# Flickr: A Radical New Social Networking Paradigm for Photo Sharing

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## Are You Flickring me?



### **Audience Calibration**

- Share photos online?
  - How?
  - Ever go to Flickr.com?
  - Flickr user already?
  - Have your own website?
- E-mail image attachments?
- Facebook or MySpace user?
- Yahoo ID?
- Use Google image search?
- Every hear of Creative Commons license?
- Twitter do you Tweet?

### About Flickr.com, a Yahoo! Property

### About Flickr

Flickr - almost certainly the best online photo management and sharing application in the world - has two main goals:

### We want to help people make their content available to the people who matter to them.

May be they want to keep a blog of moments captured on their cameraphone, or may be they want to show off their best pictures or video to the whole world in a bid for web celebrity. Or may be they want to securely and privately share photos of their kids with their family across the country. Flick makes all these things possible and more!

To do this, we want to get photos and video into and out of the system in as many ways as we can: from the web, from mobile devices, from the users' home computers and from whatever software they are using to manage their content. And we want to be able to push them out in as many ways as possible: on the Flickr website, in RSS feeds, by email, by posting to outside blogs or ways we haven't thought of yet. What else are we going to use those smart refrigerators for?

Flickr is the WD-40 that makes it easy to get photos or video from one person to another in whatever way they want.

### We want to enable new ways of organizing photos and video.

### **Sharing Photos**

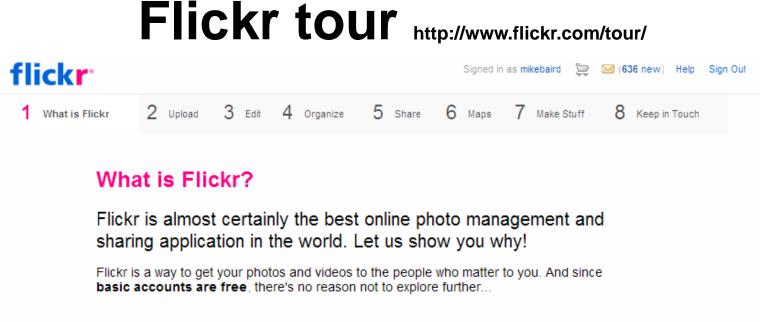
- Why we share anything
- Prints are expensive, non-ecological
- Websites are plentiful and cheap
- "A photo taken but not shared might just as well have never been taken"
- "A photo published but never seen, commented on, used, is not being shared..."
- Your Legacy might be just the few permanent bits you leave behind on the Internet

### **Sharing Photos...**

- Why Flickr and not Picasaweb, SmugMug, Webshots, Pbase, Photo.net, dotPhoto, Kodak, Shutterfly, Epson, Piczo... (relationships, reach, permanency...)
- Private family moments
- Web celebrity
- Documentation and science
- Art and appreciation
- Community
- Creative Commons & Wikimedia/pedia

### Sharing by e-mail

- Bad Netiquette
- Flickr can notify you by e-mail of new images added by contacts, friends, family
- FlickrMail facilitates one-to-one correspondence without exposing your email address



### Upload

Upload from your desktop, send by email, or use your cameraphone.

#### Edit

Get rid of red eye, crop a photo, or get creative with fonts and effects!

### Organize

Use collections, sets, and tags to organize your photos and videos.

#### Share

Use groups and privacy controls to share your photos and videos.

#### Maps

Share where your photos and videos were taken, and see photos and videos taken near you.

#### Make Stuff

Sexy cards, photo books, framed prints, Target pick up, DVDs, etc.

### Keep in Touch

Get updates from family and friends.

#### Flickr tour continued



### Upload

There are 5 simple ways to upload your photos and videos to Flickr

- · via the Flickr Uploadr (available for both PC and Mac)
- · via iPhoto, Aperture, or Windows XP plugins
- · via our upload web page
- via email
- · via various free third-party desktop programs



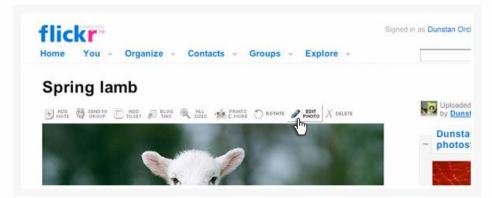
The Flickr Uploadr

And if you're not near a computer? Snap a photo or video on your mobile phone, email it to Flickr, and have it appear on the site in seconds.

### Edit

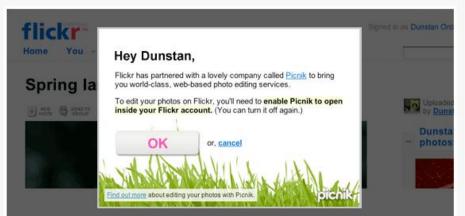
Editing your photos is easy with our partner, <u>Picnik</u>. Get rid of red eye, crop a photo or get creative with loads of different effects!

Start by clicking the "Edit Photo" button in the toolbar above your photo.



Click on the "Edit Photo" button to get started.

If this is the first time you've clicked on the "Edit Photos" button, you will be asked to pass through the step of authorizing Picnik to load up your photos. (You'll only have to do this once.)



### Flickr tour continued

### Organize

Sets are a grouping of photos and videos that you can organize around a certain theme, such as Our Hawaii Trip. You can use them to highlight your favorite photos and videos, or make an album that is only pictures of your dog, or of photos and videos you've taken with a particular camera.





A user's sets page

A set

Collections are a grouping of Sets (or other Collections) so you can organize around grander themes, such as People, Travels, or by year (2007, 2006, etc).





A user's Collections Page

A Collection

The Organizr is where both Collections and Sets are created. It also allows you to perform common tasks on large batches of photos and videos, such as tagging, changing permissions, or editing timestamps. It's really rather handy.



Flickr tour continued

#### Share

Flickr tour continued

With millions of users, and hundreds of millions of photos and videos, Flickr is an amazing photographic community, with sharing at its heart.

Groups are a way for people to come together around a common interest, be it a love of small dogs, a passion for food, a recent wedding, or an interest in exploring photographic techniques. And if you can't find a group which interests you, it's super-easy to start your

Groups can either be public, public (invite only), or completely private. Every group has a pool for sharing photos and videos and a discussion board for talking.





A group's homepage

Creating a new group

Privacy is a common area for concern on the web, but on Flickr it's easy to control who you share your images with. For each of your photos and videos on Flickr you can set:

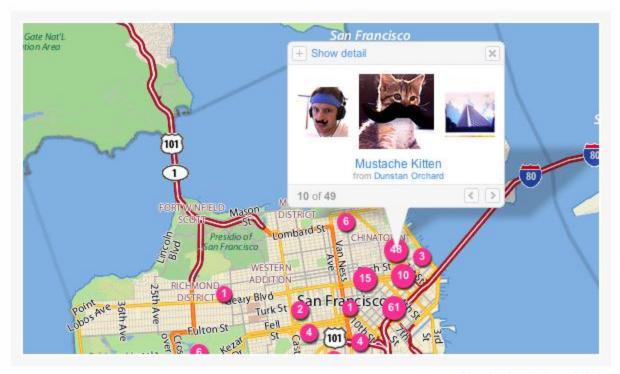
- privacy level, which determines who can see your image
- · usage license, so your copyrights are protected
- · content type, flag your photos and videos as either photos and videos, artwork/illustrations, or screenshots
- safety level, so other members only see images within their specified comfort zones



### Maps

### Great shot - where'd you take that?

Flickr's great for exploring photos and videos by photographer, tag, time, text, and group, and now it's also great for exploring photos and videos by place.



Map showing geotagged photos

Drag-and-drop your photos and videos onto a map (using the Organizr) to show where you took them, or browse a world map to see where other people have been and what they saw.

### Flickr tour continued

### Make Stuff

Prints, calling cards, photo-books, slideshow-DVDs, postage stamps, and much more.

Once you've got your images onto Flickr, you, or anyone else you give permission to, can create a host of fun, physical things with them. Here are a few examples of what Flickr members have already made.

#### **Blurb Photo Books**





### **ImageKind Prints**





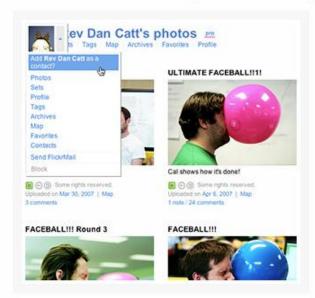
#### **MOO Cards**

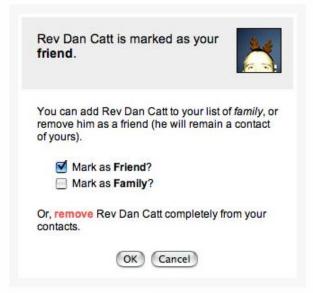


### Keep in Touch

#### Friends, Family, and Contacts

Building relationships on Flickr is easy. When you add someone as a contact you can also choose to add them as your Friend or Family (or both).





Adding a contact is easy

Choosing one or more contact-types

Using the "Contacts" page, or by subscribing to a daily email, you're able to keep up to date with what your buddies are doing. And they can do the same for you.

