USING FLICKR

How to use Flickr to manage your photos and use them to promote your business

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Contents

Introduction

Flickr is a social photo sharing site that allows you to upload and share out your photographs to registered users and to the general internet public. Flickr has built in features that encourage discussion and sharing and its community have turned Flickr from photo sharing into a great place for marketing and promoting your business. Flickr's photos are listed in Google and Yahoo's image search results and individual photographs are returned, each of which can be directed straight back to your website.

Skill Level

Basic   **Inter**   The majority of the topics in this guide are suitable for anyone who has basic PC knowledge. Towards the end of the guide there are a few more advanced topics that are more suitable for intermediate users.

Terminology

You will come across the following terminology in this guide which you need to be familiar with:

Term	Explanation
Photostream	The photostream is a chronological list of all the photos you have uploaded to Flickr.
Tag	When you upload a picture you assign one or more tags to it. These are just ways of identifying a picture so that Flickr can index it accordingly.
Set	A set is a group of pictures. You organise your pictures in sets.
Collection	A collection is a group of sets.
URL	Technical term that refers to a web address. For example, http://www.flickr.com is a URL.

Video Tutorials

Indicates a video tutorial. Click on the icon to watch the video. These videos demonstrate how to carry out a particular task. In order to watch the video tutorials in this guide, you will need to have Adobe Flash Player v9.0.28 or above installed on your computer.

Note: When you go to watch the video, a check is done to make sure you have the correct software installed. If you do not have the correct version installed you will be provided with a prompt to download and install the correct version.

Getting Started with Flickr

Flickr is primarily used by individuals to share their own personal photographs and videos with friends and family, however, due to its fast growing popularity Flickr has become more than just a website. It is now a community with a very strong and active user base that provides a fantastic platform for you to promote your business.

> **Promoting Your Business on Flickr**
>
> *Before you start using Flickr to promote your business you need to be aware that it is against the Flickr Community Guidelines to use Flickr for commercial purposes (i.e. selling your products, service or yourself through your photostream). Posting a photo specifically for the purposes of advertising your company or your products/services, would be against the Flickr Terms of Service and would turn off the Flickr community.*
>
> *However, by being a smart and active contributor to the Flickr community, your business (website) can get indirect marketing exposure via Flickr.*
>
> *Throughout this guide we will give you tips and ideas on how to use Flickr to promote your business without violating the Flickr guidelines.*

The first thing you need to do is click on the **Sign Up** option at the top of the screen. If you already have an account with Yahoo you can just sign in with those details. You can also sign up using either your Facebook or Google details. If you don't want to do this then you will need to register your details.

Once you have created an account you need to decide if you want to go with the free or professional option. In the short term you should start with the free option. Here are the differences:

- **Free** – Each month you can upload up to 2 videos and 100Mb of pictures for free. At the start of each month you get another 100Mb, so assuming your pictures are approximately 1Mb in size you will be able to upload approximately 100 pictures each month. The exact number of pictures you can upload can vary but could be less or more, depending on the quality of your pictures (see the tip at the end of this section for more details).

    If you find you are reaching your 100Mb limit then you can reduce the quality of the pictures you are taking on your camera or reduce the size of the pictures and then upload them to Flickr. There are some other minor limitations but the size one is the major one.

- **Pro** – The professional edition is $24.95 per year and there is no upload limit so you can upload as many pictures as you want! You also get access to some more advanced functionality, such as, the ability to create collections of photos and also to monitor the type of people looking at and using your photos via the Stats feature.

While the additional features in the Pro version can be very useful we would recommend you become familiar and comfortable with the basic features in the free version of Flickr before considering purchasing the Pro version. If you start using Flickr a lot because you are getting a lot of web traffic from it and you are constantly hitting your upload limit or if you want to monitor your traffic more closely, then at that point you can consider paying for the Pro version.

Picture Quality vs. File Size

The file size of your pictures will vary depending on the quality that the images were taken at (e.g. the better the quality the larger the file). All digital cameras allow you to define the quality of your pictures. You should experiment a bit and take a few pictures at different quality levels and see the size of the resulting files when you copy them to your PC. This will help you work out which setting best suits you and your needs.
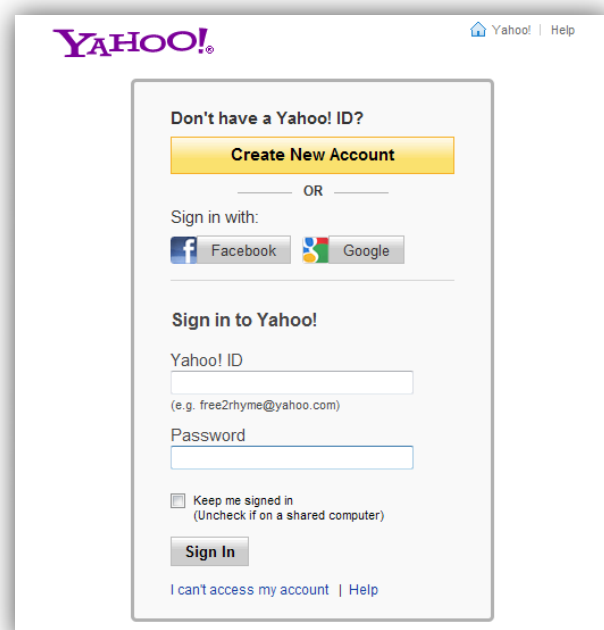
Create a Flickr Account

Creating an account on Flickr is very straightforward. If you already have a Yahoo ID then it is even easier.   All you have to do is go to www.flickr.com and click on the Sign Up button or the Sign Up link at the top of the page . This brings you to the login screen, as shown.

If you are wondering why you are signing in to Yahoo, it is because Yahoo own Flickr !

If you already have a Yahoo ID then simply enter your Yahoo Email address and password and click **Sign In**. Otherwise click on the **Create New Account** button to set up a new Yahoo account.

