

# FCO Flickr guidance for Posts

We've produced this as part of our Flickr strategy to ensure we get the best we can out of the Flickr service. Anyone who is adding an image to Flickr should ensure they have read and understood these guidelines.

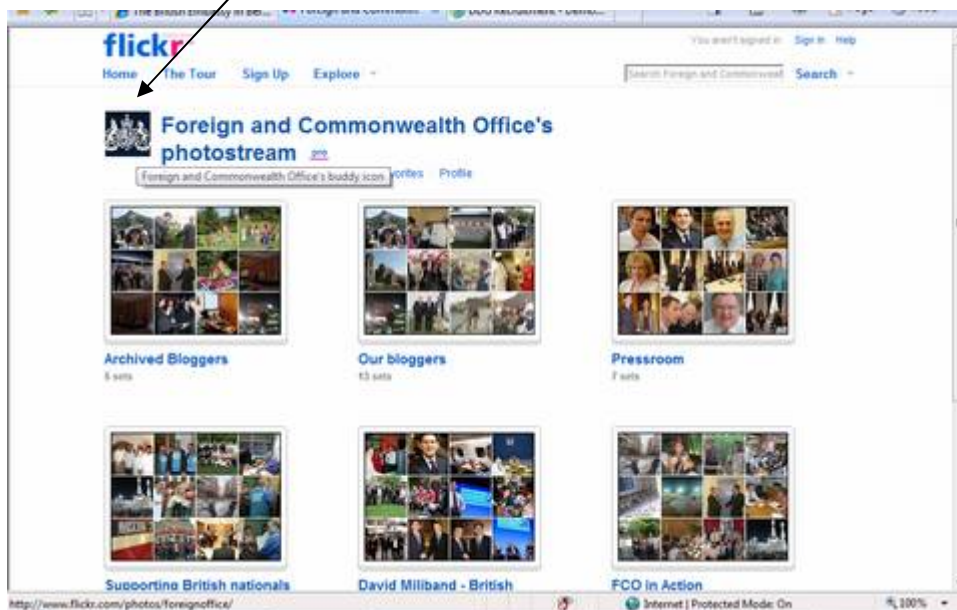
There are two parts to this guidance. Part A will tell you how to set up your Flickr account; Part B contains our guidance on what type of images you should upload.

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## PART A: Setting up your Flickr account

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1. Go to [www.flickr.com](http://www.flickr.com)
2. Click on 'create your account'. Click 'sign up' on the Yahoo! page and fill in the registration form. You should create a new yahoo account rather than using your own personal yahoo account. Use the format [ukincountryname@yahoo.com](mailto:ukincountryname@yahoo.com) if you can.
3. You will be taken to Flickr and be asked to set up your screen name. This should be '**UK in X**', following the branding of your Post site.
4. The web address for your photostream (ie the URL/folder) should also follow your site's branding – ie **ukinx**, eg [ukinsingapore](http://ukinsingapore.flickr.com). It is important that you add this correctly as it cannot be changed later.
5. Under 'Profile', put the description of your website and a link following this format: 'UK in X – the official website for the British Embassy in X. <http://ukinx.fco.gov.uk>'
6. UK in Qatar - the official website for the British Embassy in Qatar
7. You can now set up sets and upload photos – see Part B below.
8. Use the FCO crest as your avatar. The crest is available here: <http://centralcontent-stage.fco.gov.uk/resources/en/gif/5731260/flickr-fco-crest-48>



9. The next step is to join the FCO group

### Join the FCO group:

By joining the FCO group your images will reach a wider audience, which will in turn increase the number of visitors to your content and improve your search engine rankings. The FCO main site team ([fcowebsite@fco.gov.uk](mailto:fcowebsite@fco.gov.uk)) will approve new members to the group. We encourage all Post sites to join.

- Whilst logged into Flickr, under the Group menu select 'search for group'. Search for 'Foreign office'. Select to join this group.

You must follow the image guidelines below to stay an approved member of the FCO Flickr group.

### Upgrade to a PRO account:

- On a regular account you can only upload 100Mb per month, only your 200 most recent photos will display, you cannot create collections and you can only create 3 sets in total.
- A pro account lets you create unlimited sets and upload unlimited pics. It's \$24.95 a year.

