Explore

Flickr

Seelenraub

Play Me, I'm Yours

"You are remembered for the rules you break."
Douglas MacArthur

About the Author

Thomas Leuthard is a photographer from Switzerland who travels around the World to witness and document life on the streets. Since 4 years he uses Flickr which is his main resource to publish photos these days. It was not love at first sight, but over the years it became a solid relationship which is still lasting, although there were a lot of changes in the online World and the personal life of the photographer. On the next few pages he will explain, why for him Flickr is one of the best publishing platforms on the Internet and how you can use it for your personal photography workflow as well. The author has nothing to do with Flickr or Yahoo!, he is just a passionate user and likes to go deep into things he would like to understand and which interests him. That's why he started doing some research about the mystery of the popular platform. Read his findings and join his journey to "Explore Flickr"...

About this eBook

This book was written due to the fact that there are a lot of photographers which don't use Flickr in a most optimized way. It seems also mystical how photos get "Explored" and how you will be successful using Flickr. I would not call myself "The Master of Flickr", but since I have used it for over 3 years now and have learned a lot about this platform. Therefore it was about time to write something about it. There is no such complete document out there and that is yet another reason why I've wrote down my knowledge.

This book is available for free as it is not my intention to earn money with my photography knowledge. Feel free to share and distribute it, as it is. This kind of knowledge should be shared in order that everyone can improve his understanding of the biggest photography platform on the Internet.

All the photographs in this book where "Explored" on Flickr and are still listed in the 500 most interesting photos of that individual day. There is always the best position and the current position (on November 20, 2013) listed underneath the photograph with the link to the relevant Flickr Explore page of that day.

The Explore algorithm is not public. But I will still try to explain, what it takes to get explored and which mistakes will prevent you from getting explored. Furthermore I will explain how I use Flickr, which features make sense to me and which not, where the limitations are and what makes Flickr so unique. I'm aware that there will be different people reading this book and some may not find new things in it. But for me it was important to write those things down as it was part of my learning and exploring process.

Since there will be changes happening to Flickr over time, this book might not be current after a short time. Therefore you should read and implement the knowledge quickly. There will be no updates done to this book and it will remain as it is today. The Internet is a changing medium and for me it's too much effort to keep all the knowledge in written form.

Explored on - Best Position #1 - Current Position #1

Why Flickr?

I write about Flickr, because this is the best photo platform for me as of today. This is a personal decision and flavor. If it is also the best platform for you, is your personal decision which I don't want to change nor I cannot take for you. I have used different platforms during the last 4 years and it turned out that Flickr became my favorite. Sure there are other platforms and maybe also better ones. In life you have to make decisions and reductions. With Flickr I have made this choice and if I would have to reduce to one platform only, it would be this one.

Here are most important reasons, why I use and love Flickr:

- **It's free (with a little bit of advertisement)**
- **There is enough space available (1TB)**
- **It's easy to use, if you know how**
- **You can upload your photos in original size (e.g. as a backup)**
- **You can tag all your photos at once**
- **You can change the copyright settings on all photos at once**
- **You can create sets, collections and galleries**
- **You can easily search for other photos**
- **You can easily see the photos from other people you like**
- **You can discuss and share opinions in different groups**
- **You can access them from other sources like a personal web site**
- **There are a lot of API's available (some of them as open source)**

If you are still not convinced, you should find another place to store your photos. Maybe you just print them and make a book out of it. There are so many different ways of publishing; this is just one of it.

The Basics

I'm not sure, if everyone knows how Flickr was founded. Here is an excerpt from [Wikipedia](#), where you can read the full story:

> *"Flickr was launched in February 2004 by Ludicorp, a Vancouver-based company founded by Stewart Butterfield and Caterina Fake. The service emerged out of tools originally created for Ludicorp's Game Neverending, a web-based massively multiplayer online game. Flickr proved a more feasible project, and ultimately Game Neverending was shelved."*

There are three kinds of accounts to choose from at Flickr, and all of them are awesome in their own way.

Free
- 1 Terabyte of photo and video storage
- Upload photos of up to 200MB per photo
- Upload 1080p HD videos of up to 1GB each
- Video playback of up to 3 minutes each
- Upload and download in full original quality
- Unlimited monthly bandwidth

Ad Free
- $49.99 per year
- No ads in your browsing experience
- All the benefits of a free account

Doublr
- $499.99 per year
- 2 Terabytes of photo and video space
- All the benefits of a free account

I don't see a reason to upgrade to Ad Free or Doublr at the moment.

The FAQ

This book contains inside information about Flickr and not the basics. Therefore I refer to the excellent Flickr Frequently Asked Questions (FAQ) which document nearly everything:

http://www.flickr.com/help/faq

Please read this section of Flickr carefully. It will help you understand the basics of the website and how to handle it. All the basic questions are very well explained and you will learn a lot reading them from top to bottom.

You may also read the Flickr Community Guidelines to understand how you should behave using Flickr.

> *"See the world through others' eyes, participate,*
> *find your muse, and expand your horizons!"*
> Flickr Community Guidelines

With all the information in hand you will already be a good *Flickreeno*. I will try to explain the most important things from my perspective which you should know about Flickr and the usage of it.

Explored on Feb 13, 2013 - Best Position #2 - Current Position #12

Your Flickr Strategy

I use Flickr to show my work to as many people as possible. Therefore my defined strategy on Flickr is to get as many followers as possible. I want to get a lot of Views, Favorites, Comments and Gallery entries. And I want to be in Flickr Explore as often as possible with the highest ranking possible and the photos should remain there as long as possible.

As you can see, I know very well, what I use Flickr for. I'm not sure, if everybody knows exactly, why he is on Flickr and what he wants to achieve there. It would help a lot, of you would know, why you are on Flickr and could define your strategy. Then you would probably know exactly, which tasks you have to perform, in order to get closer to your goals. You should ask yourself the following questions:

<div align="center">

Why am I a Flickr user?
Because it's the best platform out there

What do I want to post on Flickr?
I'm publishing all my street photographs on Flickr.

When do I have reached my goal?
When I reach 50'000 followers and uploaded 10'000 photos.

</div>

There might be people using Flickr just as a way of storing their photos and to share them with friends. These people may not be the target of this book.

There might be people who just use Flickr, because there are other people using it, but they have not really understood, why they do it. For those people, this book is pretty interesting, as soon as they know what they want on Flickr.

For anybody else, read as long as you like and I hope you find your way through the options of Flickr.

Where to start?

You should get familiar with the Flickr options and define some things before you start uploading any photos. Go to http://www.flickr.com/account and work from top to bottom and left to right in order to define everything which is important.

Your Account / Personal Information
You should upload **Your buddy icon** as of the beginning. No matter what you upload; anything is better than the standard buddy icon. You can use one of your Flickr photos or upload something from your computer.

You can also change **Your screen name** here. The screen name is the small text listed below your Flickr profile name.

You should edit **Your profile** in order to define your Profile name (First Name / Last Name), your description, website, hometown and so on.

You should define both **Your Flickr web addresses** (Photostream and Profile) which change your ugly default URL from this to that:

> http://www.flickr.com/photos/**41346951@N05**
> http://www.flickr.com/photos/**thomasleuthard**

In general I would say the more personal information you define here, the more transparent your profile will become. In my eyes, it makes your profile more personable when you give as much information about yourself as possible. It's up to you, what you want to hide from your contacts. In the end I always prefer to get in contact with someone who I know where he is from, what he does, who I can contact by email and whose website I can visit.

Your Account / Privacy & Permissions

The most complex tab is Privacy & Permissions. Here you can define a lot of important things. Some of them I will mention later. At the beginning, please read every line carefully in order to understand what you can define. For some settings there is a question mark providing additional information.

Based on my Flickr strategy and personal experience…

…I would allow **access to my original images** to **Anyone**
…I would set the **Largest shared image size** to **Best display size**
…I would **Allow others to share your stuff** (in order to get more famous)
…I would <u>not</u> **Hide your EXIF data** (people want to see this information)
…I would <u>not</u> **Hide your stuff from public searches**
…I would <u>not</u> **Hide your profile from public searches**
…I would <u>not</u> **Make your photos eligible for invitation by Getty Images**
…I would set **Who can see what on your profile** to **Anyone**
…I would set the **license** of my content to **Attribution Creative Commons**

In general you can say that the more you provide the more transparent your profile will get and the more trust people will getting in you. If you want to hide something, you should not use such platform. Of course you should be careful when you provide information on the Internet. The other question would be how your followers will react, when you don't provide any information at all. There should be a comfortable and transparent way of sharing.

