Engaging Users

Roy Tennant
• Two basic methods
  – Natural Affinity
  – Free-Floating Web Users

• Natural Affinity
  – Within “shouting” distance, either physically (same institution) or conceptually (same interests)

• Free-Floating Web Users
  – Searching or links
Natural Affinity

• Online methods
  – Email, Facebook, Twitter, etc.
  – Links and “ads” on allied web sites

• Offline methods
  – Print publications
  – Posters
  – Bookmarks
Welcome to Worcester, Massachusetts!

Welcome to the official website for the City of Worcester, MA - the great city in the heart of the Commonwealth and New England.

All great cities share certain traits - a vibrant, undeniable energy and culture that drives their growth and characterizes their livability. They are easily accessible and welcoming to business and families alike. With strong roots in a proud past, great cities also are progressive - innovating, collaborating, busy building their own successful future.

Worcester - a five-time recipient of the All American City Award - offers its residents the resources and exciting attractions of a metropolis, balanced with the more intimate, livable scale of a mid-size city - and something more...

Announcements

Worcester Tree Initiative Kick Off Event - March 28 - Learn about our Spring 2010 Calendar of Events. Find out the locations of our Free Tree...
Free Floating Web Users

- Links
- Hubs
- Searching

<table>
<thead>
<tr>
<th>Domain</th>
<th>December 2009</th>
<th>January 2010</th>
<th>Month-over-month percentage change</th>
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</thead>
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<td>72.25%</td>
<td>71.49%</td>
<td>-1%</td>
</tr>
<tr>
<td>search.yahoo.com</td>
<td>14.83%</td>
<td>14.57%</td>
<td>-2%</td>
</tr>
<tr>
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<td>9.37%</td>
<td>5%</td>
</tr>
<tr>
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<td>2.54%</td>
<td>2.64%</td>
<td>4%</td>
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</tbody>
</table>

Note: Data is based on four-week rolling periods (ending Jan. 2, 2010, and Jan. 31, 2010) from the Hitwise sample of 10 million U.S. Internet users. Figures are for Web searches only.

*This includes executed searches on Bing.com but does not include searches on Club.Live.com.

Source: Experian Hitwise
Hubs

- Facebook
- YouTube
- flickr
- Yahoo!
- Wikipedia
clear-running streams and rivers.

- **Cherry salmon** (*Oncorhynchus masou* or *O. masou*) is found only in the western Pacific Ocean in Japan, Korea and Russia.

### Other species

- **Huchen** or **Danube salmon** (*Hucho hucho*), the largest permanent fresh water salmonid

### External links

- [Salmon Collection](http://library.washington.edu/collections/seafood/seafood.html) University of Washington Libraries collection of documents describing salmon of the Pacific Northwest
- Alaska Department of Fish & Game Salmon Species Descriptions
- Tribal Salmon Restoration Plan
- Wild Salmon Center
- [SalmonFund.org](http://www.salmongrowers.org) A registered non-profit for sustainable development of salmon habitat in the Pacific Northwest.
- [Salmon Nation](http://www.salmonnation.org) A salmon restoration organization.
- One Hour Radio Broadcast on Farmed Salmon in British Columbia, Canada - Kootenay Co-op Radio’s Deconstructing Dinner program
- [pdf] *SeafoodWatch* executive report on farmed Atlantic salmon from the Monterey Bay Aquarium
- [Salmon Recipes](http://www.safefish.com/salmon_recipes.html) A collection of food recipes containing salmon.
- [Great Salmon Recipes](http://www.greatsalmonrecipes.com) Salmon recipes listed by cooking method.
- [Free Salmon Recipes](http://www.thesalmon.org/recipes.html)
- [Effects of Salmon on the skin disorder Acne](http://www.acne.org/salmon/
- [History of Salmon Canning in British Columbia](http://www.history.ca/topics/salmon.html)
- [Speaking for the Salmon, Simon Fraser University](http://www.sfu.ca/salmon/campaign.html)
- [World Summit on Salmon, Simon Fraser University](http://www.salmonsummit.com/)