#### **Guest Pass**

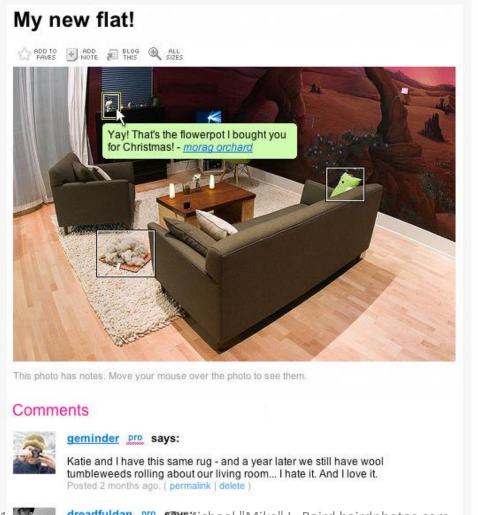
If you'd like to share your private photos and videos with people who don't have a Flickr account (like, your Grandma, or friends from a wedding), you can use our Guest Pass feature to grant them special access. You're able to expire the passes whenever you like.



#### Flickr tour continued

#### **Notes and Comments**

Posting photos and videos for friends and family to see is much more rewarding when they're able to leave you feedback. Notes allow contacts to leave messages directly on your photos and videos (don't worry, they only appear when you mouseover the image), while comments allow for a more general discussion below the image.



### Flickr is Free or ~\$25/year

- Yahoo! owns Flickr and has stated that they will never delete an image unless the owner deletes it.
- Free account has some limits but is a good way to learn.
- The best way to learn Flickr is to use it and experiment with all the settings and options
- "Pro" account allows unlimited uploads, unlimited sets, 20MB images...

### Pro Accounts ~\$25/year

### What do I get with a Pro account?

When you upgrade to a Pro account for just US\$24.95 a year (or R\$45.90 if you're in Brazil ) you get all this:

- Unlimited photo uploads (20MB per photo)
- Unlimited video uploads (90 seconds max, 500MB per video)
- The ability to show HD Video
- Unlimited storage
- Unlimited bandwidth
- Archiving of high-resolution original images
- The ability to replace a photo
- Post any of your photos or videos in up to 60 group pools
- Ad-free browsing and sharing
- View count and referrer statistics

Compare that to what you get with a Free Account:

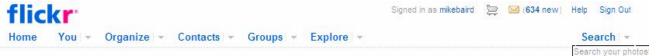
- 100 MB monthly photo upload limit (10MB per photo)
- 2 video uploads each month (90 seconds max, 150MB per video)
- Photostream views limited to the 200 most recent images
- Post any of your photos in up to 10 group pools
- Only smaller (resized) images accessible (though the originals are saved in case you upgrade later)

### Your Flickr Photos will Never be Deleted

http://www.flickr.com/help/limits/#84
 says... Q: Are my photos ever deleted? A: your photos will not be deleted, unless you do it yourself, or fail to play by our <a href="Community Guidelines">Community Guidelines</a>

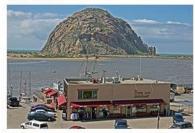
### Strategies & Philosophies

- Upload one or two photos per day
- Upload every photo taken
- Reputation do you want friends notified of your junk images?
- Flickr is used by some of the biggest names in the business as a way to interact with their community but in these cases Flickr supplements other more professional web presences.
- Flickr's TOS prohibit commercialism





#### Lu Chi Fa (Gordon)'s The Coffee Pot Restaurant in Morro Bay, CA coffee-pot-3-23-05-5100mike-baird



Double Luck: Memoirs of a Chinese Orphan by Lu Chi Fa. Lu Chi Fa, the owner of The Coffee Pot...

Anyone can see this photo (edit)
Uploaded on Sep 21, 2009 | Map | Delete
21 views / 5 comments

#### Surfer named Arthur (2 of 2) at Morro Rock, Morro Bay, CA 20 Sept. 2009



9/25/2009 7:01:31 PM

Brandt's Cormorant (Phalacrocorax penicillatus) Adult Non-breeding, a seabird seen here near Morro Rock in Morro Bay, CA



Brandt's Cormorant (Phalacrocorax penicillatus) Adult non-breeding (with characteristic pale...

(i) Anyone can see this photo (edit)
Uploaded on Sep 20, 2008 | Map | Delete
36 views / 1 note / 8 comments

Surfer named Arthur (1 of 2) at Morro Rock, Morro Bay, CA 20 Sept. 2009

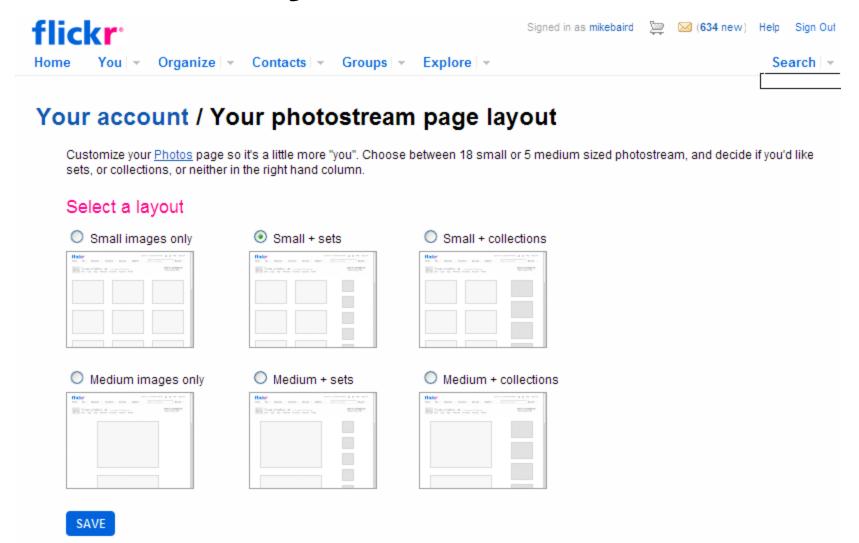




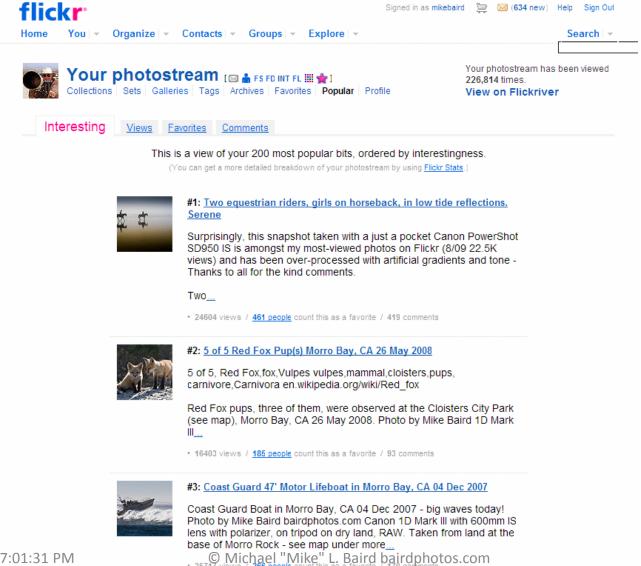
Share This

# Photostream concept

### Present your Photostream



### View by "Popular" - Interesting



### Edit Title, Desc., Tags

Batch Organize

Sets & Collections

Groups

Map



Make your changes and hit the "save" button. Or, you can cancel.

### Two equestrian riders, girls on hore

#### Description:

Two equestrian riders, girls on horseback, in quite a foggy day, with low tide reflections at sunset on Morro Strand State Beach 29 Oct. 2008. Michael &quot:Mike" L. Baird Canon SD950 point-and-shoot snapshot. This photo has some "way overdone" Lightroom 2 gradient treatments applied: gold bottom-to -center; blue top-to-center toning. Serene mood

<b><a target=" blank" href="http://flickr.com/groups /821430@N20">Digital 100 Examples lesson</a>: &quat: More can be less &quat </b>
Sometimes the better

Tags [?]: morro strand Girls Reflections Women equestrian foggy horse



### 5 of 5 Red Fox Pup(s) Morro Bay, C

Description: 5 of 5, Red Fox,fox, Vulpes vulpes,mammal,cloisters,pups, carnivore, Carnivora <a href="http://en.wikipedia.org" /wiki/Red\_fox">en.wikipedia.org/wiki/Red\_fox</a>

> Red Fox pups, three of them, were observed at the Cloisters City Park (see map), Morro Bay, CA 26 May 2008. Photo by Mike Baird 1D Mark III 300 f/2.8 + 1.4XTE braced on fence.

You can read a comprehensive research report on the introduced Red Fox at <a href="http://morro-bay.com"

Tags [?]: 26may 2008 Carnivora "Red Fox" "Vulpes vulpes" bairdphotos.

### Coast Guard 47' Motor Lifeboat in I

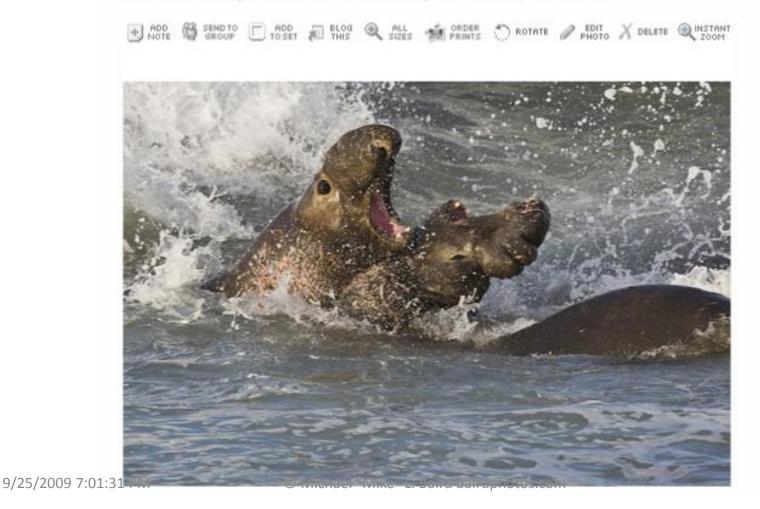
Description:

Coast Guard Boat in Morro Bay, CA 04 Dec 2007 - big waves today! Photo by Wike Baird | Mike L. Baird bairdphoto



### Operations on images

Northern Elephant Seals Fighting, Piedras Blancas, San Simeon, CA 02feb2008

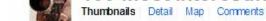


### Robust views



### 100 Most interesting Photos by mikebaird [ □ ♣ FS FD INT FL | | ♠ 1







100 Most interesting Photos by mikebaird created by www.dopiaza.org/ www.dopiaza.org/flickt/setmgr/v2/manage. php#

Set automatically created by dopiaza's set generator on 11th August 2009 at 8:53am BST

99 photos, 1 video | 114 views | Add a comment?

items are from between 10 Nov 2004 & 29 Jun 2009.