“I don't like to share my personal life…
It wouldn't be personal if I shared it.”
George Clooney

Explored on <u>Sep 6, 2013</u> - Best Position #4 - Current Position #32

Your Account / Emails & Notifications

If you want to change **Your contact email**, you can do this here. You can even add several mail addresses. Changing the primary email address has nothing to do with your Yahoo! log in and will not change it.

The most important elements here are the notifications. I have switched off nearly everything except **Flickr messages from other members** as I want to be reachable. I cannot read all the emails which results from any Flickr activity. It's just a big bunch of emails which will not help at all. I suggest to not getting too many emails, as it will take a lot from your time which you could spend shooting. The best thing is when you look at all the options an define for yourself what you want and want you don't want. Less is more here. The World would not go down, when you miss a comment. But you will be easily getting stressed by too many emails arriving in your inbox.

A cool feature here is the upload by email. You get an email address which you can use to upload photos by email. The goal of this was to send mobile phone photos straight to Flickr. It can also be used for your daily upload. The subject line of the email will be the title; the body will be the photo's description. You can even add tags like that. Just add *Tags: Cute Cat "Thomas Leuthard" HDR Silhouette* to the body of your mail. When you prepare an email template like that, you can easily upload your photos like that (including a lot of tags). I have to admit that I have never used this feature and will probably also never use it.

If you cannot remember the provided upload email address you can change it by clicking on the edit link. Press the **RESET** button in **Refresh your address** as often as you like until you are comfortable with your upload email address.

Your Account / Sharing & Extending

Here you only see the connections you have with other applications or accounts.

Be sure that you **enable** the **Keyboard shortcuts** (works not on all platforms).

Explored on Aug 5, 2013 - Best Position #6 - Current Position #9

Get an overview

I remember very well the beginning of my Flickr relationship. I was over-whelmed by all the features, buttons and pages this platform provides. I admit that it is too much at the beginning and some features are not that accessible. The reason for that might be that it was growing over time and there was no complete redesign possible. The crowd went already mad, when the design was pimped some months ago, although this change was not that bad. I love the new design and think it's much more convenient.

In general there are photos and videos you can upload to Flickr. There are people you can follow while marking them as a Contact. A Contact can be just a Contact or marked as Friend or Family (more about this later). There are thousands of Groups you can become a member of. In Groups you have a dis-cussion board and you can post photos. A group can be private or public and everyone can create groups.

The interface consists of just five tabs:

You - Following - Communities - Explore - Upload.

In **You** there is everything about your own profile. You may go through all the entries of the **You** menu to see what it is all about. Probably the biggest con-tent is located in Organize. There you can manage your photos in a very good and efficient way. You can change several things like Tags, Titles, Description, Licensing, etc. for several photos at once. You first choose your photos and then you apply the change. You can even select content, which is not yet in a set, doesn't contain tags or is not geo-tagged. Flickr makes the organization of your photos very easy.

Explored on Apr 21, 2013 - Best Position #5 - Current Position #11
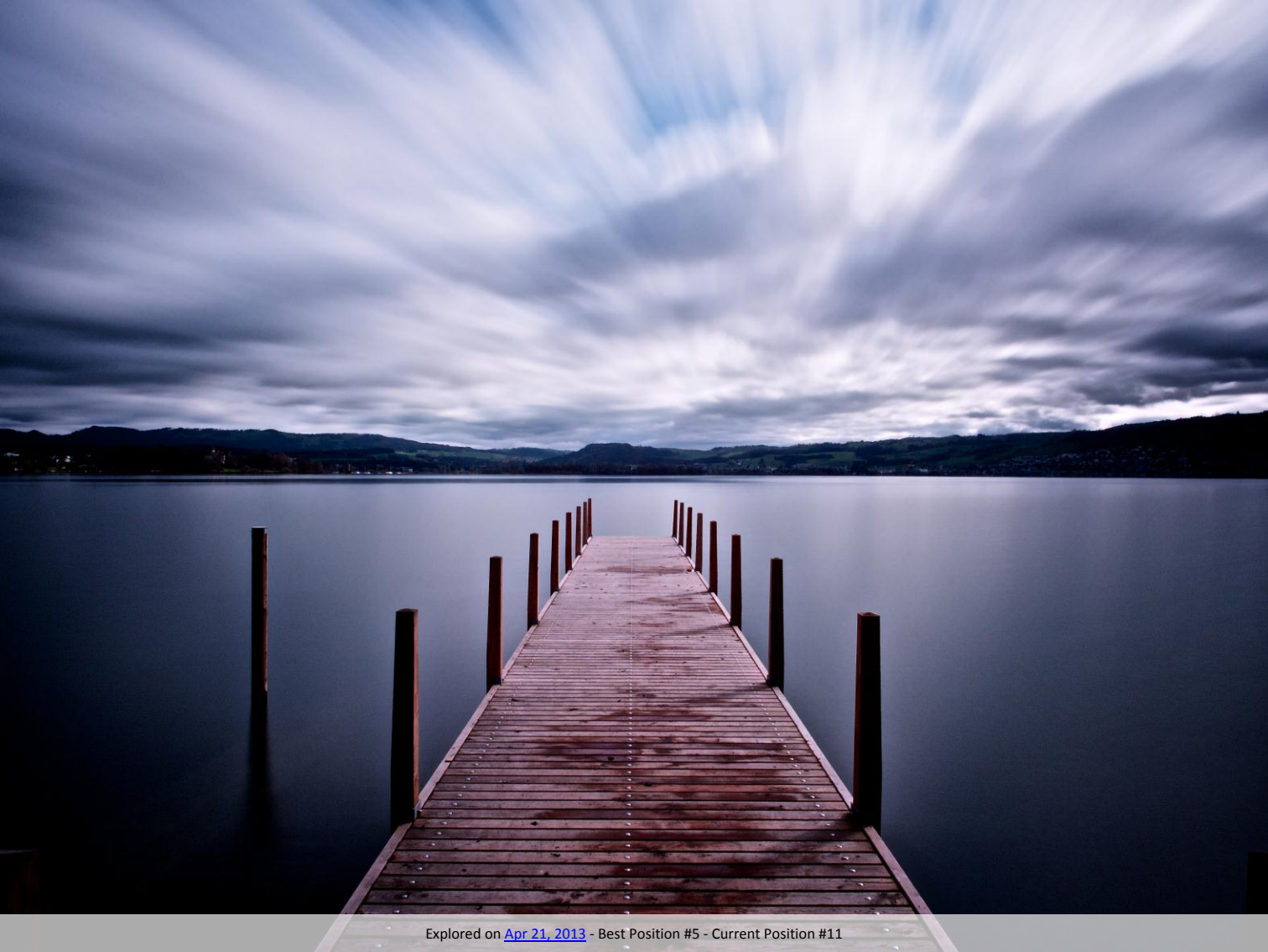
Organizr

There is an easy way to organize your photos when you go to You/Organize. The Organizr is the place to manage your photos and to see certain lacks, like untagged photos, photos not in sets and non-geo-tagged photos. It's very easy to select them. On the lower left you can choose between **All your content** and some pre-defined options. You can choose by date, set or group. If you want to see, which photos you have uploaded into one of the groups you are a member of, you can just choose the group and you see them. The same is also applicable; if you want to see which photos you have uploaded on a certain date. The selected photos will be shown in the lower part of the screen. Pressing **Reset** will show **All your content** again.

After you have selected the photos you want, you drag them into the middle where it says **Drag items here to edit them as a batch**. These photos you can now change in many ways through a batch job. You can send them all to one group, if you like to do that. You can add all possible Tags to all selected photos at once. Especially when you have not set any Tags, this is very handy.

Sometimes there are photographers asking me, where you can take good photos in a certain city. (e.g. Zurich). In the Organizr I can open the map, zoom in to a city and see all the places where I have taken my photos. Obviously I have to either use a GPS tracker or tag them myself. I try to tag them as often as possible and this gives me a good overview of where I have taken my photos. When I click on **Explore this map** on the top left corner, I can see the tagged photos of my contacts, my groups or even everybody's upload. Like that I may find some interesting spots on any area of my choice, even my home town. Maybe I can also find some local photographers with this action.

