

Colorado State University

Flickr Best Practices



What is Flickr and how can it be useful to my Organization?

- Flickr, www.flickr.com, is an online photo management and sharing site designed with two goals in mind – help people make their content available to the people who matter to them and enable new ways of organizing photos and video. The following guidelines are intended to help Flickr users conduct their online activities in a successful, productive, and legal manner.

Profile/Account Name

- Establish a name that resonates with users and the University.

Profile/Account Administrators

- Choose administrators who are directly affiliated with the CSU office/entity/organization that is being represented through the Flickr account. Make sure at least two administrators are Colorado State University faculty/staff members.

Policies

- Include Colorado State University's social media disclaimer provided to you when your application has been approved. Clearly state the social media disclaimer in the Full Description section of the Flickr profile.
- Follow Flickr's established terms and conditions.

Profile/Avatar Image

- Flickr enables the use of a profile image (48x48 pixels).
- Use a program such as Irfanview to size images correctly and to scale.
- Refrain from using only the CSU word mark or Ram's Head logo as your account(s)'s profile image, as they tend to be overly used and lack individuality. The University encourages the creation of a profile image that reflects your CSU unit but allows for individuality as well.
- It is recommended to use a photo commonly associated with your organization as your profile picture. If desired, incorporate the CSU logo or your official CSU "unit identifier" into your profile picture. See [Tips for Creating Profile Images](#).
- Please see the [Communicator's Toolbox](#) for reference on using the CSU logo.
- Be careful not to stretch or distort the CSU logo or Ram's head in any way and do not modify the logo in any way.
- Ensure proper resolution of the logo.
- Green is the preferred color for the CSU logo or Ram's head, with black or white as an alternative.
- The CSU logo and Ram's head are trademarked materials. Any communication containing the CSU logo and/or Ram's Head must be approved by the Office of the Vice President of Public Affairs at 491-4179.
- If your unit is in need of an official unit identifier or if you would like help in creating an avatar/profile image for your social media accounts, please contact Natalie McCatty in CSU's Communications and Creative Services at (970) 491-4179 or Natalie.McCatty@colostate.edu.

Managing Profile/Account

- Preparing photographs for upload: If you decide to post images provided to you by CSU Photography please note that images from the office will be much larger in file size than is needed for electronic display. These images will also be tagged with a color space that is best suited for offset printing and not electronic display.
- Generally an uncompressed file size of 2 MB will display well on Flickr.
- Convert image files to the electronic friendly color space of sRGB.
- Provide an image title and description for every image posted to Flickr. Image titles and descriptions are used as search criteria and may help to generate activity/traffic.
- Use Adobe Photoshop or another application to add title, description, keyword, and copyright information or use Flickr to manually input this data. See "Organize" on the Flickr site.

- If the photos you are uploading are from CSU Photography, the basic information in all these fields will already be provided. Please note that some photographs may include instructor/student first and last name.
- Indicate posted photographs to be copyright protected as “© Colorado State University”. This adds additional protection.
- Decide whether or not to allow downloads of your photos.
 - Set default to no downloads allowed.
 - Or allow downloads to only images that do not include identifiable students.
 - Or allow downloads and select the option to maintain “All Rights Reserved”.
 - Consider allowing the use of images by allowing and tagging images with the Attribution-NonCommercial-NoDerivs Creative Commons license. This license allows the download and use of your image provided the images are attributed to you, but it does not allow the commercial use of the image or allow the image to be used in or as part of an illustration.

Engaging Members

- Consider creating Flickr collections and sets with your posted images.
- Collections and sets can be searched for allowing the viewer to find a specific collection or set of images that interests them. This keeps them from finding and viewing only one image and then moving on to someone else’s site.

Promoting Groups

- Flickr works in conjunction with Facebook and links can be established.
- Establish links to and from the various authorized CSU college and departmental sites on campus. Exchange timely information when applicable such as special events and photo results of those events and provide comments.
- Encourage viewers to add tags, notes, and comments to pictures.