### **Detail views**

### Northern Elephant Seals Fighting, Piedras Blancas, San Simeon, CA 02feb2008



\*\* Harsh critique welcomed \*\*

Northern Elephant Seals fighting for territory and mates, Piedras Blancas, San Simeon, CA 02feb2008 - photo by Michael "Mike" L. Baird <u>bairdphotos.com</u> Canon 1D Mark III w/ 600mm f/4 IS lens on tripod.

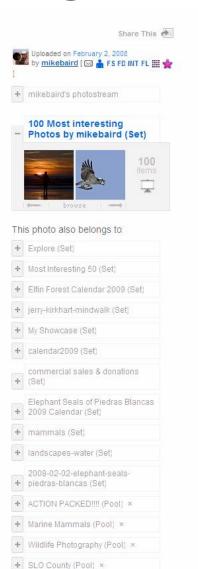
Note: time of photo was 07:51 AM - Camera EXIF reflects incorrect time setting due to incorrect daylight savings adjustment.

27 Sept. 2008 National Geographic submission caption: Northern Elephant Seals (Mirounga angustirostris) - two males fighting for territory and mates. Taken in early morning light at Piedras Blancas, San Simeon, CA 02 Feb 2008. Elephant Seals are of the Phocidae ("true seals") family, and derive their name from their great size and from the male's large proboscis, which is used in making loud roaring noises, especially during the mating competition shown here. Impressive as they look in their mass and ferocity, these two males are not fully mature. My NG Gallery.

Creative Commons use note: This is a Featured Picture on the English Wikipedia and has been selected to appear as Picture of the Day on <u>August 22, 2008</u>. Congratulations! This image was selected as <u>picture of the day on the English Wikipedia for August 22, 2008</u>.

06sept2008 CC license use at <a href="www.blurtit.com/groups/Wikipedian">www.blurtit.com/groups/Wikipedian</a> On Blurtit 17 May 2009 submitted to <a href="mailto:photocontest.smithsonianmag.com">photocontest.smithsonianmag.com</a> 7th Annual Contest smithsonianmag [at] mikebaird d o t com

Creative Commons use note in Wikipedia



### **View Large**

Back to the Flickr photo page



Available sizes:

Square (75 × 75) Thumbnail (100 x67) Small (240 x 160) Medium (500 x 333 Large (1024 x 683) Original (3888 x 2592)

Download the Large size - Any user can download this photo because you've applied a Creative Commons license to it. Change license?



### View full resolution pixels



### **Share Camera EXIF**

- Copyright (Creative Commons)
- Shutter speed, aperture
   ISO, Iens, Camera model,
   ©, map GPS, Stats
- "An image shared but not displayed in full resolution, with hidden EXIF, is not really being shared

### Additional Information (i) Some rights reserved (edit) Anyone can see this photo (edit) Taken in Morro Bay, California (edit | map) O Taken with a Canon PowerShot SD950 IS. O Exposure: 0.003 sec (1/320) [+] O Aperture: 1/2.8 [+] O Focal Length: 7.7 mm [+] O ISO Speed: 80 [+] O Exposure Bias: 1 EV [+] O Flash: Flash did not fire [+] Maximum Lens Aperture: 95/32 [+] Date and Time (O riginal): 2008:10:29 17:18:16 [+] O Metering Mode: Pattern [+] O Copyright: (C) Michael "Mike" L. Baird bairdphotos.com [+] O Exposure Mode: Manua [+] More properties O Taken on October 29, 2008 (edit) Photo stats O 405 people cal this photo a favorite Viewed 20,741 times (Not including you) O Edit title, description, and tags Replace this photo. O Viewsizes: Origina, Large, Medium, Smal, Thumbnai, Square

ShowQuicklink: Thumbnai, Smal, Square

### Learn by exposing EXIF

- Exif Viewer
- by Alan Raskin

### Additional Information Some rights reserved (edit) Anyone can see this photo (edit) O Taken in Morro Bay, California (edil | map) O Taken with a Canon EOS 5D. O Exposure: 0.002 sec (1/500) [+] O Aperture: f/1.4 [+] O Focal Length: 50 mm [+] O ISO Speed: 50 [+] O Exposure Bias: +1/3 EV [+] O Flash: Off, Did not fire [+] O Exposure Program: Aperture-priority AE O Date and Time (Original): 2009:09:24 11:49:10-07:00 [+] O Creator Tool: Adobe Photoshop Lightroom [+] O Metering Mode: Multi-segment [+] O White Balance: Auto As Shot [+] Lens: EF50mm f/1.4 USM [+] O Exposure Mode: Auto [+] O Usage Terms: Attribution Creative Commons [+] O Temperature: 4550 [+] O Tint: +7 [+] O Has Crop: True [+] O Flash Compensation: 0 [+] O Image Number: 27 [+] More properties O Taken on September 24, 2009 (edit)

# Getting Found and Used, SEO (Search Engine Optimization) for Flickr Images

- Robust Descriptions (Ref. Wikipedia.org)
- Robust Title (include scientific name)
- Robust Tags (disambiguate words)
- Add to Relevant Groups
- Add to CC-related Groups, Wikimedia

### **Commons**

- Use Creative Commons (CC) Attribution
- Allow Download of Full-resolution version
- Links to your images from CC uses
- Find a Wikipedia writer who likes your photos

### Sets and Collections



#### 100 Most interesting Photos by mikebaird [☑ intere Thumbnails Detail Map Comments

Two equestrian riders, girls on horseback, in low tide reflections. Serene



Two equestrian riders, girls on horseback, in quite a foggy day, with low tide reflections at sunset...

(i) Anyone can see this photo (edit) Uploaded on Oct 29, 2008 | Map | Delete 20,732 views / 6 notes / 399 comments

#### 5 of 5 Red Fox Pup(s) Morro Bay, CA 26 May 2008



5 of 5. Red Fox.fox.Vulpes vulpes,mammal,cloisters,pups, carnivore, Carnivora...

(i) Anyone can see this photo (edit) Uploaded on May 26, 2008 | Map | Delete 15,390 views / 4 notes / 90 comments

#### Coast Guard 47' Motor Lifeboat in Morro Bay, CA 04 Dec 2007



Coast Guard Boat in Morro Bay, CA 04 Dec 2007 - big waves today! Photo by Mike Baird bairdphotos.com...

C Anyone can see this photo (edit) Uploaded on Dec 4, 2007 | Map | Delete 23,752 views / 8 notes / 167 comments

#### Morro Rock at sunset on Morro Strand State Beach



Morro Rock at sunset on Morro Strand State Beach, Morro Bay, CA 21 Nov. 2008. Panasonic...

( Anyone can see this photo (edit) Uploaded on Nov 21, 2008 | Map | Delete 4.650 views / 43 comments

#### 2 of 3 Coast Guard 47' Motor Lifeboat performs storm exercises in wild surf at Morro



exercises in wild surf at Morro Bay, CA. 09 Nov. 2008....

( Anyone can see this photo (edit) Uploaded on Nov 9, 2008 | Map | Delete © Michael "Mike" L. Baird bairdphotos.com

2 of 3 Coast Guard boat performs storm

Long-billed Curlew (Numenius americanus) birds on Morro Strand State Beach during a golden sunset at ...

Long-billed Curlew (Numenius americanus) birds on Morro Strand State Beach during a golden sunset.



### **Your Sets**



View on Flickriver



2009-09-19-coas tal-cleanup-day

21 photos | Edit



100 Most interesting Photos by...



ierry-kirkhartmindwalk

16 photos | Edil



100 Most interesting birds by...

98 photos, 2 videos | Edit



MCAS 87 photos | Edit



Explore



Most 40 photos, 2 videos | Edil Interesting 50

50 photos | Edit



Elfin Forest Calendar 2009

10 photos | Edil



My Showcase 351 photos | Edit

calendar2009 159 photos | Edit

rookerymorro-b ay

33 photos | Edit



commercial sales &...