Once the Yahoo account is created click the **Continue** button which will bring you to the Yahoo login page where you will be asked to enter the password you have just created for your account.

You can also use your Facebook or Google details to sign in. When you do this you must give Yahoo permission to access some

Fáilte Ireland
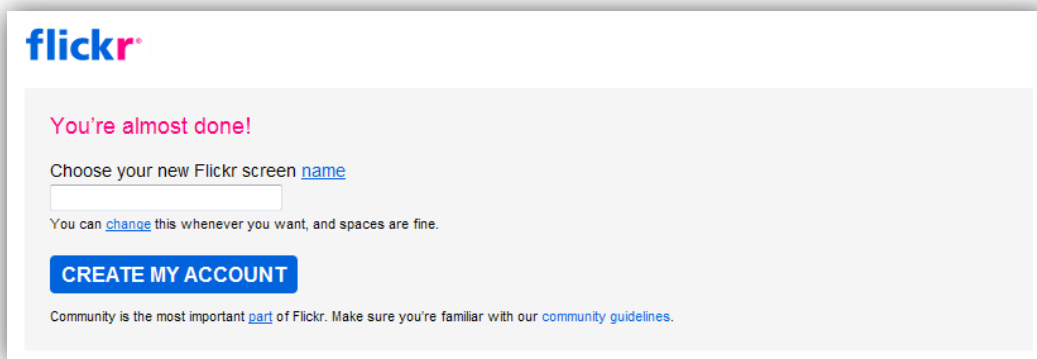National Tourism Development Authority

of your details from your Facebook/Google account in order to create the Flickr account.

Choosing a Screen Name

When you sign in to Flickr for the first time you are asked to choose a screen name for your Flickr account. This name is displayed at the top of your Flickr page and is the name that identifies you within Flickr. Your screen name will be attached to every photo you upload, every message you post in a Group discussion — basically everything you do on Flickr.

Choose a screen name that relates to your business. For example, your business name or maybe something that identifies what you do or where you are located. You could also use your website address as the screen name. For example, "Rush Adventure Centre" or "RushAdventure.com".

flickr

You're almost done!

Choose your new Flickr screen name

You can change this whenever you want, and spaces are fine.

CREATE MY ACCOUNT

Community is the most important part of Flickr. Make sure you're familiar with our community guidelines.

Screen names must be unique so if you try and choose a one or two word screen name then the chances are that the name may already be taken. If it is then Flickr does give you alternative options. If your business name is not available try and come up with a name that might help you in Google searches for example, "Activity Centre Galway".

> **TIP:** *The screen name is indexed by Google, so try and include as many keywords in your screen name that will help people find you on Google. For example, if you own a guesthouse in Dublin, then you probably want to include the words, "accommodation", "Dublin" "Ireland". You can change your screen name at any time so you don't worry if it's not perfect first time.*
>
> ***It is recommended to try and keep your screen name to around 20 characters.***

Once you have created your new Flickr screen name you are then taken to your Flickr page. From here you can start to upload pictures, create contacts or personalise your profile.

Personalise Your Own Profile

There are many ways that you can brand and personalise your Flickr page, all of which helps identify your business or brand. When you first create your Flickr account you are given quick links to help your get started, one of which is Personalize Your Profile, as shown.

Use this to describe who you are and what your business does, but keep the sales pitch to a minimum. Make it informational instead. You can also upload a "Buddy Icon" in the profile system. Make your company logo your Flickr icon.
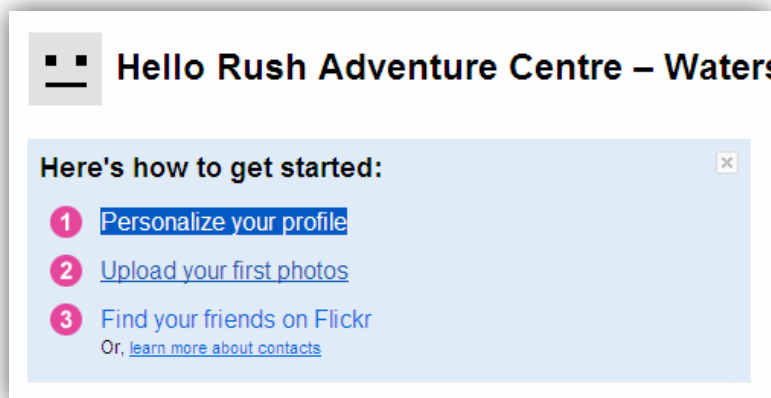

Click on the **Personalize your profile** link which takes you to a screen where you can do the following:

- Create a buddy icon — associates an image with your Flickr account which is used to identify you and your page.

- Custom URL — enables you to choose a more user-friendly web address for your Flickr page.

- Personalize your Profile – here you can enter a more detailed description about you and your business.

Create a Buddy Icon

When someone visits your Flickr page you want them to know immediately whose page they are on. If you have a logo or a picture that is associated with your business then you should use this as your buddy icon. This picture is visible on all your pages and will also appear on search results lists, or next to any comments you may make on other peoples photos.