Following

One of the central areas in Flickr is **Following**. Friends are the connections you have with other people on Flickr. There can be a two way or just a one way contact. You can follow someone, someone can follow you or both can follow each other. So there are three types of connections:
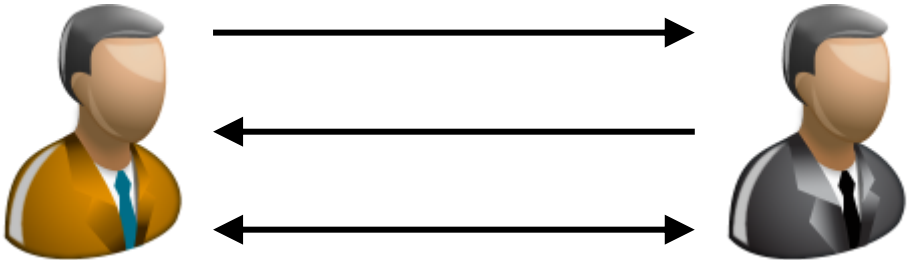
The amount of Contacts shown on your Profile is the amount of people you follow. You can be followed by many people who are not visible

You can see your Followers/Friends on the **List** you choose in **Following**. There you see the list of the people you are following. The total amount you see in brackets at the bottom of this list. You can also see, how many public photos, those contacts have, when you have added them and how you list them.

When you click on **Who is following you?**, you will see all the people who follow you. Also here you can see an amount of people who follow you, with the same information listed. Those two lists can be very different from an amount perspective, when you follow only the people you know, or when people don't really follow you.

As of November 20, 2013, I follow **15'645** people while **15'623 (99.9%)** people follow me back. This means that I follow **22** people who don't follow me. It also means that a lot of people will also start following you, when you start following them. I do also follow everybody who follows me in return. That is the strategy I defined at the beginning and I don't mind doing that. You have to define your own following strategy.

The Quick & Dirty Method

If your Following Strategy is based on having as many followers as possible there is a quick & dirty method.

- **You find the best and biggest group of your photography genre**
- **You click on Members, which will list all you members**
- **You click as many Members with the pressed CTRL (PC)/Command(Mac) key which opens them in a new tab**
- **Get to the first tab and click on the Follow button to follow**
- **With the shortcut CTRL + W / Command + W you close that tab**
- **You do this for as many contacts you want**

With this method you can add about 20-30 contacts per minute and hopefully many of them will also follow you back. Because there is a limit of 3'000 non-reciprocal contacts:

"Wow! You've hit the limit for the number of non-reciprocal contacts that any Flickr member can have. (The limit is 3,000 contacts.) You can always remove a few of your 3,000 non-reciprocal contacts if you want to add someone else who doesn't already call you a contact."

When you have done this to the limit, you may want to find those 3'000 non-reciprocal contacts to remove them. There is a Firefox script made for Greasemonkey to find those contacts: *"This script will highlight non-reciprocal contacts in your contact list by turning their usernames red."*

> **Flickr Non-Reciprocal Contacts Finder**
> http://userscripts.org/scripts/show/83638

I know that this method looks pretty lame and dirty, but this is a very effective way of getting a lot of followers in a very short time. As long as you have good photos in your portfolio and choose the right people to follow who are interested in the same genre of photography, there is nothing you can say against this method. I have tried it out and it works fine.

Explored on <u>Apr 18, 2013</u> - Best Position #6 - Current Position #202

Follow, Friend or Family?

When you follow as many people as I do, it will get difficult to differentiate the profiles you really want to follow from the rest of your contacts. I solved this problem by marking the relevant profiles as "Friend". Flickr doesn't really differentiate Friend and Family. In order to see only the latest photos from your "Friends" you click on **Following/Photos from** and choose in the **Sort:** section to see only **Friends and family**. You should also define to see **5 per person** instead 1 per person meaning that the stream will show the latest 5 photos of your contacts defined as **Friends** or **Family**. Like that you can follow thousands of people and still only see the ones you really want to see.

When you upload a photo, you can define if it will be **Visible to everyone** or **Only you (private)**, **Your friends** or **Your Family**. This is especially handy, when you have a closed group of people you want to share your photos with. You mark all these people in this closed circle as **Family** and then upload photos just for **Your family**. You can also change the visibility of a photo also after you have uploaded it. There are always these four options:

Who can see this photo?
- Only you (private)
  - Your friends
  - Your family
- Anyone (public)

SAVE Cancel

For more information on privacy levels, please read our Privacy FAQs.

Who can see where this photo was taken?
- Only you
- Your friends and family
- Your family
- Your friends
- Your contacts
- Anyone (recommended)

SAVE Cancel

For more information on privacy levels, please read our Privacy FAQs.

At the end of the day you have two categories you can differentiate from. You have to define yourself, what you want to see. When you open Flickr, you will end up on your **Home page**, where you already see all the photos of your contacts. Therefore it would make sense to have a second category in following showing a selection of your friends and family.

How do I get more contacts?

One of the main possibilities of people taking notice of you as a Flickr member is the Following section. You can have as many followers as you like. A follower can be one way or both ways. So you can follow a lot of people while nobody is following you. If your main goal is that a big amount of people is following your Flickr stream, you have several possibilities to achieve that. If you are not interested in more contacts, you may skip the next bullets. More contacts also mean more work or more photos in your stream, which could be a pain.

1. **Upload a certain amount of photos before you add someone** - People want to see your work before they add you. Nobody would follow an empty Flickr stream.

2. **Only upload your best photos to your Flickr stream** - People want to see the best photos only. It's not about quantity, it's about quality. The better your photos are, the bigger the likeliness that someone will follow you.

3. **Add people as contact who do the same kind of photos as you do** - When you add someone, this person will get a notification and probably will look at your stream. If the person likes your photos, he or she will start following you work.

4. **Add your photos to as many relevant groups as you can** - When you add your street photos to a street photography group, people will get notice of your presences and will start following you.

5. **Find your contacts from other platforms using "find your friends"** - In **Following/Find Friends** you can search different platforms where you are already present for people using Flickr. There are also suggestions of people you should follow (contacts of your contacts). It would make sense to follow the suggested people who have a lot of contacts, since they are socially using Flickr and networking is important to them. Click on Refresh your recommendations to get new ones. Do this as often as you see new people with a lot of contacts.

6. You can search for **Flickr Members** in the main search field - On the top right corner of your screen you can enter **Street** and choose **More Search types/Flickr Members.** It will list all the profiles with **Street** in its name. You can also enter a city or country name and it will find people of that city/country. You also add the people with the most contacts here. Of course you could look at the photos first, but this is a waste of time.

7. Send invites to people you already know through **Following/Find Friends/Send Invites**

8. Add a link to your Flickr stream on your website.

9. Communicate the link to your Flickr stream on other social media platform (Facebook, Google+, etc.)

For my Flickr strategy it's important to get as many quality contacts, which means that I look for people who are interested in my photography and are also active on Flickr. The more photos someone shows which I like, the higher the chance of getting into my Friends pool. The recruitment of new contacts can be difficult and time consuming, especially at the beginning. Never underestimate the value of good photos.

"There is a limit of 3'000 non-reciprocal contacts you can follow in Flickr. This does not affect how many people follow you but the number you can follow."

Flickr FAQ

How people find my photos?

The first thing every new Flickr realizes is that when he uploads a photo nothing happens. This is normal at the beginning and you have to start to understand how and where people will see your photos. No matter how good your photo is, it is possible that it will be on Flickr and no one will see it at all. In order to change the visibility of your photos, you have to perform all the following tasks.

In general and before you start uploading any photos

- Get as many contacts as possible
- Join as many relevant groups as you can find
- Define some sets which helps you to group your photos
- Define your photos under the Creative Commons License
- Ensure your Privacy Settings are set correctly
- Be sure your photo contains EXIF data and that those are being shown

During the upload

- Add a powerful title to the photo (remove the file name!)
- Add a description to the photo (e.g. where was it taken)
- Add the maximum of 75 tags to your photo
- Add people who were with you to the photo
- Add the photo to 1 or more of your defined sets
- Add the photo to the maximum of 60 relevant groups

After the upload

- Geo tag your photo to show where your photo was taken

Groups

Groups are especially at the beginning a very important thing to get some recognition. When you upload your first photo to Flickr and you don't put it into any of the groups, nothing will happen. Nobody will see this photo and you will get 0 Views on it. So the first thing is to join some relevant groups, which are representing your kind of photography. At the beginning it might be quite some effort to get your best groups.