154 photos | Edil



Birds of Morro Bay Book



mike-baird-best 2 photos | Edit



FWS-report-dead 2009-05-20-phot -beached-otter- omorrobay-logo



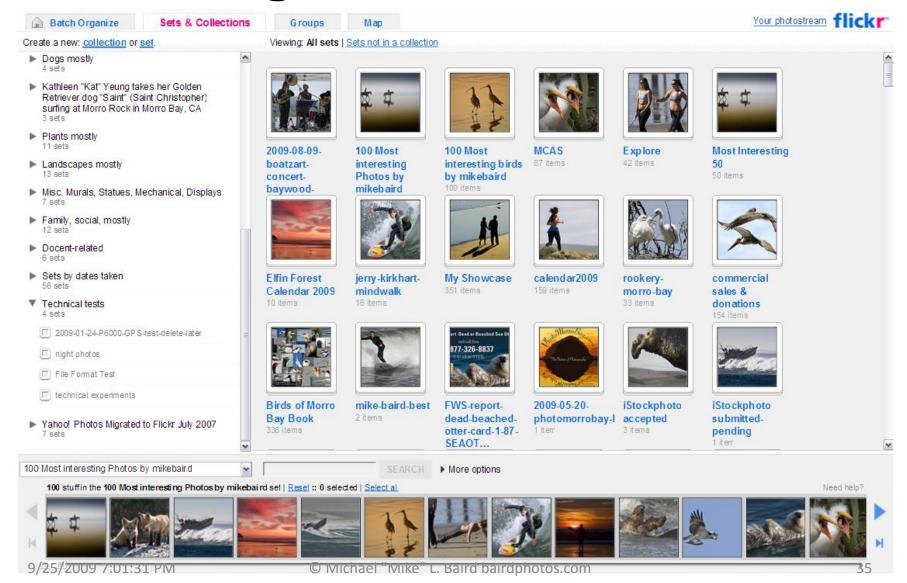
iStockphoto accepted



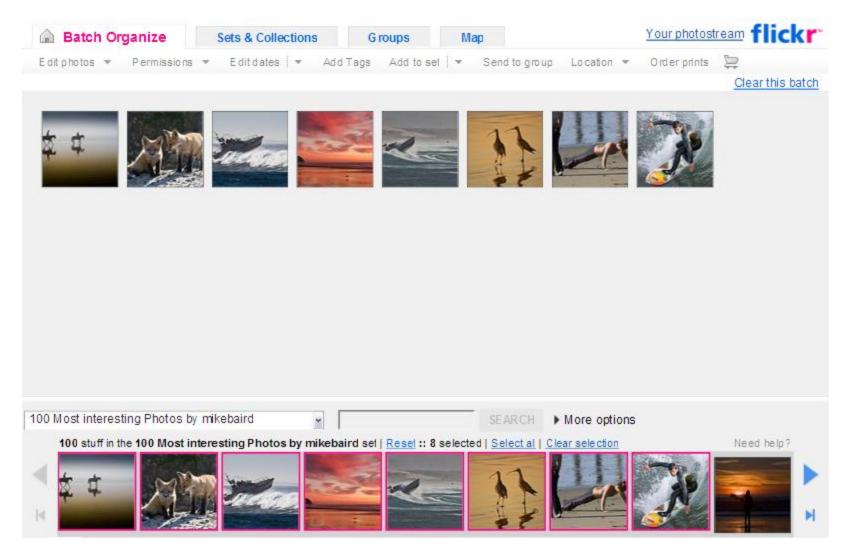
iStockphoto submitted-pendi ng

1 photo | Edit

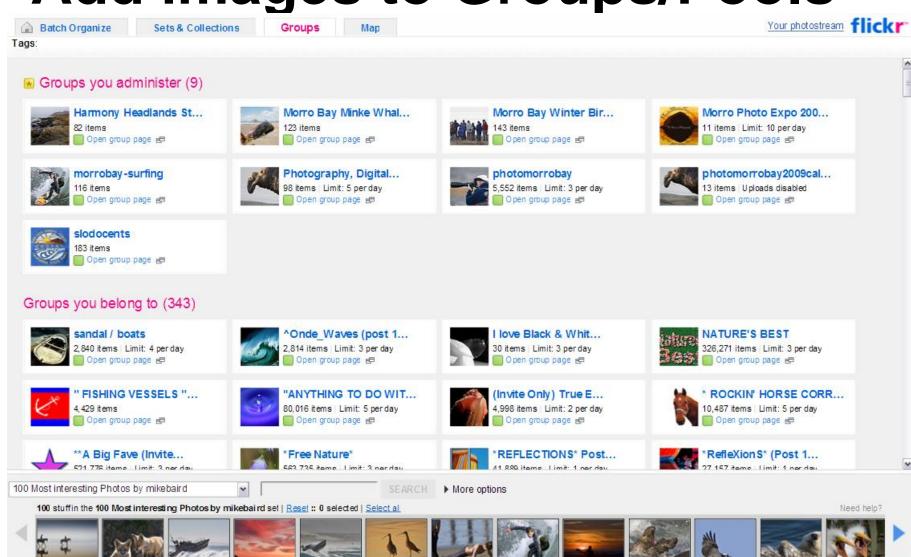
### Add images to sets, collections



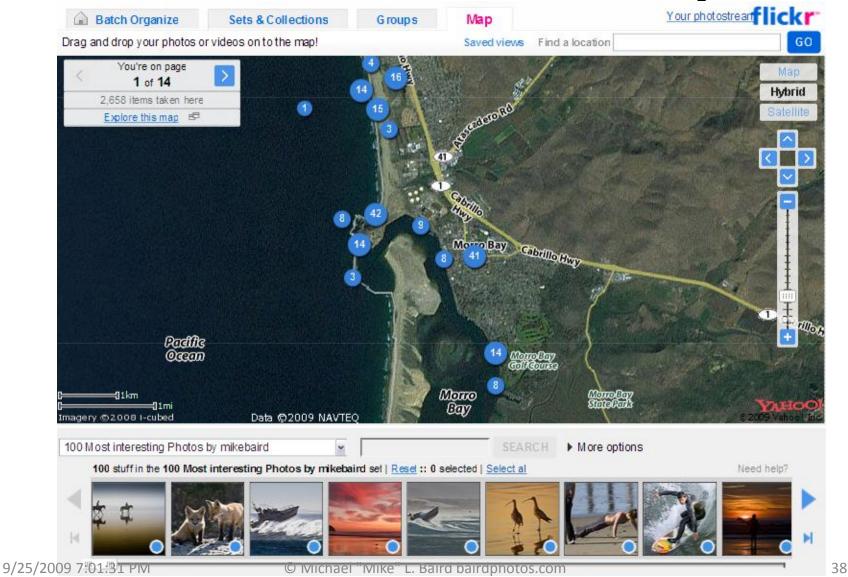
### **Batch Organize**



# Add images to Groups/Pools



# Plot locations on map



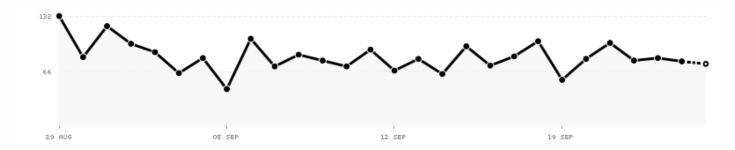
# Individual Image Statistics



Stats for: Two equestrian riders, girls on horseback, in low tide reflections. Serene

Stats are shown in GMT, where it's currently 5.18PM on Fri 25th September

### Views of this photo over the last 28 days



### View counts

75 so far today / 78 yesterday / 24,931 all time

### Referrers

9/25/2009

So far today				Yesterday		
	Visits	%		•	Visits	%
Flickr	59	78%		Flickr	62	79%
Search Engines	1	1%		Search Engines	6	7%
Other Sites	3	4%		Other Sites	4	5%
7:01:31 PM Unknown Source	© Michael 12	16% 16%	" L. Baird	bairdphotos.com Unknown Source	6	7%

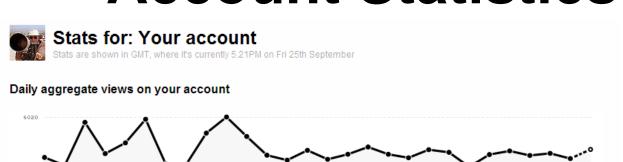
# Stats for your photos/videos



# Stats for: Your photos and videos Stats are shown in GMT, where it's currently 5.19PM on Fri 25th September

	Or, sort by: date	interesti	ngness
	↓ All Time views	*	-
Coast Guard 47' Motor Lifeboat in Morro Bay, CA 04 Dec 2007 ₪	25,950	269	170
Two equestrian riders, girls on horseback, in low tide reflections. Serene ₪	24,931	466	420
two-girls-exercising-cayucos-beach1 ₪	22,919	47	27
Dustin Ray "D-Ray" - surfing-cayucos-ca-pier-1-2-07_056 AZHIAZIAM ₪	18,616	75	115
two-girls-exercising-cayucos-beach2   PM © Michael "Mike" L. Baird bairdphotos.com	18,252	27	11

# **Account Statistics**



# 29 AUG 05 SEP 12 SEP 19 SEP

### View counts

	3,934	3,345	1,854,542
Collections	4	3	2,495
Sets	215	143	155,227
Photostream	623	397	228,477
Photos and Videos	3,092	2,802	1,468,343
	So far today	Yesterday	All time

### Your most viewed photos and videos

So far today		Views	*	•
	trian riders, girls on , in low tide Serene	75	2	1
two-girls-e beach1	xercising-cayucos-	51	0	0
on a foggy Museum o Morro Bay,	e, Cyprus Tree path, morning, just north of f Natural History, CA, 24 Sept. 2009	51	2	5
9/25/2009 7 two-girls-e	xercising-cayucos-	450	Mic	håe

ews	*	-		Yeste	rday	Views	*	-
75	2	1		¢ #	Two equestrian riders, girls on horseback, in low tide reflections. Serene	78	2	0
51	0	0		1	Young teen girls in purple shirts enjoy socializing on a hot day at water's edge	66	0	0
51	2	5		<b>3</b>	Coast Guard 47' Motor Lifeboat in Morro Bay, CA 04 Dec 2007	60	0	0
45°C	Mic	håe	el "Mike	" L. [	two-girls-exercising-cayucos- beach1 Baird bairdphotos.com	50	1	0



