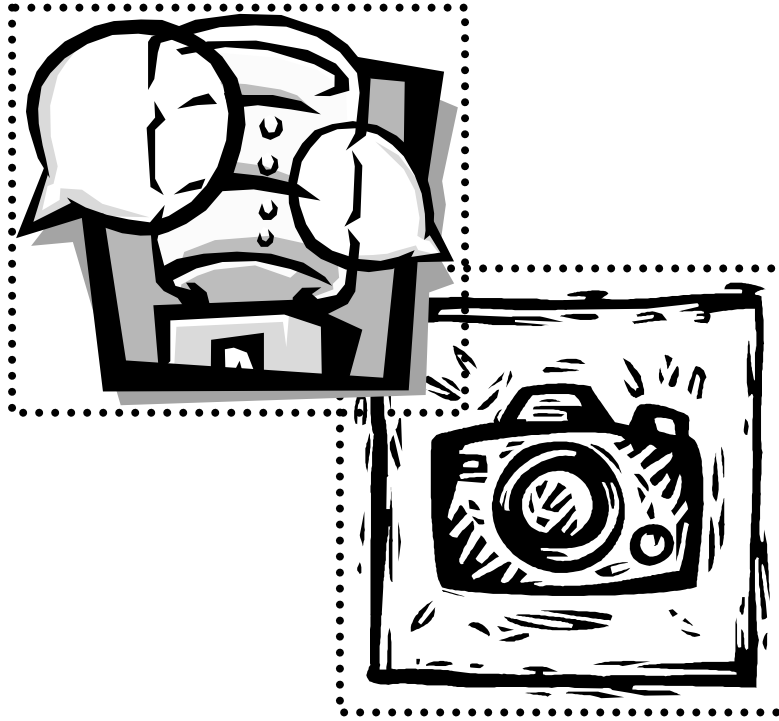# LIBRARY 2.0: FLICKR

Presented by Polly-Alida Farrington

PA Farrington Associates

polly@pafa.net

2007

WHAT IS WEB 2.0
Much has been written about "Web 2.0" or the "read/write web" But what does it mean? From a user's perspective, Web 2.0 refers to web based services that allow users to create content, share ideas, connect with other users, collaborate, create communities and participate.

This is a shift from the "read only" web where users were receivers of information. With Web 2.0, users create and share content. User created content isn't new. Users have been able to create web pages since the start of the web. And services like Amazon have made it easy for users to contribute information. What's new is the number of new tools and services available and the ease with which users can contribute.

LIBRARY 2.0
Library 2.0 is a model for library service - reaching out to patrons and encouraging their participation and collaboration in development of library services.

Library 2.0 is not about technology, it's about service – reaching existing patrons in new ways, reaching new patrons, providing new services, expanding & improving existing services, inviting users to participate. Web 2.0 technologies provide some new tools to reach out and collaborate in new ways.

> "Library 2.0 is all about library users -- keeping those we have while actively seeking those who do not currently use our services. It's about embracing those ideas and technologies that can assist libraries in delivering services to these groups, and it's about participation -- involving users in service creation and evaluation. Library 2.0 is an operating model that allows libraries to respond rapidly to market needs. This does not mean that we abandon our current users or our mission. It is a philosophy of rapid change, flexible organizational structures, new Web 2.0 tools and user participation that will put the library in a much stronger position, ready to efficiently and effectively meet the needs of a larger user population."[1]

LIBRARY 2.0 ENCOURAGES
- Collaboration & Partnerships
- Community Participation
- Communication
- Engagement

WHY SHOULD WE CARE
- Remaining relevant and surviving
- Take advantage of free tools to market the library
- New ways to communicate
- Reaching new users
- Why shouldn't our services work the way Amazon and NetFlix do?

---

[1] Michael Casey, Library Crunch (http://www.librarycrunch.com/) - Gwinnett County Public Library – first used "library 2.0" in 2005 Quote from: http://www.squidoo.com/library20/

- Keep up with trends
- Explore new ideas that can add value for our patrons
- More efficient ways to do more

JUMP IN, THE WATER'S FINE
- Do you need a way to get news out on your web site more easily? Try a blog and let patrons add comments.
- Don't have a web site? Does your web site need a makeover? A blog might be the answer.
- Want to show your community pictures of library events? Get a flickr account and post pictures. Invite the community to comment and share their pictures.
- Teens like to express their opinions. Create a blog just for them. Or help them create videos and post them on YouTube.
- Can people find your library on the Web? Create a Wikipedia entry for your library.
- Need to keep up with lots of news and blogs? Use Bloglines to bring all your news to you.