One option is to to to **Communities / Search Groups** and enter keywords like "Street Photography". The result is by default shown by relevance. For me it's important to join only large and active groups. Therefore you first click on **Activity** and then on **Size**. In both sections you look for groups with a lot of members and photos. This means that the group is active. The only disadvantage would be that your photo is on top for only a few moments while other photos are being posted. Join only the groups where you think your photos will fit in. It doesn't make sense to add photos to the wrong group. You will not help yourself nor the group.

A better way to find good groups is to look in the profile of other photographers, where you can see only 50 groups no matter how many someone is member of. But this is a good start to get into some of the groups. You also see on this 50 groups list, how many photos and members the groups consist of.

Another way of finding good groups is to look underneath a photo which has been posted on Flickr. There is a section called **This photo also appears in** where you see where this photo shows up. In brackets you see, if it's a group or a set with the number of other photos in that group/set.

When you upload a photo, you can add it to a **maximum of 60 groups**. You find the **Add to groups** option in the Flickr Web Uploadr. At the beginning it is very essential that you use those 60 groups and you upload any photo to the most active and biggest groups in your photography genre.

…to Tag or not to Tag…

Just ask yourself. When you for a photo on Flickr, how do you find it? You can browse through groups, you can browse through your contacts photos, you can browse through Explore or you can search. But in order be to searched and to be found, there must be some keywords defined on your photos. These keywords are called tags in Flickr. Tags help you find photos which have something in common. That's why you should tag your photos with the maximum amount of tags, which is limited to **75 tags per photo**.

See the **All time most popular tags** [here](). You may start with those. ☺

If your photos are not being shown in searches, you should check the following settings:

- If you uploaded at least 5 public photos to your stream yet?
- Was the tag correctly spelled?
- Check your safety settings, as there may be restricted content shown
- Is your account hidden from search?
- Are some of your photos being flagged as hidden from search?

Please do not use keywords which are not relevant to the photograph. It will be seen as spamming, if you do that. You don't want to be marked as a spammer using wrong tags.

If you have used all 75 available tags, you can also add keywords to the description of a photo. This field is also being used for search results. When you search for **Explore** and sort by **Interesting**, there is this photo listed on top:

http://www.flickr.com/photos/66135347@N00/186228951

It has only 5 tags and the word Explore is not listed in **Tags**, but in the description. The more often a word is being used with a photo, the better it will be found in the search feature. So use Title, Description and Tags for best results.

Faster Tagging

As you have learned, tagging is very important in order that people find your photos. I didn't tag for a long time as it was too time consuming. But I have found an easy and fast way to do it.

For a photo I upload, I normally do it during the upload process. I have made a text file with all the general tags I use stored on a cloud storage folder. This file I access every time I upload a photo. This is the content:

> ***Thomas Leuthard Zug Switzerland World Street Photography Olympus OM-D E-M1 MFT Mirco Four Third 17mm 45mm Black White B/W Candid Going Collecting Souls Faces Seelenraub Moments Decisive Moment Creative Commons Flickr Flickriver Explore Scout 1.8 best camera prime lens left eyed eye Portrait Scene Strassenfotografie Fotografie City Snap square squareformat photography portrait street candid unposed crop streettog tog***

Using Organizr, you can also find out which of your photos don't have tags yet. Simply select **Your non-tagged content** from the drop-down menu at the bottom of the page.

Galleries

Flickr FAQ: *For whatever you find interesting, fascinating, or mind-blowing on Flickr, galleries are a way to curate up to **18 public photos** or videos of your fellow members into one place. It's an opportunity to celebrate the creativity of your fellow members in a truly unique way around a theme, an idea or just because.*

While Sets and Collections are for your own photos, Galleries are something you apply to photos from others. It's like a Favorite, but in a Gallery you can bring several Favorites together and add a title and description to it. Since this is a feature not a lot of people are using, you will be more recognized, when you add a photo to a Gallery. This will be shown below the amount of views on every photo. If a photo is not in a gallery, there is nothing shown.

You can create and maintain your Galleries in **You/Galleries/Your Galleries** and you can even see the **Galleries With Your Photos** there. When I look at those photos and who has added them, I see that there is a bunch of people using this feature. There is also a section called **Explore / Galleries** where you can see the most popular Galleries. There are Galleries with several thousand views. So there is an opportunity to gain some fame there as well.

I will try to use this feature more often. It would be especially useful when I prepare for a trip to a city. Then I normally make a document with links to photos and places I would like to visit or to shoot. This could be done in a Gallery. The advantage would also be that the person who did the photo you add might get a notification and would join you on a photo walk in that city.

You could even start making one Gallery per week with the best photos from your contacts. This would be your curated Top 18 gallery of your Contacts of photos uploaded in the past week.

Explored on Dec 9, 2012 - Best Position #106 - Current Position #135
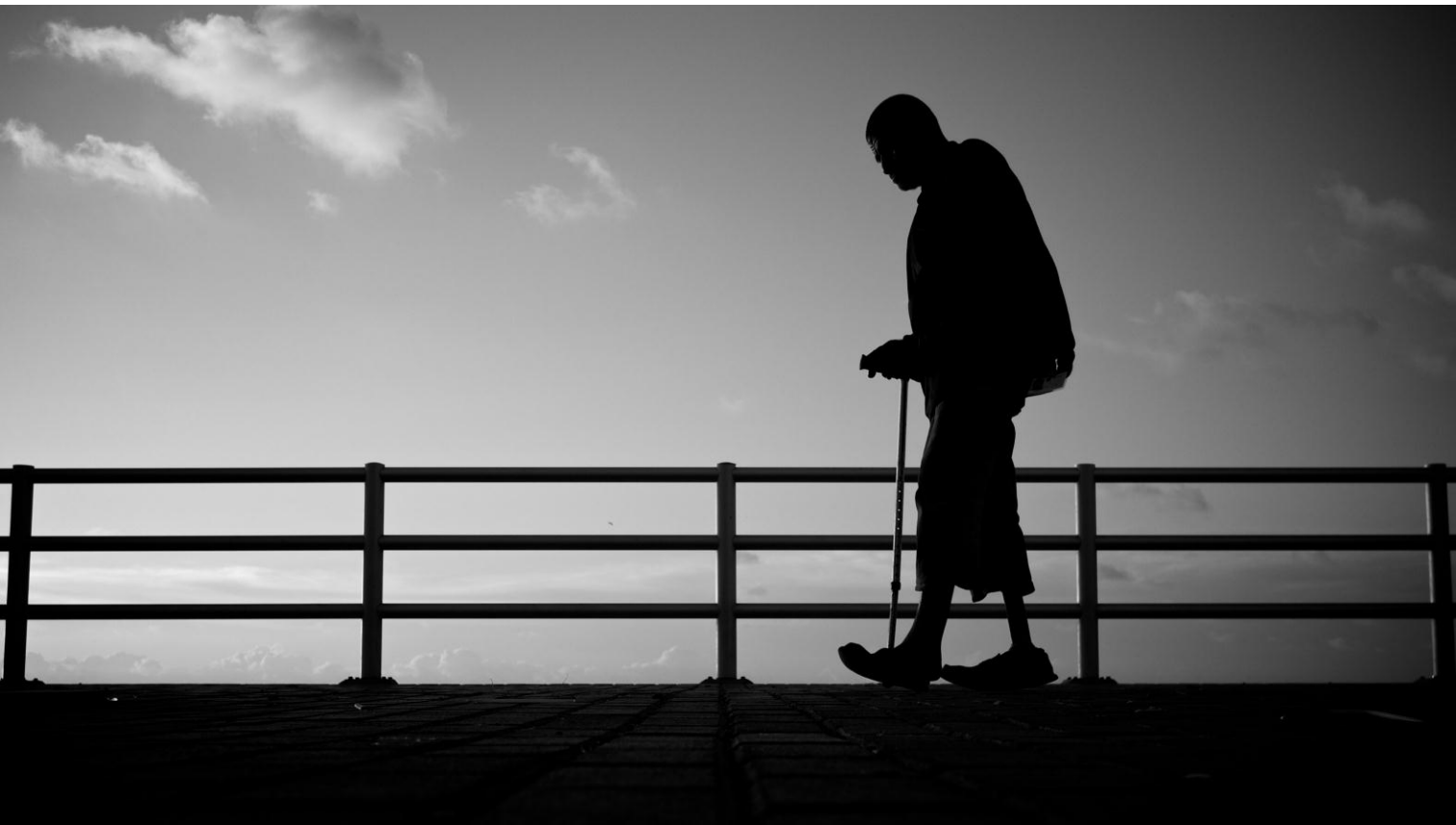
The Interestingness Factor

Flickr FAQ: *There are lots of elements that make something 'interesting' (or not) on Flickr. Where the clickthroughs are coming from; who comments on it and when; who marks it as a favorite; its tags and many more things which are constantly changing. Interestingness changes over time, as more and more fantastic content and stories are added to Flickr.*

The interestingness factor is being calculated based on your **Followers**, **Views**, **Comments**, **Favorites**, **Notes**, **Galleries** and probably other things (geo-tag, EXIF). It's a value per photo, which you can compare with a number between 1 and 10. Every photo has this value and it can change over time based on changing values of the above-mentioned things. It is not clear what affects the Interesting Factor, but as you can see very different photos in Explore, you can think of an even chance for everyone getting explored based on Interesting-ness.