Signed in as mikebaird 📜 💹 (634 new) Help Sign Out



Search -

Search your photostream





Your Photostream Your Contacts Testimonials

Organize - Contacts - Groups -

### View my most interesting photos on Flickriver





mikebaird



#### A shortcut to my Flickr photostream is flickr.bairdphotos.com My Photo Gateway bairdphotos.com

Our Photomorobay Gateway to the photomorrobay Yahoo! Group and photomorrobay Flickr Group/pool

My personal site mikebaird.com

A business incubator firstonline.com

Morro Bay, CA pro-bono community site morro-bay.com

Some of my favorite photos Digital Chocolate.org

My book "Engineering Your Start-up" eysu.org

A Yahoo! Group for Morro Bay. CA photographers photomorrobay.com

A list of many of my web sites baird ws

An older site that had some of my better photos free for non-profit use stealthispicture.com

mike [at] mikebaird d o t com

Michael "Mike" L. Baird is an avid amateur photographer, and a retired Silicon Valley Internet Entrepreneur, now living in Morro Bay on the Central Coast of California, where he edits the community service site morro-bay.com. Mike has a PhD © Michael "Mike" L. Baird bairdphotos.com 9/25/2009 7:01:31 PM

· Edit your Profile

- Your Buddy Icon
- · Your Screen Name

View on Flickriver

#### Testimonials

#### Manage your testimonials

kev incole says: "Mike can often be found walking a trail in search of wildlife to photograph, or helping another photo enthusiast with his or her camera. It is easy to soot Mike in his signature red sweatshirt, Tilley hat and a camera hung over his shoulder with a large white lens attached. Mike has been a California State Park volunteer do cent for many years donating histime in sharing hisknowledge and experiences with others. If you meet Mike on the street don't be surprised if you get a personal invite to join one or all of the photography groupsthat he has started in hopes of inspiring others to take those photos and share them with others. You will quickly find that Mike's passion for photography goes far beyond personal gains to include helping others expand their photographic skills and technical knowledge. Friends like Mike don't come along every day and I am happy to have him as a friend and a fellow photog. Keep up the good work Mike!

stammberger13 says: "he'sone of my favorite photographers here on flickr-all his wildlife pictures are amazing!"



slobirdr says: "Mike took it upon him self to set up a forum for loca photographers and to help educate those that wanted to learn. His comments are always constructive, his research into links that provide help to the group and his willingness to set up "shoots" for anyone interested are just a few of the things he provides as





# Customize your Account

Personal Information	Privacy & Permissions Email Extending Flickr	
Your Flickr account	You have a Flickt Pro Account. It expires on 15th January, 2011.	
	<ul> <li>Extend your Pro Account</li> <li>View your order history</li> <li>View all the aifts you've purchased</li> <li>Give the aift of Pro</li> </ul>	
Your safety level	Your account has been reviewed as safe by Flickr staff. (What does that mean?)	
Your buddy icon		<u>edit</u>
Your screen name	mikebaird	<u>edit</u>
Your profile	<ul> <li>Tell people a little (or a lot) about yourself (or, view your profile page)</li> <li>For your profile, edit who can see what or if it's searchable</li> </ul>	edit
Your Flickr web addresses	<ul> <li>Photostream <a href="http://www.flickr.com/photos/mikebaird/">http://www.flickr.com/people/mikebaird/</a></li> <li>Profile: <a href="http://www.flickr.com/people/mikebaird/">http://www.flickr.com/people/mikebaird/</a></li> </ul>	
Your photostream page layout	Small images + sets	<u>edit</u>
Your Yahoo! account	Y ahoo! ID associated with this account: mikebaird	
	Edit y our Y ahoo! password     Edit y our Y ahoo! preferences	
	Use a different Yahoo! ID for this Flickr account	
Your Flickr account	Delete your Flickr account	

# Your Profile sharing details

If you are using one of my photos under a Creative Common license (most are licensed for use with attribution), please attribute the photo in one of the ways as follows (listed in order of preference):

Michael "Mike" L. Baird, <u>flickr.bairdphotos.com</u> {link either text or the image to the specific source image comment and overview page} or

Mike Baird, <u>flickr.bairdphotos.com</u> or if you have very limited space flickr.bairdphotos.com

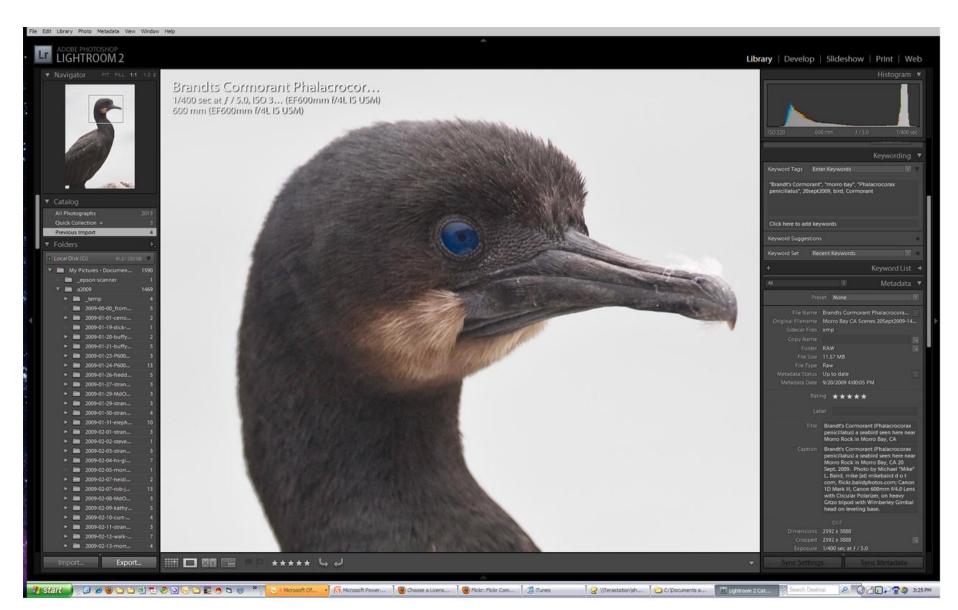
and if purposed online, please link your text or image to my related Flickr image comment and overview page - I want viewers to know exactly where the source image you are using is located, not just the domain within which it is housed. This is the biggest failing of people who use my images. I would appreciate a note via Flickr mail or directly to mike [at} mikebaird d o t com indicating which image was used (please include the URL to the framed image comment page - not just "your otter" or a link to a static farm .jpg). If appropriate I will add to the image description a link to your project. You are also encouraged to add a comment to the photo with links to its use by you, and add tags (labels) to further enhance its visibility. If you use my image(s) in a printed publication or video production, I'd love to get via postal mail a copy of the publication or tear sheets for my portfolio if practicable. Mail to Michael L. Baird, 2756 Indigo Circle, Morro Bay, CA 93442. USA. Life is short, and I get a kick out of seeing others enjoy my images in a responsible way. mike [at} mikebaird d o t com

Be sure to use the full-resolution versions available under "all sizes" for best reproduction. If you are using my image(s) in a composite such as a slideshow, screensaver, flash package, etc., it must be clearly evident which images are mine via watermarks and/or embedded/attached list of sources. It is not adequate to have a credits page elsewhere that states "some images are used from bairdphotos.com etc." This last point is especially relevant for for-profit uses of my images that are not purely non-profit, charitable, or educational in nature.

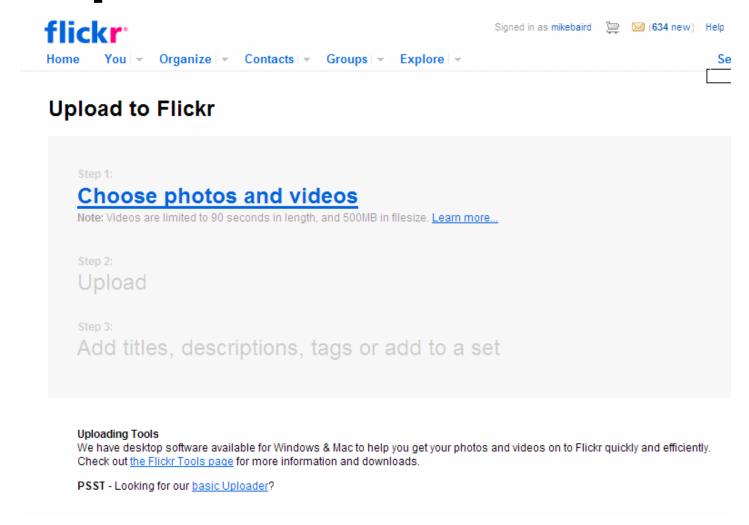
Paintings/Drawings: Artists are welcome to use my Creative Commons Attribution photos as well as a basis for a drawing or painting in exchange for attribution. If an image of your artwork based on my photo is displayed online, attribution should be as specified above and state for example, "partially based on a photo from Michael "Mike" L. Baird." The same note should be used in any printed description of the work. If you also post your paintings on Flickr it would be cool if you add a comment at my source photo to your version, and at your painting, linking the two together.