We recommend you upgrade to a Pro account.

### If your Post already has a Flickr account:

If you have already set up a Flickr account for your Post, please make sure your **screen name** follows the format 'UK in X', eg UK in Singapore. You won't be able to change the web address of your photo stream (unless you close your account and open a new one).

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## PART B: Image Guidelines

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### Before you load a picture onto Flickr think about:

- which policy goal/ essential service is this photo illustrating?

Essential services	Policy goals
Supporting British nationals	Preventing and resolving conflict
Supporting the British economy	Counter terrorism and weapons proliferation
Supporting managed migration to Britain	Promote a low carbon, high growth global economy
	Develop international institutions

- or is it better categorised as ‘Press photos’ or ‘Bloggers’?
- does the photo show people in action?
- can the photo be linked to content on your Post site, the FCO main site or a blog?
- is the photo composed well?
- is the quality of the photo good: ie it is in focus and not too dark or light?
- is the photo unique: i.e. not a copy of a pic already on the FCO photostream?

If you can answer ‘yes’ to all these questions your photo is suitable for uploading. If you answer ‘no’ to ANY of these questions think about what value the photo will add to the Flickr channel.

## Rights and licenses

The FCO should own the copyright to any pictures you load onto Flickr. That means it should have been taken by a FCO member of staff or someone paid by us who has signed copyright over to us. If you are unsure of the status of photographs taken by someone else, you should ask them before you put them on Flickr. Photos from image stocks such as Getty images should NEVER be placed on the Flickr stream.

Our default settings are that anyone can use the photos on our stream – we encourage them to do so. Our default licence is *Attribution-NoDeriv* which means others can copy, distribute and display our photos.

You can change the rights settings of individual photos if necessary:

1. go into the photo as you would to edit the description
2. on the right hand side click on ‘edit’ next to ‘Some rights reserved’
3. select the appropriate licence – you can find an explanation of what each means here: <http://creativecommons.org/about/licenses>

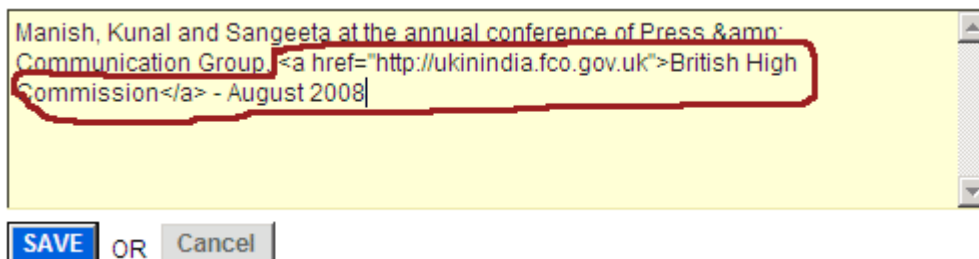
## Every photo should have a meaningful description and title:

### You must include:

- the name of the person/people in the photo
- their location
- what they are doing – use an active verb like helping, assisting, attending
- why they are there - what is the purpose of the event/ visit/ activity
- the URL of the relevant FCO web content or blog

Example: David Miliband meets academics at Stanford University to discuss US/ UK academic relations. This was part of his official visit to the US which took place in May 2008. Read his [blog about the visit](#) [HYPERLINK TO BLOG].

- To add a URL in the description, use the script below wrapped around the text you want to link: `<a href="http://website name.com">text to be linked</a>`



**Check all spellings** – especially names of foreign signatories and places.

The **title** should be a briefer version of the description:

Example: David Miliband meets academics at Stanford University (May 2008)

## Tagging

Tagging is very important - it means people who are searching for images on particular topics, people or places will be able to find ours.

Tags should be separated by commas, eg miliband,washington,climate. You can include phrases by enclosing the words in quotation marks, eg "british embassy washington"

Tag photos with:

- names of people in the photo (tag first name and surname separately)
- job titles
- location
- name of visit/ event/ programme if relevant
- the strategic priority or essential service
- standard tags: embassy, UK, British, FCO,
- anything else relevant

## Geo-tag your photo - so it appears on the Flickr map.

You can consider geo-tagging your photo so it appears on a Flickr map of your region.