To create a Buddy Icon you must upload a picture. The buddy icon must be a certain size so once your picture is uploaded, select the portion of the image that should be used for the icon and click **Make the Icon**.
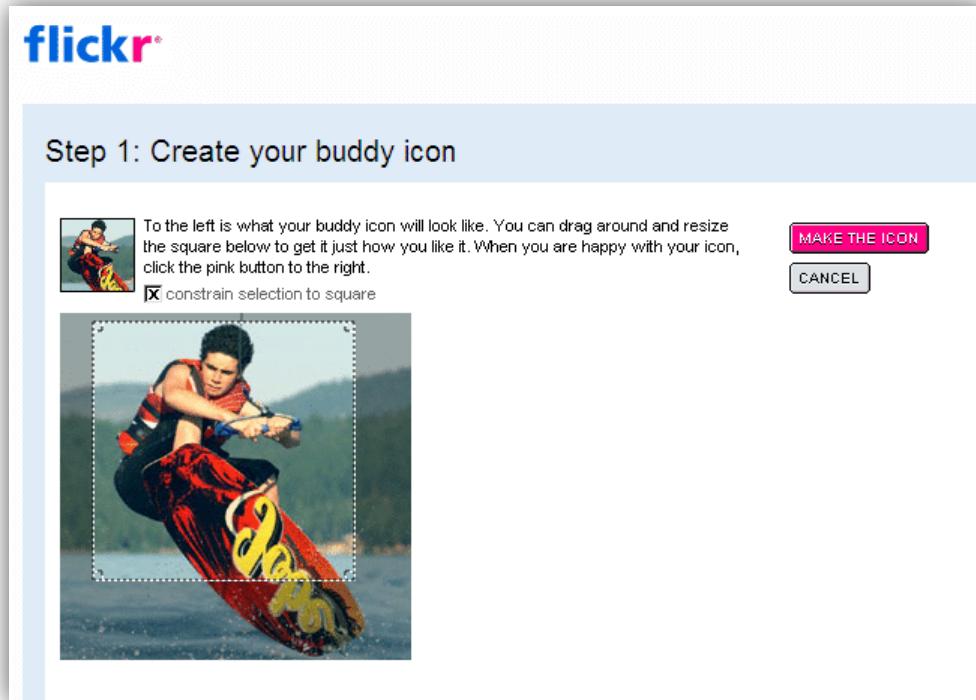
Custom Flickr Web Address

When you create a Flickr account you are given a web address that points to your Flickr page. This is the link you would give to people who want to visit your Flickr page. However, by default the web address is a series of letters and numbers that are meaningless (e.g. http://www.flickr.com/photos/45590554@N07/).

Flickr gives you the opportunity to create a custom web address that is more meaningful. Try and choose a name that relates to your business, whether it is your business name or a combination of that and also what you do.

Note: *You cannot change this web address afterwards so take your time and choose wisely. The name also has to be unique so before you select a name Flickr checks to see if it is available or not. If it is then once you click the button to lock the web address, there is no going back.*

Personalize your Profile

Use your Flickr profile to advertise your company, products or services. In your profile, Flickr asks you to describe yourself and lets you give your website name and address.

The Describe Yourself field allows you to format the description using HTML, so you can include images and links to your website.

The first name and last name fields can also be used to promote your business name, rather than your own name.

Note: Include as many keywords as you can in the Describe Yourself fields as this is indexed by Google. This means that Google searches through this text to see if it contains any of the words that it is searching for.

Uploading Photos & Videos

Always try and upload quality photos of your products/services, and things related to your business. Try and upload photos that are related to your business but that do not directly advertise your product or services. For example, upload photos of events that took place in your hotel, or of local attractions close to your establishment.

There are many different ways in which you can upload your photos and videos to Flickr. You can email or upload them straight from your phone using one of the Flickr mobile apps (for more infromation see http://www.flickr.com/mobile), you can download and install the Flickr Uploadr which enables you to edit the photos a bit before uploading them, or you can simply go to your Flickr page and click Upload.

This is the easiest and most common way of uploading photos and will be the method we will cover in this guide. If you want to find out more about the other ways in which you can upload photos, then go to http://www.flickr.com/tools/. This provides details of all the upload tools that are available.

Copyright & Licensing

When you upload your photos to Flickr, by default they inherit the "All Rights Reserved" licensing agreement which means that they are for your personal use only and cannot be used by anyone else without your permission. However, if you are happy for your photos to be used by other people Flickr offers a series of Creative Commons licensing agreements that determine how you want your photos to be used. For more details go to http://www.flickr.com/creativecommons/

You can change the default licensing agreement for all your uploaded photos via your Account, and you can also choose to apply different licensing agreements to different photos using the Flickr Organizr.

### *VIDEO: Uploading and Tagging your Photos*

This video takes you step by step through the process of uploading your photos to Flickr and then assigning tags, titles and descriptions to each photo to improve the chances of them appearing in Google and Yahoo searches.

When you are ready, click the PLAY icon to start the video.

The following sections detail everything that will be covered in this video should you need to reference something later.

Upload Photos or Videos from your Flickr Page

Before you can upload your photos you will need to copy them from your phone or camera on to your PC. Once you have done that login to Flickr and go to your main page, as shown.
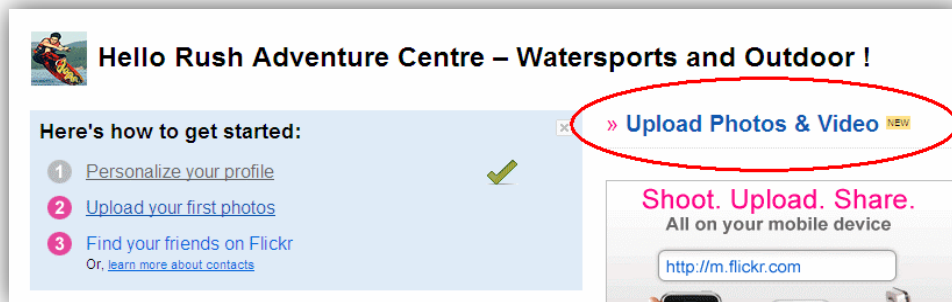

Click on the **Upload Photos & Video** link in the top right corner of the screen. This will take you to a page where you have an option to **Choose photos and videos**. When you click on this link you will be able to select all the pictures or videos you want to upload from your machine.

Note: *If you hold down the 'Shift' key you can select multiple pictures at the same time.*

Once you have selected all the photos you want to upload, click OK. All the files you selected are listed on the Upload page as shown.