JUST DO IT!
- Try something!
- Don't get overwhelmed - no one can know everything about all these tools.
- Get your staff & patrons to join in.
- Learn and have some fun.
- Don't over plan!
- Technology is constantly changing, don't let that stop you.
- Whether you're a cutting edge kind of person or one who waits to see how thinks shake out - whatever! It doesn't matter whether you dive in and try tons of things or just dip your toes in.
- The important thing is to learn a bit more about these tools, think about their potential and try them out. See how they can help you further your library's mission.
- Communication, collaboration, learning – it's what libraries are about.

WEB 2.0 DIRECTORIES AND LISTINGS
- **Go2Web20**: The Complete Web 20 Directory http://www.go2web20.net
- **Listible.com**: http://www.listible.com
- **I Want To** http://philbradley.typepad.com/i_want_to/
- **Web 2.0 Applications, utilities and resources** http://www.philb.com/iwantto.htm

BLOGS FOR KEEPING UP
- **Shifted Librarian:** http://www.theshiftedlibrarian.com
- **What I Learned Today:** http://www.web2learning.net
- **Library Crunch:** http://www.librarycrunch.com
- **Tame the Web:** http://tametheweb.com
- **Librarian in Black:** http://librarianinblack.typepad.com/
- **Tame the Web:** http://tametheweb.com
- **Infodoodads:** http://infodoodads.com/
- **Library Stuff:** http://www.librarystuff.net/
- **Stephen's Lighthouse**: http://stephenslighthouse.sirsidynix.com

FLICKR
(http//www.flickr.com)
Flickr is one of the most popular photo sharing sites. A basic flickr account is free[2], a paid account is $25/year. flickr provides for uploading, storage and presentation of photos.

Flickr Features
- Easy access - anyone can view your photos, whether they have a flickr account or not.
- Organize photos into sets and collections. Handy for showcasing library events.
- Assign titles, descriptions and tons of tags to make photos easy to find.
- Flexible privacy options that let you hide individual photos if you like, sharing them only with people you specify.
- Each uploaded photo is automatically available in a variety of sizes. Handy if you want to use the photos for other purposes. flickr also provides HTML code to put individual photos on any web page.
- Use as a photo repository for your blog. Blog directly from flickr.
- Photo feeds can be added to other web sites through flickr badges and 3rd party tools that create slideshows.

Social Networking Features
- Users can comment on photos.
- Add other users to your list of contacts and easily share photos.
- User groups and discussions created around common themes. e.g.: Librarian group at:
  http://www.flickr.com/groups/librariesandlibrarians/

Library Examples
- **Patron photos** Thomas Ford Public Library
  http://www.flickr.com/photos/thomasfordmemoriallibrary
- **Photo Tour of Library** North Plains Public Library
  http://nplibrary.org/tour-the-library/
- **Historic Photos** Town of Ogden, NY
  http://www.flickr.com/photos/ogdenny/
- **READ Posters** Photo Pool of personalized READ posters
  http://www.flickr.com/groups/readposters/
- **Teen Photo Contest** Lansing Public Library
  http://www.flickr.com/photos/lansinglibrary/
- **Building/Expansion Project** Bloomington PL
  http://www.flickr.com/photos/bloomingtonlibrary/
- **NLW — Day in the Life** http://www.flickr.com/groups/nlwdayinsc/

---

[2] The free flickr account is limited to 100 MB of uploaded photos per month, 3 sets of photos and 200 photos in your 'photostream'. Pro accounts allow unlimited uploads, storage and sets. And ad-free browsing.

- For many more examples, search flickr.com for users for with **library** in their name.

GETTING STARTED WITH FLICKR

Explore
- Visit **http://www.flickr.com**. From the main page you can click on the **Explore** link or do a search for a topic.
- The Explore page offers a number of ways to browse. By tags, by date and more. At the top of the page there is a small **Explore** link, click on the arrow at the right of it for more ways to browse.
- Search for keywords – places, names, things, people, colors, shapes…… anything!
- When you click on a photo, you'll find the name of the photographer, what sets the photo belongs to and perhaps some comments from other users.