Once the photo is loaded onto Flickr you can add a geo-tag by:

1. Clicking into the photo and then going to the Additional Information at the bottom of the right hand side.

2. Click on 'Place this photo on a map' – this will open up a Yahoo map which you can expand/ zoom in on.
3. Find the location where the photo was taken and zoom in as much as you can.
4. Then drag the photo from the pane at the bottom of the page to the location, 'drop' it over the location and then return to the photostream.
5. The photo will now appear on the map when users look at that location.

## Adding the photo to a set / collection

### Definitions

A flickr **set** is a group of pictures. A set should contain pictures from one event or issue. You can view a set together, make a slide show, and edit the set together.

A flickr **collection** is a group of *sets* and it provides some organisational structure for sets that are related. So, for example, you can have a **collection** called 'events' which contains **sets** of pictures from different events. You can add or remove sets from a collection, as well as add a description. The collection also gets a special mosaic badge made up of images from the various sets.

All photos should be added to a set. We advise you to upgrade to a Pro account so that you can also make use of collections (see Part A above).

**Sets** should be created for an event, blog or programme.

When setting up **collections** we advise you to follow the structure set out below. You will need to tailor these to suit your individual post objectives.

- Bloggers
- Press centre (collection containing sets for media consumption)
  - *E.g. Official visits*
- Events (collection contain sets for general interest)
  - *E.g QBP 2008*
- Working with [country] (collection containing sets for general interest)
  - Preventing and resolving conflict
  - Counter-terrorism and weapons-proliferation
  - Promoting a low carbon, high growth economy
  - Developing effective international institutions
- Supporting British Nationals
- Supporting the British Economy
- Supporting managed migration to Britain

**REMEMBER:** You can add pictures to more than one set or collection if appropriate.

## Adding your photos to the FCO group

We'd encourage you to feed your photos into the FCO group. Assuming you have joined the group (see Part A) the next steps are to.

1. Click on Your groups



2. On the FCO account select 'add photos or video'

3. Click on and select all the images you would like to add to the group – but of course make sure they meet the guidelines.



## Adding photos by email

Photos can be sent to the Flickr account by email (including email off a mobile device) and **immediately** uploaded onto the photostream. They must be sent one at a time.

**Remember:** Follow the guidelines on titles, descriptions and tagging

1. You need to know your Flickr email address to do this. Open a new email and attach the photo you wish to send
2. Put the title you wish to give the photo in the subject line, followed by 'tags:' and then the tags, separated by a space, that you want to give the photo. For eg: David Miliband visits Washington tags: miliband washington climate
3. Put the description in the body of the email
4. Send the email to your Flickr upload address. To find out your Flickr address: Select You > Your account; Select the second tab 'e-mail' and make a note of the Flickr upload e-mail address listed.

**REMEMBER:** your photos will instantly appear on the live Flickr site

### [Feedback](#)

*We welcome your feedback on this guidance. Please contact your hub with any suggestions.*