It looks like the Interestingness Factor is somehow changing over time, but photos will stay in Explore on the same rank after one month or so. Since you don't see this magical figure, it is difficult to understand it. The only way to see the order of your photos based on the Interestingness Factor is in ●●●/**Popular/Interesting**. There you can see that it's not the amount of **Views** only, but also in combination with **Favorites**, **Comments**, etc.

You can see the most interesting of all times photos here:
http://www.flickr.com/search/?ss=1&s=int&q=most%20interesting
Basically it's the result of the keywords "most interesting" sorted by Interest-ing. Maybe why should add these two words to all our photos.

The Explore Tab

Flickr FAQ: *The Explore section on the home page now revolves to show what is happening in different areas of the site. You might see recent uploads, a glimpse of groups, a piece of places, or something new you wouldn't have stumbled across otherwise. There is a lot happening on Flickr every day and we hope this lets you see a little more of it.*

The **Explore / *Recent Photos*** section is the "Centre Court" of Flickr. The Top 500 photos per day are shown on this page. Don't expect to see the best photos of the day. It's only the top ranked photos based on **Interestingness**. This means how many View, Favorites, Comments, Galleries, etc. a photo has compared to your followers and in a certain time frame.

Basically the whole Explore thing is being overrated and everyone tries to get in there. For me it was a good way to find new photographers making photos which I like. I was browsing through Explore to find people to follow. That's the only thing that matters.

Of course when you make it into Explore with one photo, you get about 5-10 times more views which is nice. For the sake of fame it makes sense. Your basic Flickr strategy should not be based on Explore. You should know what it is and how to get in there. And you should understand that quality has nothing to do being in Explore or not. There are different criteria to enter Explore which are more arithmetical than logical. Don't be frustrated, if you don't make it.

I have tried to figure out how to get into Explore and I guess I understood parts of it, but not everything. Read on the next pages some hints about Explore and how to get there. Be sure that you follow these hints and not make the basic mistakes. You cannot force to be in Explore and it is a mystery to everyone.

Explored on Apr 7, 2013 - Best Position #319 - Current Position #319

How do I get on Explore?

Flickr FAQ: *There is no one list of things to do to get on explore. But if you are interested in having more people view your images, the best thing to do is be involved in the Flickr community. Join groups, tag your photos, geotag your photos, explore and comment on other people's photos. Flickr is a friendly place. When you say hi, people will usually say hi back.*

This is probably the most common question on Flickr and the Web. First of all you should have a certain amount of followers. The more you have, the better it is. Then you have to follow the rules below not to make a mistake:

- **Be sure it's Explore time** (only every ~3 months it happens for ~7 days)
- **Upload a good photo** (the more people like it, the better)
- **Don't upload more than one photo a day**
- **Upload it at the time, when most of your followers are online**
- **It should look good as a thumbnail** (people have to click it)
- **Don't add it to any group** (or not more than 5 groups)
- **Don't add any tags** (or not more than 5-10 tags)
- **Don't comment it yourself**
- **Don't share it through Flickr options** (copy & paste the link)
- **Don't touch it after the upload** (no manipulations/changes)

Be sure that you don't do too many things with a photo you want to get into Explore. The first and most difficult thing is to get the right moment. I don't think that for every Flickr user there is always an Explore cycle. Therefore you have to wait until it's time. The best thing would be to upload your photo, not adding it to any groups and not adding any tags or anything. Then you do not touch it for 48 hours and if nothing happens, you can add it to groups and add tags. This is the only way of figuring out, if it gets explored or not, when you normally add it to many groups.

How do I know if I am on Explore?

Flickr FAQ: *Explore is there to help you go out into the wilds and discover new things so you won't find links to see your own stuff. But, if you really want to find out what of your's might have been explored, there is a tool called* [Scout](#) *that may be able to help you out.*

There are several tools to get the information, when one of your photos was in Explore ([Scout](#), [Exploring Flickr](#), [Xplor-Stats](#)). Some people trying to get your attention by congratulating you on Explore by leaving a comment and hoping that you look at their stream. In the end you will know when a photo was in explore, when it gets much more views than an average photo.

For me Scout is the best source for getting this information. Normally I realize pretty fast, when I get explored and there are certain time cycles for getting explored. Every 2-3 months I was explored in the last few years. Therefore I can more or less figure out when it will happen the next time. As long as I don't post to many photos or make other mistakes preventing my from getting explored.

In short I can tell you, that you will find out, when you are the chosen one.

Explored on Oct 2, 2012 - Best Position #270 - Current Position #271

Why are my photos not in Explore?

There are several reasons that you don't get into Flickr Explore. Like I have described before, there are things you can do to increase the chance of getting into Explore. There are also things you can do which will definitely prevent you from being explored:

- **Add your photos to all the possible groups**
- **Accept group invites from others**
- **Add all the possible tags to your photos**
- **Upload more than one photo per 24 hours**
- **Change anything on your photo after the upload**
- **Add own comments to a photo**
- **Add notes or persons to your photo**

I once added a lot of tags to a photo while it was in Explore and it was dropped immediately. I once added a second photo within 24 hours, which was much worse than the first one. It seems that the first one was not getting explored because of that.

I would say that any group a photo is part of would give you some negative points. The same counts for tags. When you have enough contacts, you don't have to add a photo to any of the groups and you don't have to add any tags. You can still do that, when you didn't get explored. You normally see that within 48 hours. If your photo will not appear in explore, you can do anything with it.

If your photo is in Explore, you just leave it as it is for about 2 months. You don't change anything during this timeframe, no matter what happens. There is nothing you can do to prevent a change in the ranking. So you just wait and watch what happens.

Explored on <u>Feb 26, 2011</u> - Best Position #379 - Current Position #379

Until you drop…

On [Scout](#) you can see your explored photos **including** or **excluding** the **dropped** ones. Photos get dropped from Explore when there are other which are better or when you have changed something on your photo like add it to more groups, uploaded a new one the same day or made own comments.

The interestingness factor also has something to do with the amount of transactions (**Views**, **Favorites**, **Comments**, etc.) in a certain time frame. The longer a photo is out there, there is a good possibility that it will get a worse rating. Most people will look at it right after the upload. If you can get your followers looking at it over a longer period of time, it would be an advantage not to get dropped. If you share your Flickr photo on other channels as well, you should perform this share not at right after the upload, but wait some hours or days. This would keep the peak of followers low and would give you more views over a longer period of time.

I've experimented a bit and figured out that there are people with a very high and some with a very low include/exclude ratio. Here is my ranking:

Name	Flickr ID	Following	Explored	Ratio
Vulture Labs	38181284@N06	373	(135/83)	**0.61**
Thomas Leuthard	*41346951@N05*	*15'662*	*(177/105)*	*0.59*
Adde Adesokan	54880604@N06	848	(110/60)	**0.55**
Peter Levi	58796820@N04	558	(130/48)	**0.37**
Kevin Meredith	40962351@N00	1'489	(913/305)	**0.33**
Julius Tjintjelaar	52235161@N00	1'441	(196/55)	**0.28**
Rupert Vandervell	82894876@N02	139	(32/9)	**0.28**
Thomas Hawk	51035555243@N01	25'267	(735/192)	**0.26**
Betina La Plante	7470307@N06	485	(260/39)	**0.15**
LJ.	16536699@N07	698	(659/58)	**0.09**

Spam protection

Also on Flickr there is a kind of Spam. There are people who tag photographers on photos in order to get some attention. Per default this feature is activated and I don't really like it.