At this stage you are given the option to define the privacy setting for your photos, which simply define who can see your photos. Since you are using Flickr to promote your business then you should make all your photos Public so leave the setting as it is. This means anyone can see them and also by default they will appear in searches within Flickr as well as in image searches on Yahoo and Google.
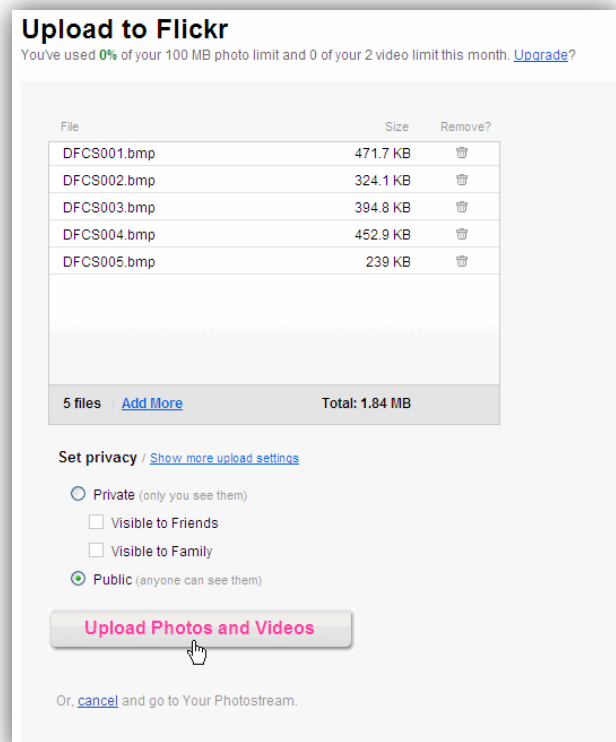
Once you are ready, click the **Upload Photos and Videos** button. You can then see your photos being uploaded one by one, with an overall progress bar under the list of files.

Once they have been uploaded you are given the option to add a description. See the section that follows for more details.

Describe & Tag Your Photos

After you have uploaded your photos or videos you are given the option to add a description, title and tag to each photo. These are very important details as it helps Flickr index your photos and videos correctly. It is important to always think about searching and how you can help people find your pictures.
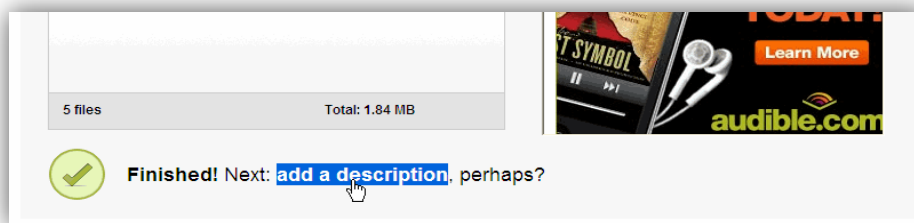
You should describe the photo accurately but avoid using any terms that could be construed as being a hard sell. *Remember to keep the focus on the photography and not your sales pitch.*

You can also add "tags" to describe each photo. You should include your company name and website address in the tags as well as the names of the towns or cities where you do business.

When you click on the **Add a description** link, you are brought to a page where you can add tags, titles and descriptions to all of the photos you have just uploaded.

So what are the title, description and tag?

- Title – this is a brief description of what the photograph is about. Wherever possible it is important to try and use keywords that people may use to search for your business.

> **Note:** When you upload your photos, Flickr uses the name of the file as the title for each photo. Normally your digital camera or phone assigns meaningless names to each photo such as DCFS001, DCFS002, and so on. Whatever you do DO NOT leave the title set to this.
>
> The Title of your picture is the most important piece of information that Google uses when performing a search. So to improve your photos chances of appearing in a search you must include as many keywords as possible in the title that relate to your business.

- Description – this is an expanded version of the title and gives you more opportunity to include a few more keywords that maybe you couldn't fit in to the title.

- Tag – these are words or a group of words that will be used to index this content within Flickr. The tags are more important for Flickr searches than they are for Google searches.

Example

An activity centre in Rush, Co Dublin is uploading a series of pictures that were taken during a water skiing outing. Here is an example of what you might enter in each field.

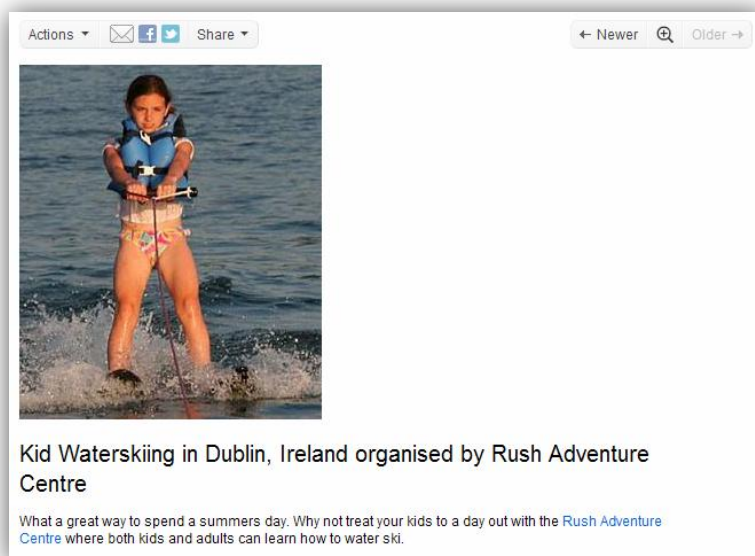| Title	Kid Waterskiing on Rush's South Beach near Dublin during a day out with Rush Adventure Centre
Description	What a great way to spend a summer's day. We had a great time teaching the kids and adults of the local GAA club to water ski on the south beach in Rush. For more details visit the Rush Adventure Centre website.
Tag	"water skiing" Dublin Ireland "Outdoor Activities" "adventure centre"

Note: You can use HTML in the description field so make sure to put your web address in every description. This means when people are viewing your picture there will be a link back to your website. This will help increase traffic to your site. For example, to make the words Rush Adventure Centre link to the website you would enter the following:

```
<a href="http://www.rushadventure.com">Rush Adventure Centre</a>
```

So here is how this photo would look in Flickr. As you can see the name of the business is a link back to the website.