**Advertising use**: Unless otherwise noted, my Flickr photos of *people* do not have signed model releases. Advertising usage of my photos (e.g., in brochures, catalogs, print ads) is very different from editorial usage (e.g., in newspaper, magazines, books). Neither you, nor even I, can use my people photos in any form of advertising, especially if any people in the photo are recognizable and might be interpreted as

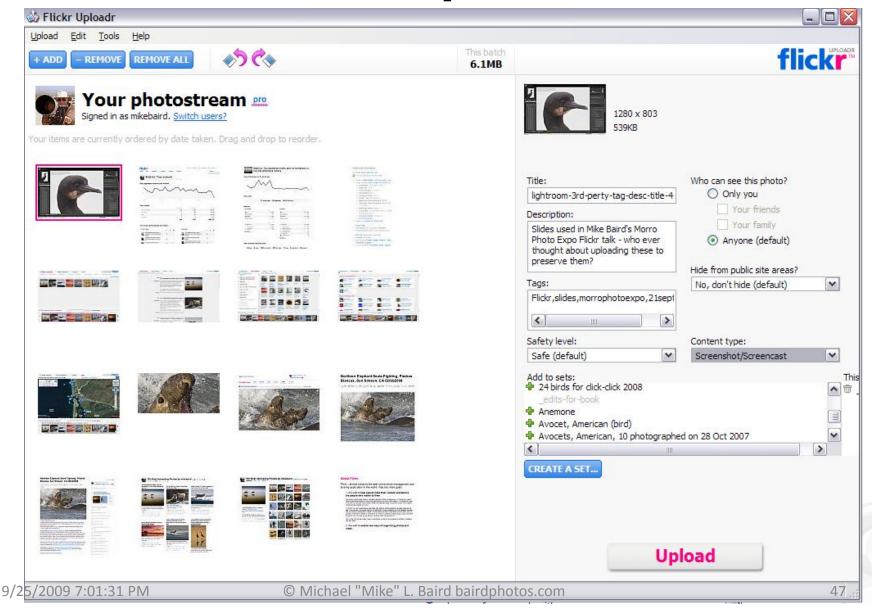
# Third Party Tools: Adobe Lightroom, Bridge, Photoshop...



# **Upload Photos or Video**



# Flickr Uploadr



# Desktop Uploader, Email, Plugins



You

Organize

Contacts -

Groups

Explore -

Signed in as mikebaird

(634 new) Help Sign Out

Search -

# Help / Tools

# Getting your stuff onto Flickr

There are loads of tools to upload your photos and videos

### Uploading on Flickr.com

One of the easiest ways to get your stuff onto Flickr is to upload it right here using flickr.com/upload.

Select as many items as you like from your desktop. Once they've all arrived here, you can add tags, make sets, et cetera. There's also an earlier-generation web uploader that we now call the Basic Uploader.

### Desktop Uploadr

The Flickr desktop uploader sits on your desktop for heftier uploading needs or offline photo management. Drag and drop single photos or videos, or select a whole folder. Even reorder how photos will be displayed in your photostream.



### Flickr Uploadr

Version 3.2.1: Released June 11, 2009. This release is available in 8 languages.



Windows Vista & XP: Download (12MB)



Mac OS X 10.5 & 10.4: Download (20MB)

### Upload by Email

Especially handy for uploading from your mobile phone. Use your very own private email upload address to email photos to your account. See more mobile options.

Hey! Where is the badge?

### Third-party Upload Tool Plug-Ins

Please note: Flickr is not responsible for the distribution or performance of these 3rd party applications.



#### iPhoto plugin for Mac OS X

A Flickr member, fspeirs, has created an iPhoto plugin for Mac. It is available for sale on an external website.



### jUploadr for Linux, Mac OS X, and Windows

Another Flickr member, scohen, wrote an upload application, which he describes as: "jUploadr is a cross platform Flickr uploader. Currently it rune on Windowe Linux and OS V. It

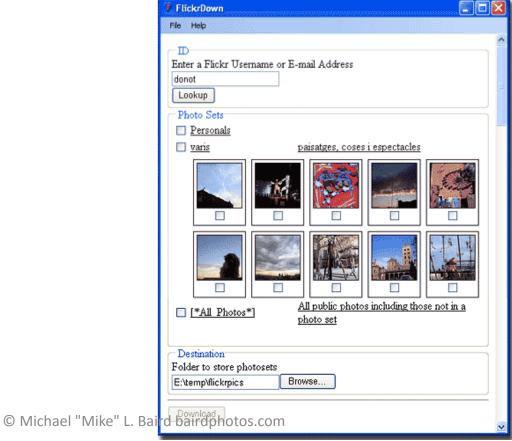
# **Download Photos in mass**

 FlickrDown by Greggman greggman.com greggman.com/pages/flickrdown.htm

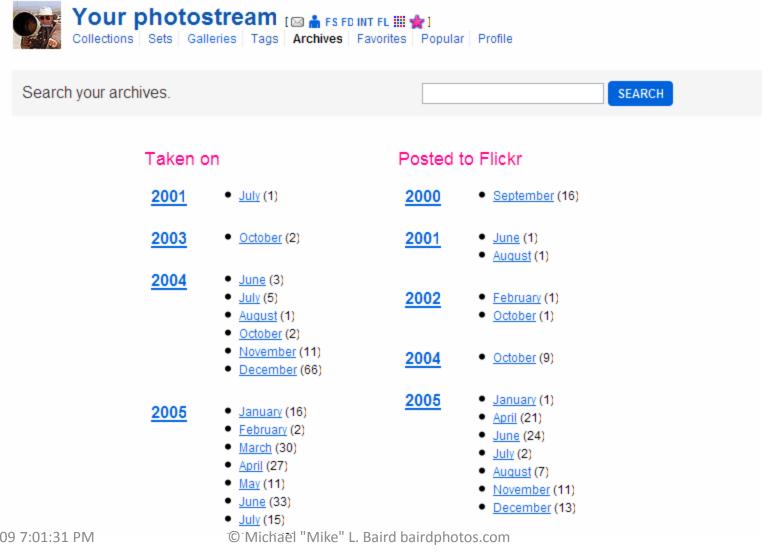
# FlickrDown

May 2nd, 2005

Recently a friend started using Flickr which is a great service. I personally like to save pictures locally and selecting them one at a time to download was too much of a hassle so I whipped up this program so I could download them more easily.



# **Complete Archives**

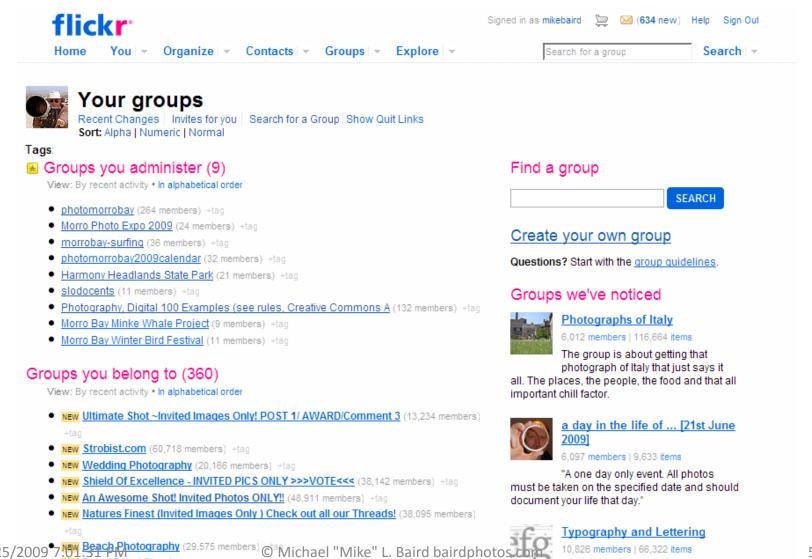


# **FlickrMail**

# FlickrMail

Your Inbox (634)	Contact Notifications (860) Your Sent Mail	Compose a ne	w message
Sender	<u>Subject</u>	<u>Date</u> ↑	Select AI
wistful days	Usage of one of your photos	21 Sep 09, 3.08AM PDT	
Priyesh Patel Photography	Re: <b>Priyesh Patel Photography</b> Priyesh , Thanks for inviting my T <a href="http://www.flickr.com/photos/mikebaird/2985066755/page5/">wo Equestrian Riders</a> photo to your " <a "="" 2678310549="" href="http://www.flickr.com/group/amw/discuss/721&lt;/th&gt;&lt;th&gt;18 Sep 09,&lt;br&gt;11.34PM&lt;br&gt;PDT&lt;/th&gt;&lt;th&gt;&lt;/th&gt;&lt;/tr&gt;&lt;tr&gt;&lt;th&gt;Machine About.com Birding&lt;/th&gt;&lt;th&gt;Photo Used&lt;/th&gt;&lt;th&gt;18 Sep 09,&lt;br&gt;8.00AM PDT&lt;/th&gt;&lt;th&gt;&lt;/th&gt;&lt;/tr&gt;&lt;tr&gt;&lt;th&gt;Sandra.mclean2&lt;/th&gt;&lt;th&gt;Re: http://www.flickr.com/photos/mikebaird/3391589858/&lt;/th&gt;&lt;th&gt;18 Sep 09,&lt;br&gt;5.14AM PDT&lt;/th&gt;&lt;th&gt;&lt;/th&gt;&lt;/tr&gt;&lt;tr&gt;&lt;th&gt;✓ Into Creating&lt;/th&gt;&lt;th&gt;Mermaid&lt;/th&gt;&lt;th&gt;17 Sep 09,&lt;br&gt;1.03PM PDT&lt;/th&gt;&lt;th&gt;&lt;/th&gt;&lt;/tr&gt;&lt;tr&gt;&lt;th&gt;Flickr HQ&lt;/th&gt;&lt;th&gt;Hey mikebaird, mebooyou has added your photo to their gallery.&lt;/th&gt;&lt;th&gt;14 Sep 09,&lt;br&gt;1.14PM PDT&lt;/th&gt;&lt;th&gt;&lt;/th&gt;&lt;/tr&gt;&lt;tr&gt;&lt;th&gt;King Sidharth&lt;/th&gt;&lt;th&gt;Re: &lt;b&gt;King Sidharth&lt;/b&gt; Thanks for the Creative Commons use note of &lt;a href=" http:="" mikebaird="" photos="" target="_blank" www.flickr.com="">my dancer</a> at <a href="http://www.kingsidharth.com/92/dance-the-way-of-life">your most cool Blog</a>	14 Sep 09, 8.04AM PDT	
	Kayaks & Sunrise	14 Sep 09, 5.35AM PDT	

# **Groups and Pools**



# **Group for Morro Photo Expo 2009**

http://www.flickr.com/groups/morrophotoexpo2009/





#### Group Pool (22 items | Add photos or video | Open this group in Organizr)

























» More

Admins: Click to add an announcement to all group members (500 characters max)

#### Discussion (0 posts I Post a new topic)

No topics have been posted yet.

