

# How to Get Started with Flickr

## What is it?

Flickr is a website used for storing, organizing, and sharing photos. It is also a fun and easy social networking website. Photos can be browsed easily. Tagging (adding keywords to) photos makes them easily searchable on Flickr and the web. Signing up for Flickr is free, and with that account you can upload 100MB worth of photos each calendar month.

## Why should charities use Flickr?

Setting up and maintaining a Flickr account will allow you to:

- Tell your organization's story and explain your work through photos
- Reach new people and build an online community using the tools built into Flickr
- Promote events
- Save space on your website (since photos can tend to have a large file size- using Flickr to host your photos can save you space)
- Charities can also connect with their supporters with a Flickr group. Groups are places to share photos related to a particular theme. Any Flickr member can create or join one, and they are a great way to share content and start conversations. You can set privacy settings for groups or make them public.

## How to get started

Follow these steps:

1. Sign up for a Flickr account at [www.flickr.com](http://www.flickr.com). If you have a Yahoo! account, this process will be quick, since Flickr is part of Yahoo! If you don't have one, it's still a simple process.
2. You will need digital photos. If you have a digital camera then this is easy. Or you can scan traditional photographs onto your computer using a scanner.
3. Start adding your photos to Flickr. Flickr lets you upload six individual photos at a time. Simply find the photo on your computer and upload it.
4. Provide details about your organization. When uploading your first photo, you are prompted to come up with a unique Web address for your Photostream (your main Flickr page), fill out your profile information, and upload a Buddy Icon—a small image that represents you (this could be your logo or another image that represents your organization).
5. Title, tag and describe your photos.
6. Organize your photos. Once you have multiple photos in your Photostream, you can start assigning photos to different albums, or "sets" as they're called on Flickr.
7. Share your photos! Include the link to your Flickr account on your website. Use the tools Flickr provides to put images and slideshows on your website or blog.
8. Update often and participate in the Flickr community. Interact with other users, comment on photos, and respond to comments on your photos.