Kid Waterskiing in Dublin, Ireland organised by Rush Adventure Centre

What a great way to spend a summers day. Why not treat your kids to a day out with the Rush Adventure Centre where both kids and adults can learn how to water ski.

Adding Tags to All the Photos

The Batch operations at the top of the screen enable you to assign the same tags to all your uploaded photos. For example, if all the photos are for an Adventure Centre in Dublin, then we may add the tags "Dublin" and "Adventure Centre" to all the photos. You can then go to each photo in turn and add more specific tags that indicate what each specific photo is about, for example, "water skiing" "kite surfing" and so on. This is a much more efficient way of adding tags and saves you time.

Adding the Photos to a Set

A set is a group of related photos. This is a useful feature for grouping a whole range of pictures together. When somebody is searching for an activity centre in Dublin it would be nice to see a whole range of action pictures that will get them excited about going on the adventure centre holiday.

So if the photos you have just uploaded are all related to a particular event, you could add them all to a set of that name. For example, "Rush Youth Club - Waterskiing – August 2009".

View your Uploaded Photos

Once you have uploaded your photos you can view them in your photostream. The photostream is a chronological history of all your uploaded photos, showing you the most recent first. The photostream is visible on your main Flickr page or can be accessed via the You menu as shown.
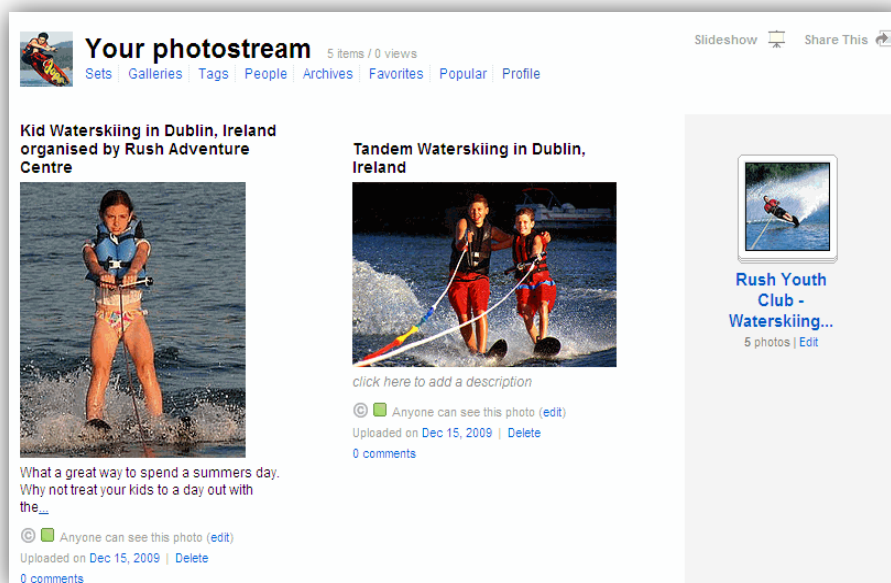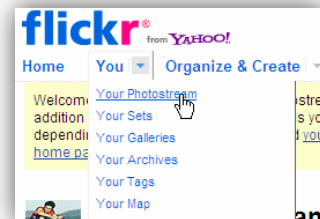
This is also the page that people will see when they visit your Flickr page. So your photostream, along with your profile, is your public "face" on Flickr.

Organising Your Photos

As you start to upload more and more photos you will need to start organising your photographs into albums to make them more manageable. While your photostream has a list of all your uploaded photos, it is just one long list with the most recent first. So there is no real structure to the photos.

Flickr photos can be arranged into sets and collections. Sets are like photo galleries or albums, and collections group various photo albums together. As you organize your photos, think about how to make each set about a certain theme. You can also define the picture that identifies that album. (Note. Collections are only available with a Flickr Pro account.)

When you create a set, they appear in the right hand side of your photostream page, as shown.
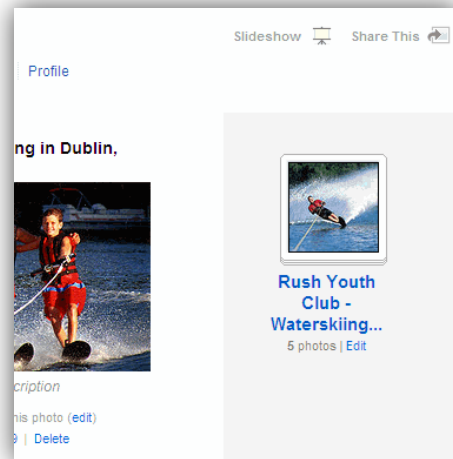
Arrange a Number of Photos in a Set

There are a few ways that you can create a set. When you upload a series of pictures you have the option to create a set of all the uploaded photos there and then. However, this is only useful if you happen to upload all the related photos at the same time.