### About Morro Photo Expo 2009

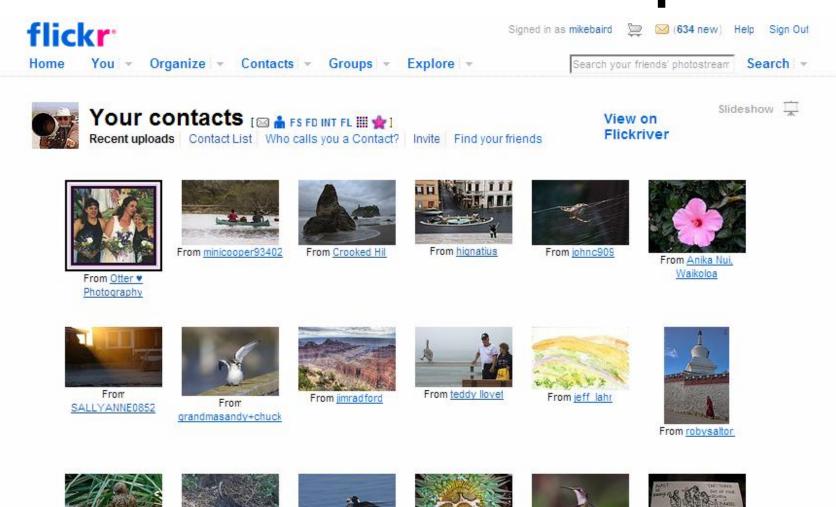
Photo sharing for participants of the Morro Bay, CA 2009 Morro Photo Expo held Oct. 23-25, 2009. See photomorrobay.com for a related gateway to our photomorrobay Yahoo! Group for discussion, events, polls, calendaring; and our photomorrobay Flickr Group for non-Photo Morro Expo 2009 specific photo sharing and critique in and around Morro Bay, CA.

Photos added to this group should ideally (but don't have to) be taken during your visit to Morro Bay, CA in or around Oct. 23-25, 2009, coinciding with the 2009 Morro Photo Expo. If you want to seed the group with some stimulating and typical local shots go ahead. The plan is for this group to sort of run wild and not be overly moderated. Critique is generally welcomed here, so if you post your images here they may be critically commented on. If you want harsh critique, indicate that fact in your image's description field. We encourage you to: (1) Add your image to the Flickr map so others can see where it was taken. (2) Set your account to expose your EXIF camera settings so others can learn more from your example. (3) Upload the largest size possible so others can view in detail the image sharpness, etc. (4) Apply a Creative Commons Attribution license so others can build on and recognize your work. (5) Help make your work be more "interesting" by adding a robust title, description, and tags.

#### Additional Information

- This is a public group.
- View the group rules.
- Members can post 10 things to the pool each day.
- Accepted media types:
- Photos
- Accepted content types
  - O Photos / Videos
  - Screenshots / Screencasts
  - Illustration/Art / Animation/CGI
- Accepted safety levels: © Michael "Mike" L. Baisse bairdphotos.com

# Your Contacts – Recent uploads



From Maggie, Smith

From Mimi Ditchie

From tinyfishy(Gone to

Jamaica)

From emdot

From marlin harms

From ALAN

# Firefox Extensions for Flickr

- http://www.flickr.com/people/mikebaird/ says...
- How to vastly improve your Flickr browsing experience (reduce number of clicks by 10X) using Firefox (the only browser I use), Firefox Add-ons, and Greasemonkey Scripts. Download and install the Firefox Browser (which is much better than Internet Explorer) from <a href="https://www.mozilla.com/en-US/firefox/?from=getfirefox">www.mozilla.com/en-US/firefox/?from=getfirefox</a>.

Add the Greasemonkey Firefox Add-on <u>addons.mozilla.org/en-US/firefox/addon/748</u>. (Add-ons extend Firefox, letting you personalize your browsing experience.) Go to <u>userscripts.org/</u> - search there for "Flickr" or say "Flickr Exif" - sort by number of "installs" and you will find the most popular and useful scripts. Here are some I like to use currently... these are managed in Firefox under Tools > Greasemonkey > Manage User Scripts.

Experiment with what works for you. New and updated scripts are constantly being added. This list is current as of May 2008. Better Flickr 0.3, Flickr Groups Organiser, Flickr Exif Info, Flickr Exif Decorator, Flickr image unblocker, Flickr Buddy Icon Reply, Flickr - Multi Group Sender, Flickr Rich Edit, Flickr Auto Page, Flickr Group Page Enhancer, Flickr Refer Comment, FlickrPM, Flickr Photostream Graphr, Flickr Contacts Organiser, Flickr MultiMailer.

FlickrDown (untested?) (download Groups...)

Flickr Original (untested?) (download original from thumbnail)

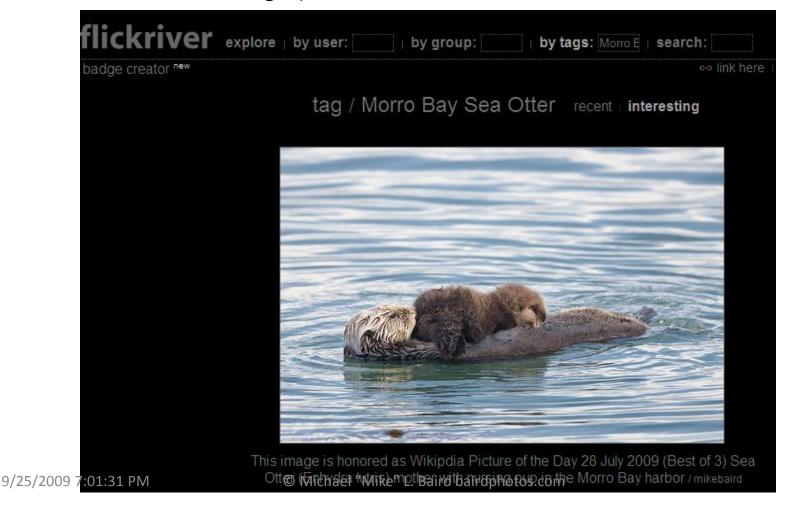
<u>Saleen Flickr Downloader</u> (rec'd by Kevin Cole)

<u>Steeev's Flickr Projects</u> contain the most valuable and comprehensive scripts of all - no contest!

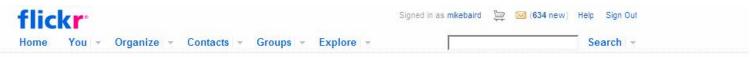
Also make sure you have Exif Viewer by Alan Raskin

# Discover Paradigm: Search vs. browse

• Application Program Interfaces (APIs) allow discovery of your images. e.g., Flickriver (view by recent, interesting...). Example "Morro Bay Sea Otter"



# **Creative Commons**



### **Creative Commons**

Many Flickr users have chosen to offer their work under a Creative Commons license. and you can browse or search through content under each type of license.

Here are some recently added bits and pieces:





Len@Loblolly









en@Loblolly

» 15,542,248 photos (See more)

# Attribution-NoDerivs License











sancocho.com..

» 5,328,550 photos (See more)

# (=) Attribution-NonCommercial-NoDerivs License













"Creative Commons is a non-profit that offers an alternative to full copyright."

creativecommons.org

#### Briefly...

#### Attribution means:

You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give you credit.

### Noncommercial

### means:

You let others copy, distribute, display, and perform your work - and derivative works based upon it - but for noncommercial purposes only.

### No Derivative Works

means: You let others copy. distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.

### Share Alike means:

You allow others to distribute derivative works only under a license

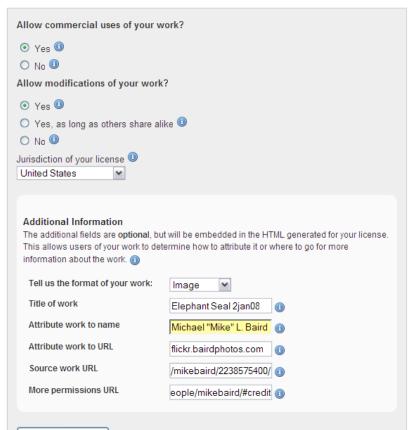
# Creativecommons.org



# **Creative Commons License Generation**

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Q Find licensed works					
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Events					
Newsletter					
Case Studies					
Creative Commoners					
Press Room					

# Here is the license you've chosen



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Copy the text below to your Web site to let your visitors know what license applies to your works.



Select the contents of the box above and copy it. Or, have it emailed to yourself.

### Need more help? Read our tutorial.

After publishing your license, please consider supporting Creative Commons.

Learn about other places you can host your licensed files. These sites work with your Creative Commons license.

Publish your licensed music or video to the Internet Archive

Post your licensed images at Flickr

Add a Creative Commons license to your blog

### Offline Work?

Mark a document not on the web, add this text to your work.

