tobacco companies. Sorry guys. And no, we won't change our minds even though you do keep asking.

How do you contact us?

If you have any queries you wish us to answer, or any projects you would like to discuss, please email or telephone us.

E-mail: enquiries@scriptoria.co.uk

Tel: +44 (0)20 8947 9685

And, if you just want to know more about us generally, you can check out our website at <http://www.scriptoria.co.uk>.

You can also become part of the Scriptoria family by following us on Twitter, Facebook, or YouTube.

 <http://twitter.com/SCRIPTORIA>

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