If however, you have uploaded photos at various different times you can create a set using the Flickr Organizer, which is available via the Organize & Create menu.
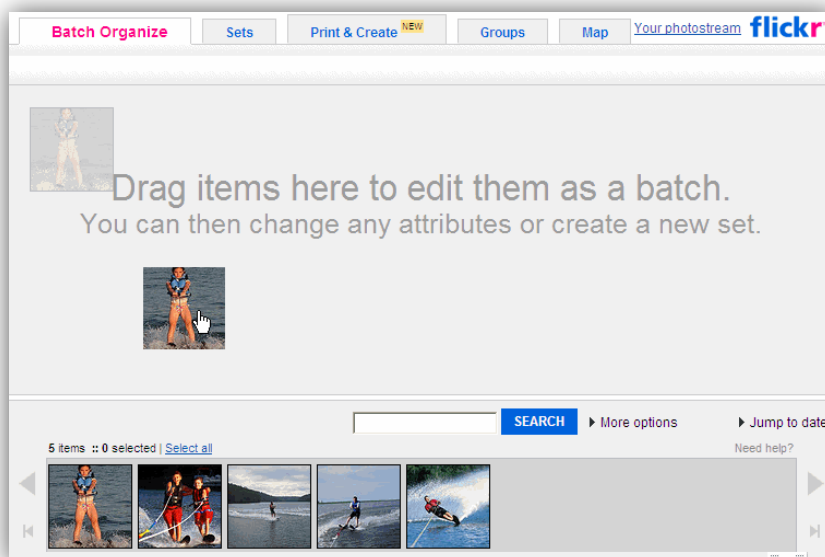
In the Organizr screen all your uploaded photos are listed on the bottom part of the screen. You then simply drag the photos you want to include in the set in to the middle part of the screen. Once you have selected all the photos, select either an existing set to add the photos to or create a new set.
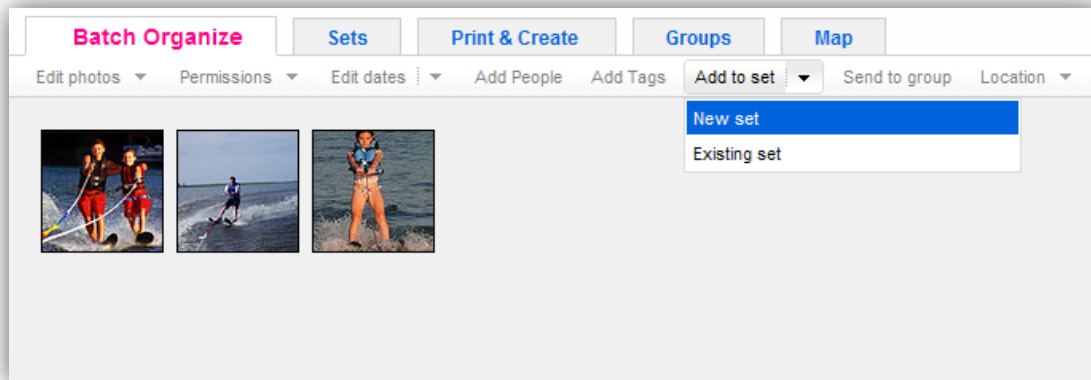
Use the Flickr Organizer to Manage your Photos

The organizer can also be used to help you manage many other features relating to your photos. For example, you can:

- Edit the tags, titles and descriptions for your photos

- Change the privacy settings

- Change the licensing agreement for individual photos

- Send them to a group

- Indicate where the photos were taken (also known as Geo Tagging)

To demonstrate the many features of the Flickr Organizer, you should watch the following video.

VIDEO: Using the Flickr Organizer

This video demonstrates how you can use the organizer to manage your photos and videos in Flickr. It covers how to create sets, how to edit the properties and settings for a batch of photos, and many more.

When you are ready, click the PLAY icon to start the video.

Promoting and Using your Photos

Now that you have all your photos and videos up on Flickr, what's next? Well, once you have categorised them all correctly that should in itself result in more people finding you through Flickr or through Google/Yahoo image searches.

Here are some other ways you can use your photos to help promote your business.

Share your Photos with Groups

Most Flickr members are active in groups. Groups are where like-minded users post photos related to the group's theme. Posting to groups is the main way your photos get exposure. There are groups on Flickr for just about anything you can imagine.

For example, if you own an adventure centre that provide water sports then search for groups relating to "water sports" "Ireland". Also try and join any groups that relate to your area as posting photos and joining discussions in those groups will allow you to reach a local audience.

To search for a group, click on the drop down arrow to the right of the Groups menu option (as shown) and select **Search for a Group**.
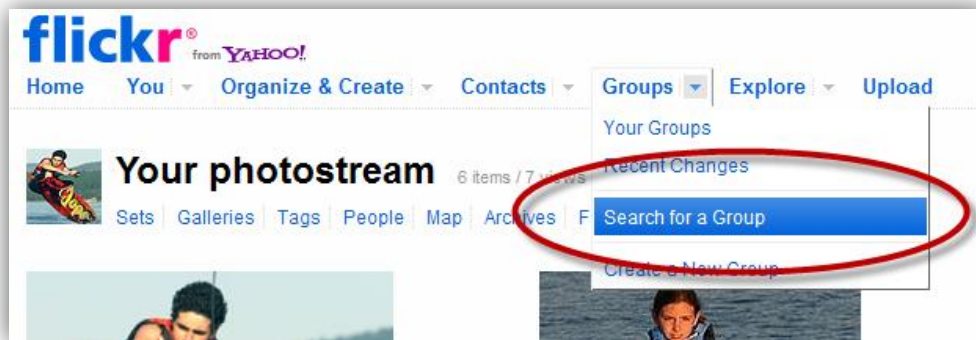
If you do a search on 'Dublin' you will see that there are loads of groups to choose from in the Dublin area. Choose one that has a good few members and has good activity on it. If there isn't a group that you suits what you want then why not create the group yourself !

Display your Flickr Photos on Other Websites

Now that you are using Flickr to manage all your photos, you can now start to make links to your photos from your own websites and from others.

VIDEO: Displaying Photos on your Website

This video demonstrates how you can display your Flickr photos on your website. It covers how to display both a single photo on your site as well as a Flickr Slideshow.

When you are ready, click the PLAY icon to start the video.

Display a Single Photo on your Website

Your web developer can easily add your photos on Flickr to your website. Or if you feel confident enough to do this yourself, simply go to Flickr photo you want to include on your site and click the Share This option, as shown.


Click on the **Grab the HTML/BBCode** option which will display the code. Click on the code to highlight it and then copy and paste the HTML code to whichever page on your site you want it to appear.

Display a Flickr Slideshow on your Website

You can also add a Flickr Slideshow to your website – this displays a rolling slideshow of photos. The photos included in the slideshow can either be all the photos in your photostream or just the photos for a particular set.

