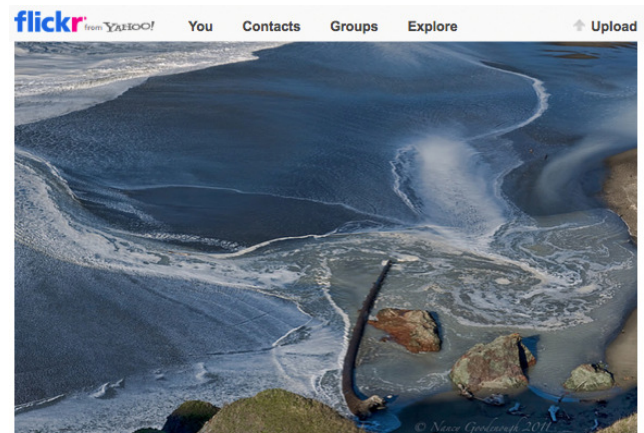


## 10 ways to get more visibility on Flickr

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***Flickr** is a great one-stop shop for storing and sharing photos. You can make images public or private, organize into sets, and manage permissions. As a social network, Flickr also has interactive features, allowing people to favorite or comment on your pictures, and you to start discussions or create geographic or interest groups.*



King Tide at Goat Rock Beach

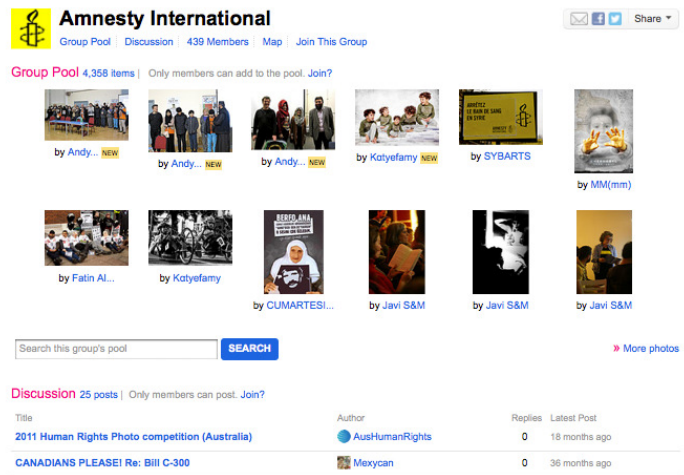
This image was taken for the California King Tides Photo Initiative that encourages members of the public to document the highest seasonal tides (or king tides) that occur along the state's coast. [www.californiakingtides.org/](http://www.californiakingtides.org/)

### SETTING YOURSELF UP FOR SUCCESS

- 1. Write a descriptive title.** By default, Flickr uses photo file names as image titles. But your digital camera may be assigning random numbers and letters as file names, so take the extra minute to give Flickr photos descriptive names that audiences might type into the search box.
- 2. Use the description to tell a story.** Use language that will help people connect emotionally with your photos and pique their interest to learn more about your organization or cause. Photo descriptions should also contain keywords and phrases people might be searching for.
- 3. Add relevant, popular tags.** [Tags](#) are keywords and phrases that people use to categorize and search for content. We recommend assigning five to 10 tags per photo: describe the location, the scene, and the subject. If your photos pertain to a particular event, note that in the tag, and use both the long form description and acronym or Twitter hashtags.
- 4. Geotag your images.** Working to conserve a beloved landmark, or improve the quality of life in a certain neighborhood? Flickr's [Organizr](#) tool lets you drag and drop photos onto a map to show where they were taken. Flickr users can then browse for photos using the [map](#), enabling you to reach audiences that live in or care about regions where you work.
- 5. Customize privacy and licensing options.** To maximize visibility for your photos, choose the [privacy option](#) that allows everyone to view them, and enable [Creative Commons](#) licensing. Need to store or share copyrighted images? You can make certain images private, or only visible to friends and family, and invite colleagues or designers to view them using a [guest pass](#).

## BUILDING YOUR COMMUNITY

1. **Interact with others.** The more comments and ratings your photos receive, the higher they appear in search. You can jumpstart a Flickr friendship by liking and commenting on other users' images, and be sure to respond when people comment on yours.
2. **Tag Flickr users that appear in your photos.** Flickr's [People in Photos](#) feature makes it possible to tag other users that appear in your pictures. You can also add the email addresses of contacts not yet on Flickr to send them a notice encouraging them to join.
3. **Create a group or join an existing one.** Create a [group](#) for members and supporters to connect, and invite them to share photos. Or, join an established group to find like-minded individuals outside your organization's existing network. Take advantage of groups' discussion functionality to learn more about the members and build relationships.
4. **Solicit photos and engagement through a contest.** Flickr is a community of photographers eager to share their work. Use holidays or special events as a hook to organize a photo contest. The Nature Conservancy [did this around World Water Day](#), inviting group members to upload their best river and stream photos and tag with "Freshwater-TNC" to help raise awareness about the importance of water conservation.
5. **Go beyond Flickr.** It's easy to [share photos](#) via Facebook, Twitter, Tumblr, or Pinterest. And you can embed Flickr photo sets in your website or blog. Just click the share button above a photo set or individual image, and select the option you want.



## PUTTING IT ALL TOGETHER

Focus on these three areas: **Optimize** your profile and photos with keywords target audiences will use to help prospective supporters find you and your photos. **Engage** with other users through groups, discussion threads, and comments. **Cross-promote** your Flickr photos using social media or your website.

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