You can find all the photos where you have been tagged on

If someone writes nasty comments, mails or is harassing you, you can block the person. People you block can't interact with you or your photos. In practice this means they…

> **…can't comment on your photos. All comments on your photos that they make are deleted.**
> **…are removed as your contact, and you are removed as theirs. They can't add you as a contact again.**
> **…can't add your photos as favorites. Any of your photos marked as their favorites are removed.**
> **…can't add your photos to galleries. Any of your photos added to their galleries are removed.**
> **…can't blog your photos**
> **…can't add notes or tags. Any notes and tags they added to your photos are removed.**
> **…can't send you FlickrMail**
> **…can't add you to a photo**

People you choose to block are not notified that you've blocked them.

How do I protect my photos?

The best protection is still not uploading them to the Internet at all. First of all you have to know that you can screenshot everything you can see on your computer screen. So if your photo is visible, it can be stolen through that way. Maybe you should first think about what you want to reach with your photos online. If you are too afraid that someone could steal them, it's not the right place. Why would you as a photographer be able to protect your intellectual property, while the music and film industry is fighting for years not succeeding?

There are some options to protect your photos on Flickr:

- **Set the default license to "None (All rights reserved)" here.**
- **Disable downloading of original files here.**
- **Set the best display size to Large 1024 (lowest) here.**
- **Disallow others to share your stuff here.**
- **Ensure you upload including EXIF data (with a copyright)**
- **Put a big watermark straight through your photos** ☺
- **Upload your photos in a bad and low resolution** ☺
- **Don't upload your best photos, just the bad ones** ☺

My personal opinion is to share your photos freely and work on your style, not wasting time to protect your work. If you want to earn money with your photography, you should charge for the service creating them and not for the output. There are too many photographers out there and earning money through photography is getting more and more difficult nowadays. The question you should ask yourself is simple: **What advantage would I have, when I keep protecting my work?** Or maybe the other way round: **What damage would result from sharing your work for free?** Maybe you should compare the possibility of earning very little money with the possibility of sharing your work around the Globe. **What will make you happier?**

How do I share my photos?

If you don't want to protect, but to share your work, you can do several things. The first and best thing is to change your default license to **Creative Commons** here. There are 6 different license types under Creative Commons. You can choose which level of sharing you want to allow. I use the lowest one, which is **Attribution**. This means that everyone can use my photos as long as he mentions my name. Here are all the options available under the Creative Commons license:

Attribution
Attribution-NonCommercial
Attribution-ShareAlike
Attribution-NonCommercial-ShareAlike
Attribution-NoDerivs
Attribution-NonCommercial-NoDerivs

If you don't want to share all your photos or if you want to selectively change the license of a single photo, you can do this on every single image or in the Organizer in **Batch Organize/Permissions**.

When you have decided to share your photos, you should upload them in the highest available resolution and enable all the options we have switches off in the chapter above. It will save you time, to send out photos and anyone can just download it from Flickr. When I search for some of my photos with Google Image, I can see that my photos are being used all over the place. Sure some people use them without mentioning my name, but I don't have the time and the motivation to chase them. My passion is to shoot in the streets and not to write nasty emails. It's not worth the time. I see it as a compliment, when people use my photos. I'm sure they would not use it, when they would have to pay for it. The today's culture of "everything is free" or has to be free drives this trend forward. There are enough free photos out there which will be chosen over yours, when you would ask for money.

Sharing your photos

Per default you can share your photos on Email, Facebook, Pinterest, Twitter and Tumblr (and more) by clicking on the sharing symbol ⬀ and then on the icon provided. Obviously you have to connect to those services before you can share any photos through those channels. In [Sharing & Extending](#) you can see all the connections you have already established. Most often there are a lot of unused connections here, if you are a long term Flickr user. You should remove the permission of the unused connectors (especially the ones which have write or delete rights). The interesting thing is that there are not all the linked accounts being shown on the main page. You have to click on **edit** in order to see all the connections.

Slideshow sharing on your webpage:
http://www.flickr.com//photos/thomasleuthard/sets/72157629781303786/show/?embed=1

You can even link to any of your photo from your website, a bulletin board or a forum, not having to store the file again. Every photo on Flickr is available per HTML code in several resolutions. Choose **Grab the HTML/BBCode** in the sharing menu and choose the size of your photo. Depending on the place you want to publish it, you have to differentiate between HTML and BBCode. HTML is for normal links like websites. BBCode is for posting in certain forums. Sometimes you have to try out which code is the right one.

Find more information about sharing your photos in this part of the FAQ:
http://www.flickr.com/help/sharing

Short, Shorter, Shortest

Flickr has the possibility to shorten the links to your profile or your photos. All these links will bring you to my Flickr Photostream:

http://www.flickr.com/photos /41346951@N05
http://www.flickr.com/photos/thomasleuthard
http://flic.kr/thomasleuthard
http://flic.kr/ps/Cx95K

You can shorten your profile link by clicking on the sharing symbol below the **Member since *August 2009*** text in your Flickr **Photostream**, choosing **Grab the link** and activate the **show short URL**.

The same happens with a link to an individual photo:

http://www.flickr.com/photos/41346951@N05/9598447729
http://www.flickr.com/photos/thomasleuthard/9598447729
http://flic.kr/thomasleuthard/9598447729
http://flic.kr/p/3QDGc

You can shorten your photo link by clicking on the sharing symbol below your photo, choosing **Grab the link** and activate the **show short URL**.

You can link from any source directly to your Flickr photo as every image size has its unique URL. In theory you can build a website based on your Flickr photos and don't have to store them locally on your web server, because you directly link to them. Here is described how it's being done:

http://www.flickr.com/services/api/misc.urls.html

Please see the Third Party Tools chapter for other solutions regarding linking to your photos from outside Flickr.

The Archives

When you want to see your photographic history, you should have look at the **Archives**. Here you see two lists, showing when you have taken how many photos and when you have posted them. This information is based on EXIF data. If your photos don't contain any EXIF data, this list will be empty:

You can get more detailed information when you click the year or the month. You will see a calendar view with the days you have taken photos and also a list of months with the amount of photos taken per months in brackets:

When you look at this information of photos taken on you quickly see, if you spend enough time for your photography. And if you look for a photo taken at a certain date, you can also find it here. When you want to make a best of 2013 slide show, you can find the relevant photos here.

And the coolest thing, you can look at this information on any Flickr member. Either by clicking on ●●●/**Archives** or just add /Archives to the profile URL.

Explored on <u>Sep 4, 2011</u> - Best Position #58 - Current Position #58

Statistics

While the former Pro account had a good statistics section (called Flickr Stats), the new version of Flickr doesn't have this feature at all, no matter which account you have. It's the same for all of them. I didn't understand why this is the case. Maybe the effort to provide the statistics was too high and not too many people have used it. This would be the only reason to keep a Pro account, if you still have one. Mine is gone and I have to live without statistics.

Today we only have the ●●●/**Popular** section which contains your 200 most popular photos ordered by **Interesting**, **Views**, **Favorites** and **Comments**. In this section you can figure out which of your photos were successful and in which area. This tool helps you understand, which photos were successful and maybe also to figure out why this is the case. At least you can see which kind of photo people like and where they write more comments. Based on this information you can figure out which photos are better and which ones aren't.

For me there are always three indicators I consider to see, if a photo was well accepted by my followers: The amount of **Favorites**, the amount of **Comments** and the amount of **Views**. When you click on the **Edit** menu while you are in the **Photostream**, you can change to the old view, where all this information is available for all the photos in your stream on one page. The interesting thing is that nearly all my latest photos have about the same amount of views. They are all being seen on a regular base. Since there is no sharing to your timeline option for the viewers, there will be no chance of getting a photo more visible. Of course you can add it to groups and add tags, but this is not helping me at the moment. With the number of **Views** remains more or less the same, the **Favorites** and **Comments** will be the measurement for a "good" photo.

The best thing on Flickr is that there are a lot of views compared to your followers. On photos uploaded 2 weeks ago, there is a Views per Followers ratio of 0.5, meaning that every other follower is looking at my photos. On other platforms this ratio is much lower. This shows that I have a lot of active followers, which is a very good sign.

The EXIF data lie

I'm convinced that you should upload your photos with full EXIF data for two reasons. First of all other photographers can see which settings you have used. There are people who think this is a secret and someone could steal some knowledge by looking at the EXIF data. I would say that the EXIF data will not make you vulnerable. The second thing, which is much more important, is that you will also be able to include copyright data into your photograph. There are EXIF fields especially for that and you can define it in the camera (on some models) or in your post processing software. Although there is an easy way to strip this off the photo, it would be an additional effort.