Join Up!
- Go to the main flickr.com page. Click on the **Create Your Account** button.
- Since Yahoo now owns flickr, you'll need a Yahoo ID to set up a flickr account.
  - o **I already have a Yahoo ID?** If you already have a Yahoo account, go ahead and use the **Sign In to Yahoo** box to login.
  - o **Don't have a Yahoo ID?** Use the Sign Up link at the bottom of the page to create a Yahoo account.
- **Create your flickr account**
  - o The next screen asks for a flickr screen name. This can be different than your Yahoo login.
  - o Then click on **Create a New Account** button. And you're done!

Upload some photos
- The next page has a link to upload your first photos.
- The upload screen lets you upload 6 photos at a time. Use the **Browse** button to find photos on your computer and follow the instructions on the screen.
- Add tags to describe the photos. Tags are just keywords, like subject headings, but more free form. They'll help you and others find your photos.
- Set privacy options for the photos.
- Click on **Upload** and wait for the photos to transfer.

Describe Your Photos
- The next screen lets you add titles, descriptions and more tags to each photo individually.
- Add some information to the photos. You can always edit it later.
- Click on **Save** to save the changes.

Explore Your Account
- Click on a photo to see a larger version of it.
- Note that you can click on the title and description to edit it.
- There's a link to **Add Tags** off to the right side of the screen.
- Your **photostream** shows all your photos in the order you've posted them. A free account only keeps 200 photos visible in the photostream, though all your photos are actually stored – just in case you want to upgrade to a "pro" account!
- Click on the **All Sizes** link just above the photo to see your picture in a number of sizes.
  - flickr provides HTML code to link back to your photos. Handy for adding to web pages and blogs.

- Photos can be viewed in a number of ways
  - A photo page shows just one photo and information about that photo. This includes comments from other users.
  - Clicking on a set shows you the thumbnail view of the whole set.
  - The thumbnail view of a set offers an option to see a Detail view, which shows slightly larger versions of photos in that set.

Turning your flickr URL into something friendly
By default, flickr URL's are cryptic. For example:
http://www.flickr.com/photos/7545939@N03/ Not very user friendly!

You can create a friendlier URL through your Account screen. **BUT – you only get to do this once!** Make sure you like the name you pick! The option is listed under **Your flickr web addresses**.

Create a Set
Your free flickr account allows you to create 3 photo sets to help organize your photos. Sets can be related to a particular event, a person, a group of objects, an organization – anything you want. You can add as many photos as you like to a set. And the best part, photos can be part of more than one set. No more deciding where to file a photo. It can be 'filed' in multiple sets.

- Click on a photo to view it on it's own photo page.
- Look for the grey buttons/options right above the photo.
- Click on **Add to Set**
- Then the **Create a New Set** option
- Name the set and describe it. Description is optional.
- When you click on **Create a New Set**, the set is created and the photo added to it.
- The sets that the picture belongs to will appear on the right.

Join a Group
flickr has an incredible array of interest groups that you can join. Joining is as simple as clicking on a link. Once you've joined a group you can participate in discussions on the topic of shared interest and post photos to the group's collection of photos. The collection is called a *pool.*

Some of the many library related groups (fun, silly, useful…)
- http://flickr.com/groups/bpl/
- http://www.flickr.com/groups/libraryartworks/
- http://www.flickr.com/groups/bookdisplays/
- http://flickr.com/groups/librariansdesks/
- http://flickr.com/groups/librariesandlibrarians/
- http://flickr.com/groups/kansas_libraries/
- http://flickr.com/groups/springfieldpubliclibrary/

Your Account Settings
Your account page has options for setting privacy, updating your profile and more.
- Find the **YOU** link at the top of the screen.
- Click on the small triangle next to the **YOU** link.
- Go to **Your Account** to edit your settings.

More ways to upload photos

Flickr has a program that can be installed on your computer to help upload photos more efficiently (see next steps.) Mobile phone and email uploading are also options – see **http://www.flickr.com/tools/** for more information. You can also upload a photo and send a posting to your blog at the same time.

Install the flickr uploadr

- On the flickr tools page, look for the flickr uploader for Windows. There's a Mac version too.
- Download the XP version of the uploadr. Follow the onscreen instructions to install it.
- When you run the uploadr for the first time, it will ask for your flickr account information. This ensures that your pictures get posted to the right flickr account!

