
4.5 Photo Sharing (e.g. Flickr)

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Synopsis: Social media guidelines for photo sharing for State of Georgia agencies.

4.5.0 Introduction

If your agency has a wealth of photos, you will likely want to share them online. While many web content management systems have built-in photo gallery features, if you want to make your photos even more publicly available and open to comments, you may want to post them on a photo sharing service, such as Flickr, or a Facebook photo gallery.

4.5.1 Benefits of Photo Sharing

- Raises awareness of your agency's activities through photos of events.
- Spurs audience discussion; visual content tends to attract higher engagement rates than simple text does.
- Offers the potential to reach new audiences.
- Allows your audience to easily browse, view, and download content.
- Provides an opportunity for your audience to contribute photos that help promote your campaigns.

4.5.2 Strategies for Photo Sharing

- Determine your purpose and goals for using a photo sharing service.
 - Does your target audience have an interest in the content?
 - How will your audience benefit from the content?
 - How will your agency benefit from having these photos available?
- Assign resources for managing the account, including people to manage tasks such as:
 - Photography
 - Photo editing and cleanup
 - Account management
 - Organization of photos and collections
 - Adding metadata (titles, descriptions, and keywords)
 - Moderating comments
- Be sure you have the rights to any photos prior to posting them.
- Be sure you have permission to use the likeness of any persons in your photos.
- Offer photo contributors "courtesy of" credits when you promote the images across social platforms.
- Set your Privacy and Permissions for your photo content
 - Who can download content, and at what resolution?
 - Who can share content?
 - Will you enable comments?

- Determine your copyright settings for your photos. Do you want to give others permission to use or share your photos? Are these historical photographs with no known copyright restrictions? There a number of licensing settings available for your photos.
 - **All Rights Reserved** - strict copyrighting policy
 - **Creative Commons** - provides a number of choices for how to allow your photos to be reused. More information at creativecommons.org [1]
 - **No Known Restrictions** - for historical photographs with no restrictions. More information at www.flickr.com/commons/usage [2]
- Determine how you'd like to archive photographs for quick reference at a later time.

4.5.3 Tips and Guidelines

- Consult with your agency's Records Management contact to determine if your agency has any requirements related to records management of photos.
- Be sure to include descriptive text for each of your photos to make them easier to find and to comply with accessibility guidelines.
- Consider only posting the best photos from each event, rather than every picture.

4.5.4 Authentication

- Link to your .gov site from your profile page.
- Link to your photo sharing profile from your .gov website.
- Use your official logo or trademark as your profile photo.
- Claim authenticity in your profile.
- Provide a .gov email address as your point of contact.

4.5.5 Examples

- [Library of Congress on Flickr](#) [3]
- [White House on Flickr](#) [4]

4.5.6 References

- [When to use an image from the Internet](#) [5]

Source URL: <http://portal.georgia.gov/interactive/web-standards/45-photo-sharing-eg-flickr>