

## WHAT TO POST

- Photos & videos from your holdings  
Provide context & link to collection if possible.
- Photos from exhibits, classes & events  
At repository & that your repository is a part of.
- Small digital exhibits & exhibit slideshows  
Either an online component to a physical exhibit or a stand-alone collection of images.

## TIPS FOR GOOD CONTENT

- Upload high-res images with visual appeal  
Minimize images of documents, static images, etc.
- Set copyright information for all uploads  
Choose your settings & be consistent.
- Tag images with relevant keywords  
Increases chance of discovery; broadens audience.
- Add images to relevant groups  
Start with [www.flickr.com/groups/archivists/](http://www.flickr.com/groups/archivists/) & find other groups in your subject area.
- Use sets & collections  
Helps users navigate page & find interest areas.

## METRIC FOR SUCCESS

Several possible ways to measure effectiveness

- Use analytics to track link clicks & page visits  
Flickr analytics & link service like [bit.ly](http://bit.ly) or [ow.ly](http://ow.ly).
- Number of favorites & comments  
These stats are useful, but don't rely solely on them.
- Increase in reference queries  
Both by traditional means & through social media.
- More visitors at events, exhibits & repository  
Ask where visitors heard about event & repository.

## WHEN TO POST

- At least once every other month  
Doesn't need to be as frequent as other platforms.

## A FEW PROJECTS TO TRY

- Small image exhibits  
Mascot images, rare book covers, etc.
- Online component to physical exhibit  
Extra images or making-of images from exhibit.
- Behind-the-scenes images & videos  
Activities like preservation, processing, etc.
- Publicize events for your repository  
Exhibits, genealogy workshops, class visits, etc.  
Sets for each event so users can share w/ friends.
- Mystery images set  
Get help from followers to name people & places.
- Caption contest for images in collection  
Have followers create captions for funny photos.

## A FEW ARCHIVES ON FLICKR

Get inspired by these repositories\*

- US National Archives  
[www.flickr.com/photos/usnationalarchives](http://www.flickr.com/photos/usnationalarchives)
- Walters Art Museum  
[www.flickr.com/photos/medmss](http://www.flickr.com/photos/medmss)
- Providence Archives, Seattle  
[www.flickr.com/photos/provarchives](http://www.flickr.com/photos/provarchives)
- Australian National Film & Sound Archive  
[www.flickr.com/photos/nfsa](http://www.flickr.com/photos/nfsa)
- Danish State Archives  
[www.flickr.com/photos/statensarkiver](http://www.flickr.com/photos/statensarkiver)

\*More here: [www.flickr.com/groups/archivists/](http://www.flickr.com/groups/archivists/)