### Optional next steps

Register your work with the CC Network

Track use of your work with FairShare



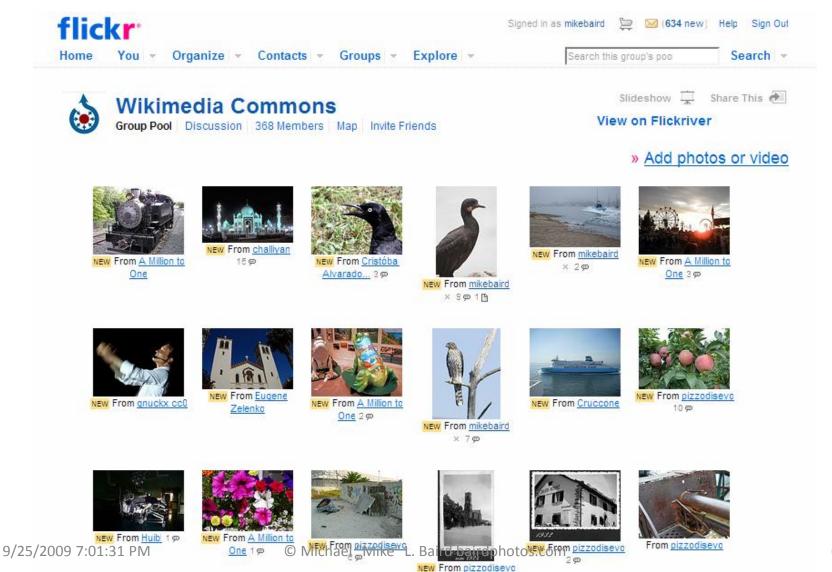
Top Donate Blog Policies Privacy Press Events Sitemap Contact

# Wikimedia Commons

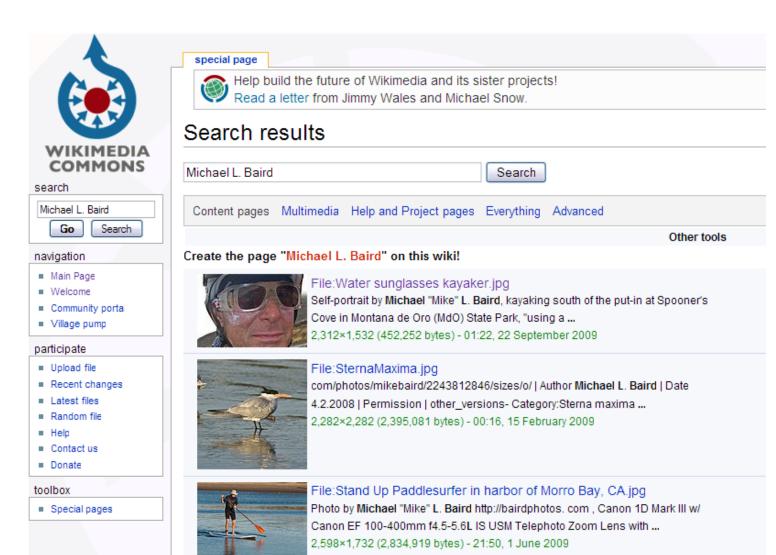
- commons.wikimedia.org
- 1000's of Wikipedians scour Flickr for images to be added to a 5 million archive
- Check out your images that made Wikimedia Commons if you use Flickr and use the Creative Commons Attribution license (highly encouraged), your images are very likely making their way (through the efforts of many Wikipedians worldwide) into a perpetual existence your only significant legacy perhaps.
- Wikimedia Commons is a **media file repository** making available public domain and freely-licensed educational media content (images, sound and video clips) to everyone, in their own language. It acts as a common repository for the various projects of the Wikimedia Foundation, but you do not need to belong to one of those projects to use media hosted here. The repository is created and maintained not by paid-for artists but by volunteers.

# Wikimedia Commons Group

http://www.flickr.com/groups/wikimedia\_commons/pool/



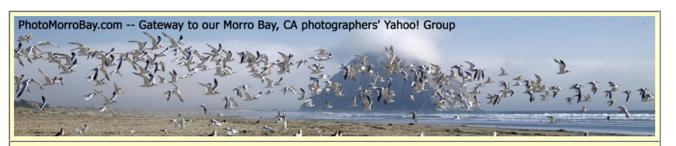
# Wikimedia Commons



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# Photomorrobay.com Gateway



PhotoMorroBay.com -- <u>Gateway to our local Morro Bay, CA photographers' Yahoo! Group</u> for discussions, events, polls, calendars, etc., and <u>Gateway to our local Morro Bay, CA photographers' Flickr Group</u> for photo sharing and critique, and related CA State Park Adventures with Nature (AWN) educational instructional photo walks.

Annual Photo Festival comes to Morro Bay, CA, Oct. 23-25, 2009. Visit morrophoto.com and join the related Yahoo! Discussion Group and the related Morro Expo 2009 Flickr Photo Sharing Group where you should post photos taken during the expo.

<u>The PhotoMorroBay CafePress.com Online Store is now open!</u> PhotoMorroBay.com Yahoo! Group and Flickr Group members enjoy sharing ideas and photos - products here are for "club members" wishing to promote the organization, and are sold with no markup. Visit http://www.cafepress.com/photomorrobay



<= click to see logo in full detail

### Subscribe to photomorrobay

enter email address



Powered by tech.groups.yahoo.com

"Subscribing" allows you to send
and receive messages" but without all of
the rights of "joining" -- which gets you access
to many advanced features at the group website
Michael "Mike" L. Baird bairdphotos.com

# Groups Join Now!

### Click to join photomorrobay

Joining gets you all of the rights of "subscribing" and also gives you additional rights to use advanced features at the group website

9/25/2009 7:01:31 PM

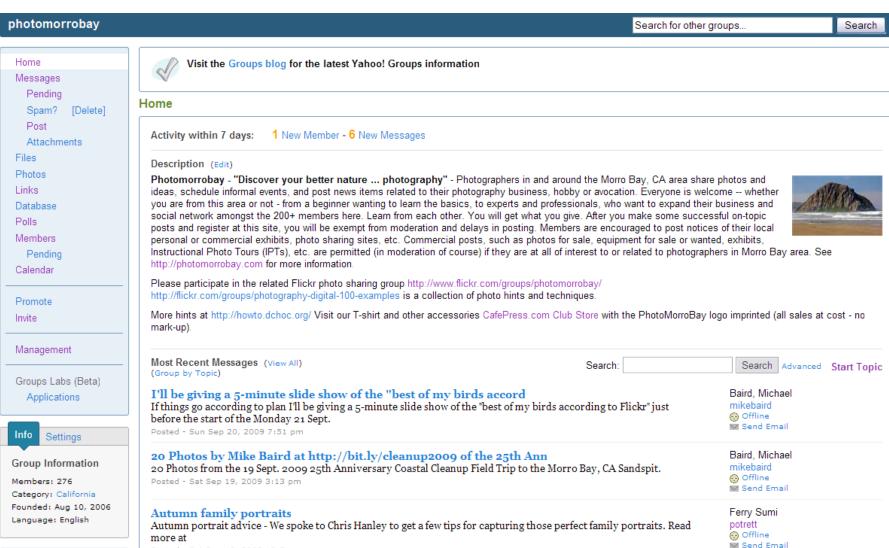
64

Photomorrobay Yahoo!

Group (discussion)
•Photomorrobay Flickr
Group/Pool (sharing)

# Photomorrobay Yahoo! Group

•http://tech.groups.yahoo.com/group/photomorrobay/



# Use iStockPhoto to sell images

istockphoto.com





iStock now has 5,528,000 royalty-free stock files. Browse recent.

### Join us today

- 1. Join us for free right now.
- 2. Search for royalty-free stock photography, vector illustrations, stock video footage, audio tracks and Flash® files.
- 3. Buy stock with iStock credits then download the files you need. Purchase Pay-as-you-go credits or customize a Subscription.

# Search for photos, illustrations, video & audio



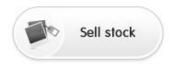
Subscriptions: Choose a one-year plan for as low as:



Based on a 480 credits/day plan. Prices shown are in USD

### How iStockphoto works

iStockphoto is the internet's original member-generated image and design community. Get easy, affordable inspiration with millions of safe, royalty-free photographs, vector illustrations, video footage, audio tracks and Flash files. Buy stock or sell stock - or both.





# Use iStockPhoto to sell images



# mikebaird 🖦

Member since: September 2005

Location: Morro Bay, CA (United States)

Business Name: morro-bay.com Business Website: bairdphotos.com Business Phone: 805-772-2044 Business Fax: 805-772-2044 Job Description: Photographer



# Portfolio

Files: 3

Downloads: 15

Rating: Rating

(3 Reviews)



View Portfolio



My uploads



Add blog post

Profile Financials

Referrals

Stats

## Financial Summary

Your iStock credit wallet is empty. Buy credits.

Total earnings:

\$20.83 USD

Account balance:

\$19.15 USD

### Purchases

- Get purchase receipts
- · Get print order receipts
- Custom license receipts (old)
- View coupon redemptions

### Earnings

- · Request payment of earnings
- Payouts report
- View extended license earnings
- · Convert earnings to credits
- · View referral earnings

### Tools

Change avatar

Edit my profile

Change my password

Answer interview questions

iStockphoto software

**Exclusivity Program:** 

Become an Exclusive photographer

Extended Licenses

3 files have Extended License options available

Opt Out Opt In

# **Facebook Integration**



# Thanks for listening! Michael "Mike" L. Baird

bairdphotos.com flickr.bairdphotos.com flickr.com/people/mikebaird photomorrobay.com mike [at} mikebaird d o t com

(first-time email: please add "must read" to subject line)