There is a problem with the EXIF data on Flickr. When you look at the photo and click on **Additional info** (in the lower part of the description), you see the Settings containing of shutter, aperture, ISO and focal length. When you click on that information you get the full EXIF data. So far so good.

A problem appears, when someone saves one of your photos to his hard drive. On the latest uploads you have the following sizes you can view a photo (right mouse click):

**Square 75 (75 x 75) | Square 150 (150 x 150) | Thumbnail (100 x 69)
Small 240 (240 x 166) | Small 320 (320 x 221) | Medium 500 (500 x 345)
Medium 640 (640 x 442) | Medium 800 (800 x 552) | Large 1024 (1024 x 707)
Large 1600 (1600 x 1105) | Large 2048 (2048 x 1415) | Original (4607 x 3182)**

If someone downloads a photo in any of the formats EXCEPT **Original**, this photo will contain NO EXIF data at all. Be aware of that. You cannot change this and it seems to be per design of Flickr. If you want to ensure that people only get photos with your EXIF data, you have to enable original download, which might be against your copyright strategy. I know that this is bad, especially when someone doesn't realize that there is an original file with EXIF data available. In that case the person is using one of your photos without any EXIF data. At the end of the day we have to live with the fact.

Third Party Tools

Flickriver   http://flickriver.com

Form me, Flickriver is the best third party tool which uses some features, Flickr doesn't provide. When I want to search for the most interesting photos of a user or a group, I don't find this option on Flickr, but on Flickriver. When I find a new photographer on Flickr, I'm interested in his most popular photos first. On Flickriver I find this information easily.

Fluidr   http://www.fluidr.com

Fluidr is very similar to Flickriver from a functional perspective. I like the possibility that you see all the meta information on the side of every photo.

Scout   http://bighugelabs.com/scout.php

Scout is the "official" source to check your Explore state. You can see which photos are and were in Explore. You have a simple overview showing a lot of details. The small symbol on the top right corner of every photo shows the current state (Up/Down/Added/No Change/Dropped). You can even click on this little symbol and it shows you a position history (only with current photos). In order to get your status being shown, you have to enter your Flickr ID (**41346951@N05**) or your display name (**Thomas Leuthard**), but not the name in the Flickr URL (**thomasleuthard**).

ID Gettr   http://idgettr.com

ID Gettr is a very simple tool to just get your Flickr ID (**41346951@N05**) from your Flickr URL. The Flickr ID is being used by some tools like Scout.

EXIF Statistics   http://stats.ghusse.com

When you were wondering how many of your photos was taken with which lens, you should have a look at EXIF statistics. It will scan your whole Flickr stream and shows you a nice statistics about your EXIF data. I love it…

ffffl*ckr http://fffflckr.com

ffffl*ckr uses a very interesting concept to find other photographers you may like. Based on your favorites it will look for the favorites of your favorites. Meaning that the person you like some photos probably has a similar interest as you have. Therefore you would probably find some interesting stuff in his favorites. You just click on the photo you like and start your journey.

Dopiaza http://dopiaza.org/flickr/setmgr

I use Dopiaza already since the beginning and it still works. I have set up a Top 50 set which shows my best Flickr photos based on Interestingness. The good thing is that you have to define it and then you can forget about it. It will up-date this set every 1-3 days. For me such a set is essential as you cannot see the most interesting photos per photographer in Flickr. I don't want to scroll down every stream; I want to see the essential stuff right at the beginning.

Juicebox http://www.juicebox.net

Juicebox is a HTML5 viewer which I use on my website to show my portfolio. The photos shown are based on a Flickr Set. It is pretty simple to use and I like the fact that you don't have to take care of your website content anymore. You just change the content of the Flickr Set and everything is fine.

Photo Awards Counter Click here (URL too long)

This tool counts all the awards per photo. Since I don't post in award groups, it's not really relevant for me. The tool itself works fine and for the people posting to award groups it would be interesting.

Third Party Scripts

As there are tools, there are also scripts, which help you using Flickr. Those scripts are made mainly for Firefox with the necessary extension called [Greasemonkey](). Some scripts can affect the performance of your browser.

Hide Yahoo toolbar on Flickr
http://userscripts.org/scripts/show/172417
"Make the Yahoo 'eyebrow' toolbar vanish on Flickr."

Flickr Non-Reciprocal Contacts Finder
http://userscripts.org/scripts/show/83638
"This script will highlight non-reciprocal contacts in your contact list by turning their usernames red."
This is a very handy script to get rid of people who are not following you back. My goal is to have the same amount of people following me as I follow. Therefore I want to unfollow the ones who don't interest me and who don't follow me anymore. Depending on your Flickr strategy, you may not use this script.

I'm not a big fan of such scripts, except the one above. If you want to see more scripts, you can find them here: http://userscripts.org/tags/flickr

What about Videos?

I was really wondering if I should start creating short video tutorials and publish them on Flickr and YouTube. Publishing on YouTube is nothing special, but on Flickr it would be a bit special, as you don't see a lot of videos here. There is only one problem; the video playback is limited to **3 minutes per video**, although you can upload FullHD 1080p. Explaining something in 180 seconds is pretty tough and will not work for everything.

Since I have much more followers on Flickr than on YouTube, I should probably try it out. To be honest, I have never watched a video on Flickr and it sounds weird. But when I think about it, it would make sense. I could post making of's from my photos, I could give tips on my photography and I would reach the people who are already interested in my photography.

To make a long story short, I will just try it out, after I have published this book. You will see it yourself, when it's time for it. If you will like the video or not, I don't know, but you can express your feedback in a comment underneath it. After the first upload I will realize if this will be the way to go or not. For me it's important to always trying out new things in order to learn how people react on it. You will never find it out, until you have tried it.

I will probably not try it as 3 minutes are too short to explain something. This is more reasonable when publish a photo slideshow, a time lapse video but not a tutorial. Maybe one day this 3 minutes limit will be increased.

Flickr on your mobile device

Flickr is available on iOS and Android. The mobile apps are a bit different than Flickr experience on your Computer. Even the apps on these two platforms are very different to each other. It seems that Flickr for iOS is much better.

I also use the Flickr app to download my uploaded photos to my mobile devices as I seldom connect them to the PC. Instead of sharing a photo, I choose Save Photo and it will store it in a folder called Flickr on my device. This gallery I normally use to show my photos to people interested. I also use the Flickr app to upload a photo when I'm out and it's time to publish. Then I take it from the Dropbox and export it to Flickr. This all happens from the mobile phone or tablet.

Flickr on Android

First of all you can scroll down your contacts and then scroll to the right of a certain contact to see the photos of that person. This is a very nice feature. The only problem is that you see all your following contacts and you cannot narrow it down to Friends or Family only. In the same nice way you can browse through the groups you are a member of. If you don't have too many groups, there are group recommendations shown.

You can use your mobile device also to take photos which you can directly upload to Flickr. If you want to keep a backup of your mobile phone photos, Flickr would be a good option. You can keep those photos private, which you would not share with anyone. You can also upload a photo to Flickr which you transfer through a cloud service (Dropbox, Google Drive, SkyDrive, etc.). I use this feature when I'm not at home or don't have a computer around. Since I store my entire post processed photos ready to upload on Dropbox, I can get them from there and upload them straight to Flickr.

Flickr on iOS (written by Laurent Scheinfeld)

On the iPhone app, I really appreciate the Gallery presentation (4th tab with a human icon). You can see all your pictures as thumbnails and you get some interesting features (number of views, favorite and comments). From my point of view, I am happy when a photograph gets 10% Favorites out of the total Views (it's a good indicator).

In the Activity tab, you can read the comments and accept invitation to post a photo in a group. Then the Explore tab is interesting and you can easily add people with whom you share the same kind of photograph. During a day, I look at the app quite often, especially when the American continent wakes up or returns home.

I found another trick on the iPhone app: To post quickly to a big number of groups, just go to **i** (info) of a picture, then 'modify', go the group section and just press the groups you want to post your picture. It's very KISS (Keep it simple & stupid). This also works on Android.

Overall, it's a nice app; unfortunately a little slow on my iPhone 4S.

Mobile Phone Backup

You could also use Flickr to backup all your photos from your mobile phone very easy. You can setup the Flickr app to upload your photos only on WiFi and privately. Like that you can come home after a party and backup your photos to Flickr or you always use the Flickr app to shoot your photos with the mobile phone. You can also add filters (like on Instagram) and edit your photo before you upload it.

Using Flickr as a Cloud storage?

