



Photo/Video Sharing

Susan Waters
Mid-America Regional Council



What is Photo Sharing?

Photo sharing is the publishing or transfer of a user's digital photos online, thus enabling the user to share them with others (whether publicly or privately).

This functionality is provided through both Web sites and applications that facilitate the upload and display of images.

Source: http://en.wikipedia.org/wiki/Photo_sharing

How can you do it?

- Via the web
- Desktop uploads
- In the field
- Smart phones



On the Web

Picasa Web



- Owned by Google
- 20MB photos/1GB video for free
- \$5/year up to 20GB
- Easy to use/synch with Picasa editor

Flickr



- Owned by Yahoo
- 10MB photos/150MB video for free
- \$24.95/year unlimited
- More “social”

Both allow:

Keywords, geotagging, downloading, upload by e-mail, varying privacy settings

Similar tools:

YouTube, Photobucket, SmugMug, various galleries

Don't forget Facebook

- Largest social network site
- Photos can be uploaded via browser, e-mail or smart phone apps
- Fans or other users can “share” on their wall or comment
- Has apps for Picasa and Flickr



In the field

- Many social sites will let you send a photo as an e-mail attachment to post to an account
- Android phones have links to Picasa and YouTube accounts built-in
- Can geocode the location with a smart phone



Twitter photos

You can share photos via Twitter using a smart phone or your desktop.

- Twitpic.com
- Tweetphoto.com
- Yfrog.com



Free photo editing tools

- www.pixlr.com
- www.sumopaint.com
- Google Picasa (desktop app)
- Photoshop mobile app
mobile.photoshop.com



Monitoring

Visit sites and use keywords and locations to monitor activity and public opinion.

- PicFog.com
- Picasa Web
- Flickr

Can subscribe to groups or subscribe via RSS to accounts, albums, keywords.



Things to consider

- Have a policy
- Be consistent
- Don't over commit
- Be organized



Contact info

Susan Waters

Web Coordinator

Mid-America Regional Council

(816) 701-8285

swaters@marc.org

John Baccala

Public Information Coordinator

Hickman Mills C-1 School District

(816) 316-8240

(816) 935-5963 (cell)

johnba@hickmanmills.org