To do this go to your photostream (or the set of photos you want to display a slideshow for) and click on the Slideshow button on the right (as shown). This will display the actual slideshow for the photos in a new window. Click on the **Share** option in the top right corner and then copy and paste the code in the **Grab the embed HTML** field in to the page on your website where you want the slideshow to appear.
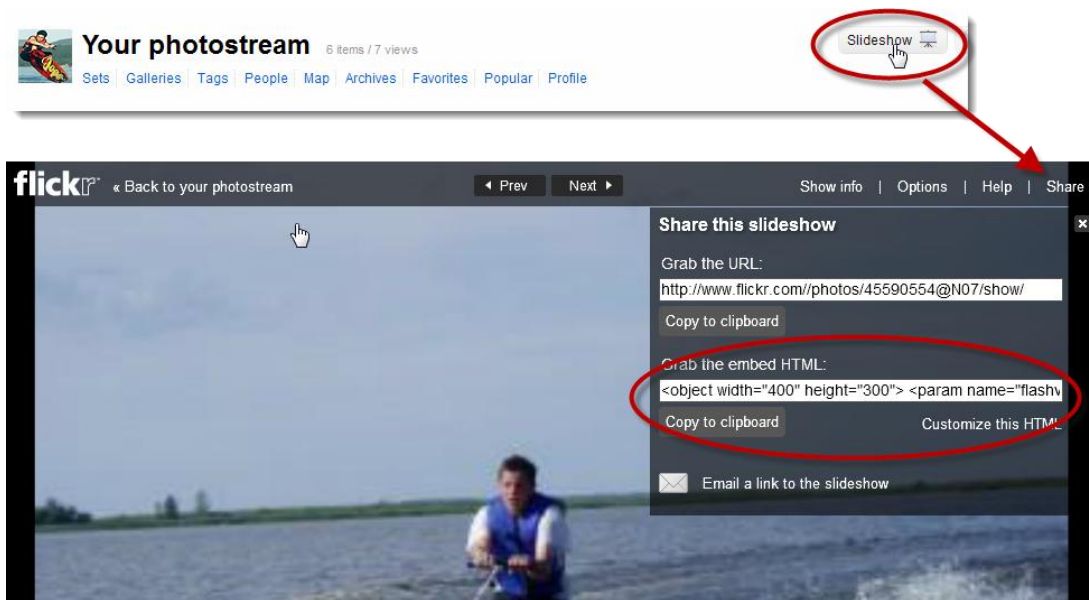
Create a Flickr Badge

A Flickr badge is a way of promoting and displaying your Flickr photos on your site. This is really useful if you want a way of displaying photos without them taking up much space.

You can either create a HTML or a Flash badge by going to http://www.flickr.com/badge.gne. From here you are taken through all the options for creating your Flickr badge. Once you are done you are provided with the code which you then simply paste on to your website.

Fáilte Ireland
National Tourism Development Authority
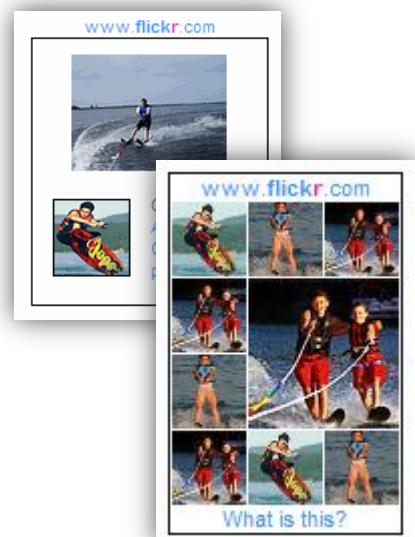
Display Flickr Photos in Facebook/Twitter/Blog

If you have a Facebook page, are active on Twitter or have our own blog, then you can connect them with your Flickr account so that whenever you upload a new photo to Flickr you can have it automatically posted to your Facebook page, have a tweet sent or a post created on your blog.

To connect your Flickr account with any of these options, click on your username in the top right hand corner of the screen (as shown) and then select the **Sharing & Extending** tab. Click Connect next to whichever one you want to use and follow the onscreen instructions.
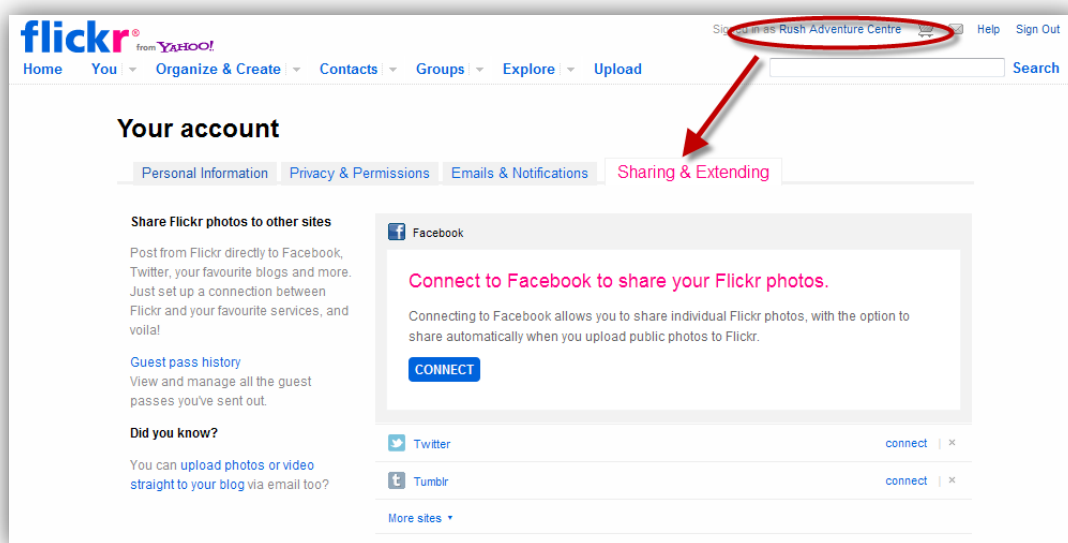
Other Suggestions

Here are some additional suggestions for how you can use your Flickr photos to promote your business:

1.   When you are writing a blog post make sure to use some of your own pictures.

2.   Ask your clients to upload pictures to your Flickr group and encourage some discussion about these pictures.

Be an Active Flickr User

When you join Flickr you should try and be an active member and take part in discussions whenever possible. This will help promote you and your business. For example,

- Comment on other photos you like, whether they're related to your business or not.