This was not my idea, but someone asked me this question: Is it possible to upload all photos from our hard drive with one click to Flickr? First of all I thought it would be a good idea. But how can we do that with just one click? I tried to upload a ZIP file (containing a lot of photos), which was immediately recognized as a bad file. I tried to rename the ZIP to JPG which was also recognized as a bad file. It seems that Flickr checks not only the file type, but also the content of the file. In this case you can only upload your JPG's individually and not your RAW files, which is bad for backup. I would like to store my RAW's and not my JPG's. I have figured out the following things:

Flickr Web Uploadr

- There is a "Drag&Drop" feature using HTML5 (not with all browsers)
- It works for an upload of 200 photos at once
- Mark your files as Private and nobody will see your "backup"
- You could make a Set called "Backup" and keep your JPG's there

JUploadr

- JUploadr can manage more files at once
- There is a monthly limit of 200GB per month
- The rest is the same as with the Flickr Web Uploadr

Adobe Lightroom

In Adobe Lightroom you can also upload directly to Flickr. The advantage is that you just drag a whole bunch of photos to any set you have setup. I have tried it with over 500 photos and there was no error message, but I didn't let it all upload. It started normally and I guess it would work like that.

Since you can only upload JPG files to Flickr, using it as a backup or cloud storage service doesn't make sense. Actually it's the purpose of Flickr to do that, so we should not change this.

Getty Images

There is the possibility to get invited by Getty Images to publish and sell some of your photo on their stock photo web site. You will get 20% of the sale without doing "anything". The only thing you have to provide is a model release contract when I person's face is visible on the photo. After handing in the photo, Getty is taking care of the selling and everything else.

At a first look, this sounds pretty interesting. I was flattered when I got the first invitation email from Getty. At that time it was clear to me that I have to do this. So I signed up to a contributor agreement and uploaded the requested photos. After a while I realized that those photos cannot be made available through Creative Commons anymore. It's even worse; you cannot really use those photos freely at all anymore. At least you cannot sell them somewhere else. Since selling is not my goal, I wouldn't care much, but I care about the fact that I cannot share them for free anymore here on Flickr.

If you ever get an email from Getty Images asking for some of your photos, be sure to know what you want to reach with your photos and to read the full contributor agreement. There are quite a lot of terms you have to agree to. There is not a lot of money to be earned by an average photographer. Of course everyone should try it, in order to get a personal experience with this service. For me it's not worth the effort, as I don't need to earn any money with my photography.

There are other services from other companies where you may get more return on your photos. Of course Getty Images is a major brand in stock photography and your photos will be among the good ones. But still, you should bear in mind, that it is a big step to sell your soul to Getty Images and there is no way back, at least for the photos you have sold to them. I couldn't find a way to get away with my photos and stop selling them through Getty. You can only stop them, inviting new photos in the future.

Did you know...

...that you can press **?** on every page in Flickr, in order to see the keyboard shortcuts you can use to navigate (Keyboard shortcuts must be [enabled](#)). ***This seems to work only on a Mac and not on a PC.***

...that you can replace any photo with another one, not losing any views, favorites or comments. Just press on the ●●● while looking at your photo and choose **Replace this photo**.

...that you can have the old view of your photo stream by pressing on **Edit** in the [Photostream](#) view.

...that the iPhone is the [most popular camera](#) in the Flickr Community.

...that you can search photos by camera model (based on EXIF data). You choose a camera like the [Olympus E-M5](#), scroll down and enter the search words. The result can be sorted by Interestingness.

...that you can order prints and more straight from your Flickr Photostream. Just press on the ●●● while looking at your photo and choose **Order prints and more**. This service is provided by [Snapfish](#) (powered by HP).

...that you can start an automatic full screen slide show from your Flickr Photostream. Just press on the ●●● while looking at your photo and choose **View slideshow**. You can even share this slideshow by email with your friends.

...that you can see and add all the Flickr staff on the [Who we are](#) page. It seems that there are some inactive profiles, but maybe you have an advantage following all the Flickr crew.

...that when you search with no keywords, Flickr performs a search with the word "**kittens**". Maybe we should add this keyword to all our photos.
This is where you search Flickr. Here's a search for 'kittens' to get you started!

Best Practice

Be sure that you upload on a regular base and not more than one photo per day, because people will not look at your photos with the same amount when there are too many. Furthermore your quality will increase, when you sort out the bad ones and think about what you upload.

I suggest uploading all your photos in the highest quality and the best resolution. Flickr is, compared to Facebook, a photo platform where quality matters. People on Flickr like to see your photos in the best way possible. If you are afraid of theft, shoot analog and stay away from the Internet. Regarding theft, don't even think about adding watermarks, logos or frames to your photographs. Upload the photos in the way you would print it to show it to your friends and family.

When you add a meaningful title, it will increase the popularity of your photos. When your photo looks good as a thumbnail, people will easier click and view it. There was proof that photos which look interesting as a thumbnail will make it easier to explore.

In order to give Explore the chance to "pick-up" your photo, don't add it to any of the groups and don't add any tags to it for the first 48 hours. If it didn't make it to Explore, you can add it to the maximum of groups and add all the possible tags to it.

If you want to reach as many followers as possible, upload your photo at the most busy time of the day. For me this is around 5 p.m. GMT (high noon in New York). Depending on your followers this might be another time.

Follow back every person which follows you. This will increase the Following value which is visible in your profile. The higher this number, the more important of popular you look.

Keep commenting other photos, add them to your favorites and use Flickr socially. The more you get in contact with others, the more views you will get.

Explored on - Best Position #85 - Current Position #85

What is missing in Flickr?

When I was researching for this book I came to the conclusion that Flickr is a great tool, but there are some things missing which would make it even better and more usable. Maybe there is a Flickr representative reading along and gets this input. It would be great, if Flickr would approach their heavy users, in order to get some feedback for improvement.

For example the whole social networking stuff is a bit weak in my opinion. I would love to have a kind of a chat feature, because messaging is not very well implemented. In a Flickr message there is no history of previous messages, only the last one can be shown by clicking on **See your original mail…** When you communicate with a person several times back and forth, you have to open several mails to get the whole content. In a chat this would be kept together in one message.

There is no way of searching my contacts or all Flickr members by city or country. This would be handy when you travel to a city and want to meet other photographers. I cannot figure out where I find people from a certain city I'm connected with in Flickr. The information would be there, but I cannot use it. That makes it even worse.

There is also no indication how popular a person is on Flickr. You cannot see with one click how many people follow someone or how popular the photos are. The only thing you can see is since when the person uses Flickr, how many photos were uploaded and how many people the person follows. But this information is no indicator how popular a person is.

I can't get a list of the most interesting photos of a person within Flickr. For that I have to use a third party tool like Flickriver. The information would be there, but it's not accessible. This doesn't really make sense to me. Even when I want to make a set of my best photos, based on Interestingness, I have to use a third party tool (Dopiaza). It would be so easy to implement this as part of the **Set** feature.

When you like this book…

…you can follow me on Flickr, which is the first thing you should do.
…you can send me money, which will not make me happier. So please don't.
…you can send me an email, which would not last long.
…you can send it to your friends, which would help them using Flickr.
…you can share it on your Facebook page, which would be great.
…you can share it on all your other social media platforms as well.
…you can blog about it, which would be an honor to me.
…you can write a Testimonial on Flickr, which would last forever.
…you can keep the secrets you have learnt and don't tell anyone else. :-(

At the end of this book I thank you to read so far. I hope you found something interesting you can apply to your Flickr account. While I have learned a lot writing this book, I hope that it will also change the way you look at Flickr. Flickr is an excellent resource for your photography, no matter if you use it professionally or just for fun. With the right tools and tricks you can reach much more with a minimal effort. The question is what happens, if everyone knows all the tricks out there. At the end of the day a good photo remains a good photo, no matter how well you know the platform it is being published. Don't forget to go out and shoot. It's all about our passion which keeps the smile on our faces every morning when we wake up and every evening when we go to bed.

When you remember the old days when there was no such thing called Flickr. You were only able to show your photos to friends and share it within your family. Today you have so many possibilities through the Internet. You should use those new features wisely as nobody wants to see all your photos, but everyone would be interested in the best ones. It's all about quality and not quantity. When you want better quantity, you have to shoot more and publish less. The more you shoot the better photos you will get. In my photography more than 95% of my taken photos will be deleted. It's not the goal to fill up the 1TB of data on Flickr. Keep that always in mind. See you on Flickr…

"The more I see, the less I know for sure."
John Lennon

Thanks

Seelenraub