

PHOTO SHARING SITES

What are photo sharing sites?

Online photo sharing sites allow you to upload, store, organize, and share photos. Common photo sharing sites include [Flickr](#), [SmugMug](#), [Picasa](#), and [Photobucket](#). These sites have much in common with online social networking sites, like [Facebook](#) and [MySpace](#). Users can share photos, connect with each other, leave comments, and tag photos with key words or descriptions.

Many users on photos sharing sites offer their photos under a [creative commons license](#) so others can use them.

Who is using photo sharing sites?

- 25 million unique visitors to Flickr in May 2010. ¹
- 4 million images were hosted on Flickr in February 2010. ²
- 60+ million photos are added to Facebook each week. ³

Photo sharing sites in response to HIV

- Share photos from HIV-related events such as fundraisers and educational activities.
- Host photo contests and campaigns to raise money, awareness, and involvement.

Examples from the field

- AIDS.gov's "Facing AIDS for World AIDS Day" campaign: <http://www.flickr.com/groups/facingaids>
- AIDS Action Committee photo stream: www.flickr.com/photos/aac/
- Flickr "Fight HIV in DC" photo stream: www.flickr.com/photos/fighthivindc
- Flickr "YouthForce" photo group: www.flickr.com/groups/youthforce/pool

Where can I learn more about photo sharing sites?

- Common Craft's Video "Online Photo Sharing in Plain English": www.commoncraft.com/photosharing
- Beth Kanter's "How Nonprofits Can Get the Most Out of Flickr": www.techsoup.org/learningcenter/internet/page8291.cfm
- "For the Common Good: The Library of Congress Flickr Pilot Project" (PDF): www.loc.gov/rr/print/flickr_report_final.pdf


Thinking about using photo sharing sites?

- Check out "[Understanding Your Audiences](#)" at AIDS.gov to help decide if photo sharing sites are an appropriate tool to reach your target audience(s).

¹ Statsaholic, "Website traffic graphs for Flickr.com," <http://www.statsaholic.com/flickr.com> Accessed on 07/13/10.

² Trak.In, "Very Interesting Social Media Statistics," Available at <http://trak.in/tags/business/2010/02/01/social-media-statistics-facebook-twitter-flickr-linkedin/> Accessed on 07/13/10.

³ Facebook, "Facebook Photos Infrastructure," Available at <http://blog.facebook.com/blog.php?post=2406207130> Accessed on 07/13/10.

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