Using the flickr uploadr

- Open the uploadr
- Find photos on your computer and drag them to the flicker uploadr.
- Click on Upload. The next screen has a space to:
    - o add tags to all the photos being uploaded
    - o an option to add them to a new or an existing set
    - o privacy options for the photos
- Click on **Finish** to upload the photos.
- When the photos are uploaded, you'll see an option to view your photos. That takes you to your flickr account where you can edit information about each photo.

TIP: If you're using a free account, you can only upload 100 MB of photos per month. Use the settings option on the flickr uploadr to have your photos automatically resized to 800 pixels. You'll be able to upload more photos at this setting.

MORE TO EXPLORE
- **Create posters, magazine covers,** etc. with 3rd party tools http://bighugelabs.com/flickr/ Then upload projects to flickr. Great teen project. Handy for creating promotional posters for events.
- **Geotag** your photos. Flickr lets you place your photos on a map, providing another way for users to find your photos.
- **MemoryMap** Take a screen shot of detailed aerial map from Google or MSN maps. Upload it to flickr and add notes over the sections of the map that you have memories about. Search flickr for the tag **memorymap** to see examples.
- **Explore the idea of visual storytelling**. View the group "Visual Storytelling: Tell a story in 5 frames": http://www.flickr.com/groups/visualstory
- **Color Fields Colr Pickr** - http://www.krazydad.com/colrpickr/ Have fun!
- **flickr Inspector** http://netomer.de/flickrtools/inspector/ Fun overview of your flickr account.

TIPS
- Add useful information to your library's profile. Address, contact information, library hours, etc.
- Handy as a storage place for all your library event photos.
- Use flickr to add photos to your blog, it's just so easy.
- Promote your flickr account to patrons.
- Add patrons as contacts and encourage them to add you as a contact. You'll both see each others photos in your list of contacts.
- Encourage users to comment. Start a conversation.
- Start a flickr group for your community.
- Add photos often, keep it fresh.
- Build sets that tell stories of events. A picture really is worth a thousand words.
- Use caution when photographing the public. What are you library policies on including people in library pictures? Do you get releases from everyone?
- Monitor your photos for public comments. Respond to comments. Build community.

READINGS FOR MORE IDEAS
- **My Friend flickr** http://edutopia.org/php/article.php?id=Art_1803 On setting students loose in the educationally thrilling but fundamentally ungovernable photo-sharing network.
- **Flickr + Libraries = Scary, Scary, Scary to Some People** http://www.techsource.ala.org/blog/2006/07/flickr-libraries-scary-scary-scary-to-some-folks.html
- **Flickr Tutorials** http://www.indezine.com/mediamazine/2006/05/flickr-tutorials-series.html

- **Steal this idea: flickr for libraries**
  http://tametheweb.com/2006/09/steal_this_idea_flickr_for_lib.html
- **Get flickr-tastic!** Andrea Mercado
  http://ct.webjunction.org/do/DisplayContent?id=11260

ADDING FLICKR PHOTOS TO YOUR WEB PAGE

FLICKR BADGES

Flickr badges are small 'widgets' that you can place on your web page or blog to showcase your photos. They can have recent photos or a selection of photos from your sets. All you have to do is follow the directions, copy the code and paste it into your web page. You'll have a badge that automatically updates itself when you add photos to flickr.

- Open **http://www.flickr.com** and sign in to your account.
- Find the **HELP** section at the bottom of the page, click on **TOOLS**.
- On the next page, find the section: **Display Flickr photos on your website**,
- Click on the link **build a badge**.
- (direct URL: **http://www.flickr.com/badge.gne**)

- **Step 1:** Choose a style
    - **HTML** badge will display the latest few pictures that you've uploaded.
    - **Flash** is a moving display that shows quite a few of your recent photos. It's a bit more eye-catching, but the images are a bit small.
- **Step 2**: Choose your photos – lots of flexibility.
    - All your photos.
    - Your photos with a particular tag.
    - Your photos from a particular set.
    - Groups you're part of – all photos or specific tag.
    - Everyone's photos – all photos or specific tag.
    - If you want to select photos from many different sets in your collection, create a new set just for your badge. Add the selected photos to that set. (Photos can be included in multiple sets, so you're not removing them from their original sets by doing this.)
- **Step 3:** Colors – pick from color palette or enter color codes to match the look of your website. The basic choices are pretty good though!