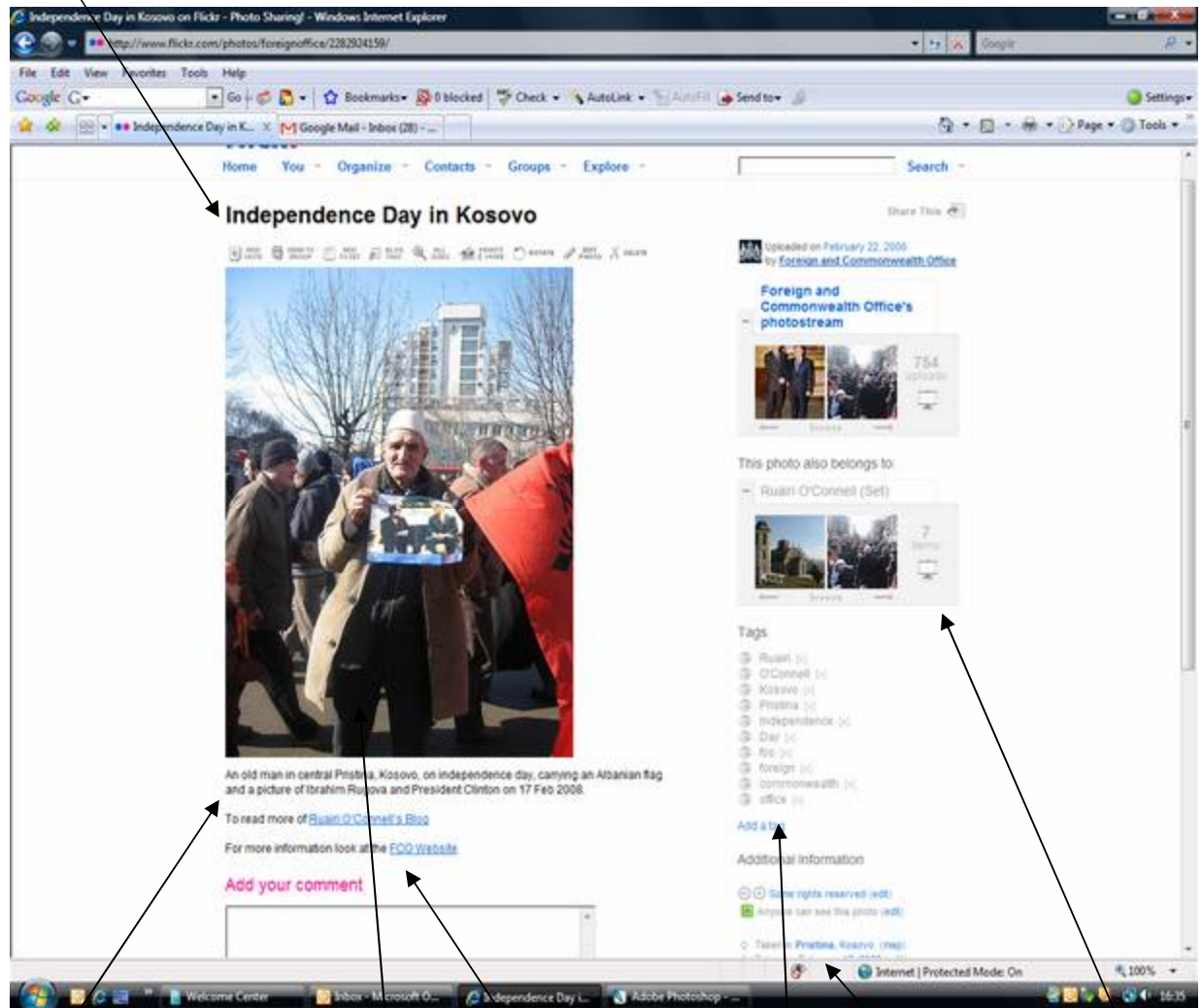
**Don't forget to read our best practice examples on the following pages!**



## Good example of a Flickr photo:

(URL: <http://www.flickr.com/photos/foreignoffice/2282924159/>)

Title tells us what and when



Description tells us where the person is (old man in Pristina, Kosovo), why he's there (Independence Day), what he's doing (carrying flag & a picture of Ibrahim Rugova and Clinton) and the date

Interesting, unique, well-composed image

URLs of web content

Geo-tagged to Pristina

Added to appropriate set

Tags added, separate tag for Christian and surnames, place tags, event tags, standard FCO tags



Good example of a Post's Flickr photostream:

**flickr** PHOTO HOSTING

You aren't signed in [Sign In](#) [Help](#)

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) ▼

Search Foreign and Commonwealth [Search](#) ▼

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**UK in Singapore's photostream** pro

[Collections](#) [Sets](#) [Tags](#) [Map](#) [Archives](#) [Favorites](#) [Profile](#)




[Slideshow](#) ⌵

**Collections**  
(containing sets)

**Bob Dewar visiting Ajegunle in Lagos**




Attended an inspirational event in Ajegunle, one of Lagos' poorest and most crowded districts. The...



   Some rights reserved  
Uploaded on [Aug 28, 2008](#) | [Map](#)  
[0 comments](#)

**Latest images**  
These are shared into collections & sets.


**Foreign Ministers meet at NATO Headquarters**




Foreign Secretary, David Miliband, joined other NATO Foreign Ministers on Tuesday 19 August to...

  All rights reserved  
Uploaded on [Aug 19, 2008](#) | [Map](#)  
[0 comments](#)

**Note:**  
Collections are available in **pro** accounts only. Basic accounts allow only three sets.



**Events**  
3 sets



**Working with Singapore**  
2 sets