- Add great photos to your "Favorites" list.

- Take part in discussions in your groups (but avoid directly selling or advertising your business).

Every time you do one of these things, your screen name will be displayed whether this is with your comment or with your discussion posts. If your screen name is your business name or your website address then that is free advertising.

Note: *All comments are moderated so make sure that they are legitimate comments on the photo and are not obvious comments to simply promote your business.*

Advanced Flickr Functionality

The following is more advanced functionality that you should consider using when you have mastered the basics.

Indicate where your Photos were taken in a Map

Flickr allows you to indicate on a map where the picture was taken. This is referred to as, Geo Tagging. This can be quite useful as potential customers may search for photos on Flickr based on a location. You can search for photos based on location via the **Explore** menu option.
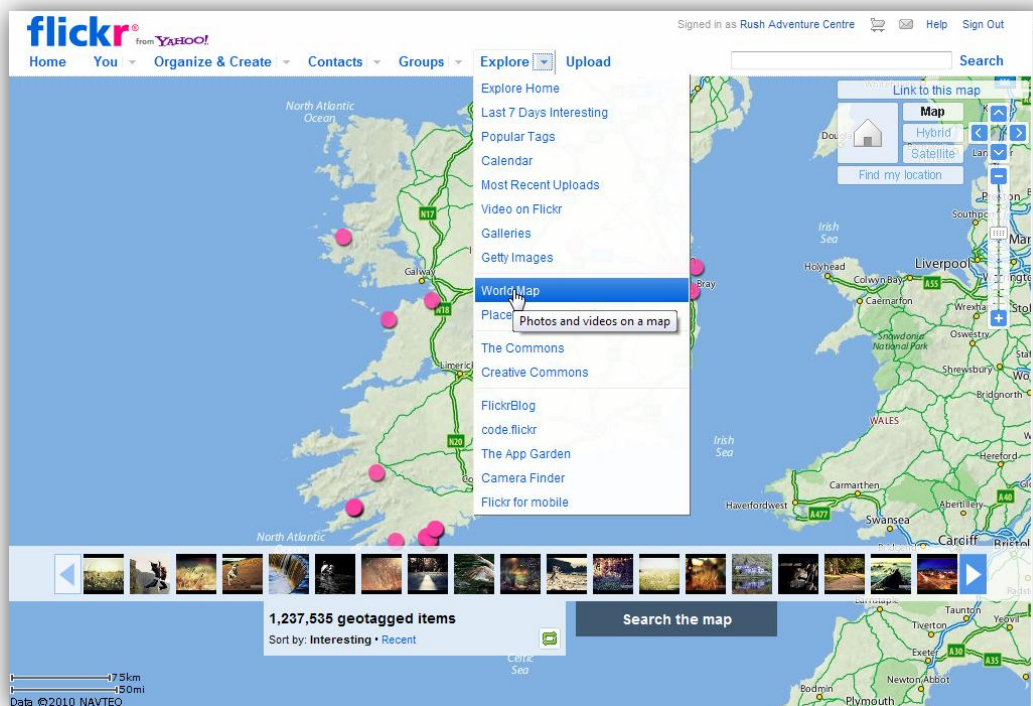

To tag your pictures for a particular location use the Flickr Organizr which is available by selecting the **Organize and Create** menu option. Select the **Map** tab. You will then be able to drag photographs to the appropriate location to tag them.

Name the People in Your Pictures

If there are people in your pictures you can indicate the name or e-mail address of the person. You can either do this to a single photo or multiple photos at the same time.

- Single Photo — click on the photo in your photostream that you want to name a person, and select Add a person from the Actions menu, as shown.
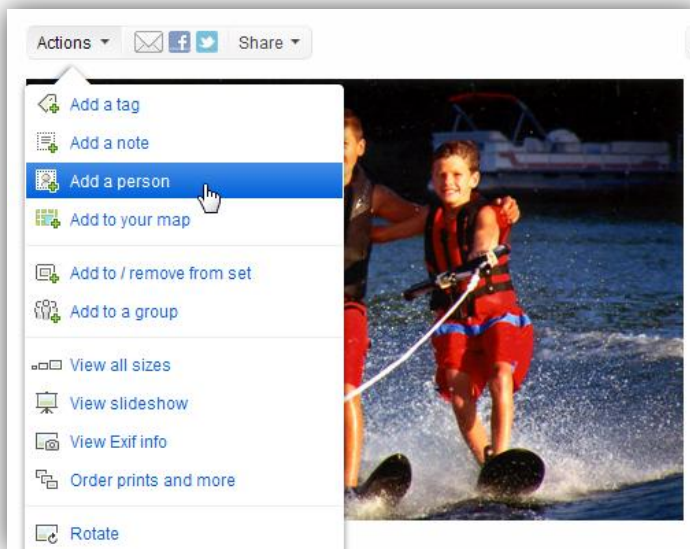
- Multiple Photos — Select the **Organize & Create** menu option. Drag all the photos that include the person to the middle of the screen and select the **Add People** option.

Create your Flickr Contacts

On the main screen there is a menu option 'Contacts'. If you select this you can let all your friends, customers, etc., know about your photos on Flickr so they can view pictures, join up with your group or monitor your photostream for any further pictures.

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Lo-Call: 1890 525 525