- o Note the choice for "no background" lets the color of your webpage show through. What looks like white at the top and bottom of the badge is actually transparent. If your webpage has a dark background, you'll need to adjust the font color to work with it.
- **Preview and code:** The last screen shows a preview and the HTML code. Go back and tweak the look if needed. Then copy the code to the webpage you want it to appear on.
- For today's class, you can paste the code into the **photo-testing.html** file in your class files. Right click on the file name and open it with Notepad to edit. Save the file, then open with your browser.

PICTOBROWSER

PictoBrowser is a Flash based picture browser that displays photos from your flickr account directly on your web page. Users view the photos without ever leaving your web page, though there is a link that will take them to your flickr account if desired.

The slide show is created by visiting any PictoBrowser display, setting some options and pasting the resulting HTML code into your web page.

- Visit **http://www.db798.com/pictobrowser/** or **http://www.pafa.net/20/pictobrowser.html**
- These pages show sample slide shows. Click on the small **INFO** link at the bottom right of the slide show.
- Enter your **flickr user name** – click **Submit.**
- On the next screen, choose the images for your slide show. Choices are **Sets**, **Tags**, **Groups.** Click one of these options and select from the list that is displayed.
- The final screen has a box to click to see a **preview** of your slideshow.
- If you like the result, copy the **HTML code** and paste it into your webpage.
- For today's class, you can paste the code into the **photo-testing.html** file in your class files. Right click on the file name and open it with Notepad to edit. Save the file, then open with your browser.

Library Examples
- **Photo Tour of Library** North Plains Public Library
  http://nplibrary.org/tour-the-library/
- **Summer Reading photos** New York State
  http://www.summerreadingnys.org/libraries/photos.html

PROFILE WIDGET FROM FD'S FLICKR TOYS
http://bighugelabs.com/flickr/profile.php

fd's flickr toys has a ton of fun things you can do with your photos. One handy gadget makes a personalized flickr profile bar that you can add to your website. It displays a number of photos and updates whenever you add to your flickr account.

- Go to **http://bighugelabs.com/flickr/profile.php**
- Fill out the form with:
    - flickr userid
    - select which pictures you want to use
        - options for most recent, most interesting, random recent, random interesting
    - setup options (colors, layout)
- Click on the Preview button to see your widget.
- Edit it until you like it.
- When you like the result, copy the **HTML code** and paste it into your webpage.
- For today's class, you can paste the code into the **photo-testing.html** file in your class files. Right click on the file name and open it with Notepad to edit. Save the file, then open with your browser.

PHOTO EDITING

There are many terrific photo editing software packages available: Photoshop, Paint Shop Pro, Photoshop Elements, Fireworks and more. If you have the time and interest, they're great tools to learn.

If you just need to be able to rotate, crop, brighten, darken and make other quick fixes to your photos, consider using free online software. These services let you upload a photo from your hard drive, edit it and save it. Quick and easy.

Reviews of online photo editors: Online Photo Editing Overview
http://www.techcrunch.com/2007/02/04/online-photo-editing-overview/

Picnik (http://www.picnik.com)
Picnik has an amazing array of easy to use editing tools, from simple cropping and rotating, to color controls and advanced (but easy to use!) photo effects. Picnik lets you upload photos from your computer or import photos from your flickr account. Moving photos back to flickr is just as easy.

- You can use Picnik without signing up for an account – use the T**ry It Now** link on the main page. Or sign up for your own account.
- Upload a photo from your computer or use one of the trial images.
- Go ahead and test out the various features. Have fun and play!
- When you're done, click on the **Save & Share** tab and upload your new creation to your flickr account.
- Picnik has many options for emailing your photos to others, to photo printing services and more.
- You can even create a flickr slideshow here and put it on your webpage or blog. Just copy and paste the code.

IMAGE GENERATORS, FLICKR FUN AND MORE
- **fd's flickr Toys:** http://bighugelabs.com/flickr/ The most well known collection of flickr and photo tools.
- **The Great flickr Tools Collection**
  http://www.quickonlinetips.com/archives/2005/03/great-flickr-tools-collection/
- **Flickrbits webapps:** http://www.flickrbits.com/#webapps
- **Third Party flickr Tools:**
  http://www.quickonlinetips.com/archives/2005/03/great-flickr-tools-collection/
- **Image Chef**: http://www.imagechef.com/ Your slogan on an image. I like the coffee cup one!