### Further reading

Salmon Collection

The Salmon Collection contains documents, photographs and other original material describing the roots of the salmon crisis in the Pacific Northwest in the late 19th and early 20th centuries. Material specific to this collection is comprised of text drawn from the pamphlet and book collections housed in the UW Libraries Special Collections Division. Additional relevant material is taken from existing digital collections which include the Tollman and Canaris Photographs, John N. Cobb Photographs, Industries and Occupations Photographs, American Indians of the Pacific Northwest, and the Freshwater and Marine Images.
salmon - Google Search

Alaskan Wild Salmon

Salmon - Wikipedia, the free encyclopedia
The Chinook or King Salmon is the largest salmon in North America and can grow to 1.5 m (58 inches) in length and to 57 kg (125 pounds) in weight. ... en.wikipedia.org/wiki/Salmon - 80k - Cached - Similar pages - Note this

Salmon Recipes
Lynn Salmon's collection of salmon recipes. Main dishes, soups, salads, appetizers, and special recipes.
www.thesalmons.org/lynn/salmon-recipes.html - 12k - Cached - Similar pages - Note this

The Salmon Page: Catch them, cook them, save them. | The Salmon Page
Large collection of links and other resources about these fish, compiled by an elementary school in Portland, Oregon. Topics include biology education and ... salmonpage.com/ - 13k - Cached - Similar pages - Note this

WHFoods: Salmon
Delicious with exceptional nutritional value found in few other foods (omega 3 fatty acids), the lovely pink-hued salmon can be served in a variety of ways ... www.whfoods.com/genpage.php?tname=foodspice&dbid=104 - 106k - Cached - Similar pages - Note this

Salmon Life Cycle Printout/Quiz- EnchantedLearning.com
Salmon Printouts and Quiz. The Salmon is a marine fish that spawns in fresh water.
www.enchantedlearning.com/subjects/fish/printouts/Salmon.shtml - 11k - Cached - Similar pages - Note this
Welcome to the daily news scene hundred years ago, as photograph News Service in about 1910-1912 your tags and comments! Also, lots identification information. (Most of photos came to the Library of Congress very little description.)

This selected set of 1,500+ photographs a large collection of almost 40,000 negatives. The entire collection sports and richly documents sports events, celebrities, crime, strikes, disaster, activities, with a special emphasis York City.

The Library of Congress Prints and 1930s-40s in Color

These vivid color photos from the Great Depression and World War II capture an era generally seen only in black-and-white. Photographers working for the United States Farm Security Administration (FSA) and later the Office of War Information (OWI) created the images between 1939 and 1944.

We invite your tags and comments! Also, more identification information. (The current titles come from the agency's original documentation, which was sometimes

View as slideshow (df)
Impact: 24 Hours Later

Library of Congress Blog
“Light and liberty go together.”

Flickr Followup

Posted on January 18th, 2008 by Matt Raymond

I need to start out this post with a single sentence: I promise nothing. If it’s a total disaster, it’s a total disaster; if it’s a great idea, it’s a great idea. But it could take a while...and that’s okay. Let’s jump straight to the numbers.

- 392,000 views on the photostream
- 650,000 views of photos
- Adding in set and collection page views, there were about 1.1 million total views on our account
- All 3,100+ photos have been viewed
- 420 of the photos have comments
- 1,200 of the photos have been favorited

Let’s start out with a few statistics, as of last night (thanks, Justin!):

- 392,000 views on the photostream
- 650,000 views of photos
- Adding in set and collection page views, there were about 1.1 million total views on our account:
- All 3,100+ photos have been viewed
- 420 of the photos have comments
- 1,200 of the photos have been favorited

And just look at all of those tags!

I’ve been writing this blog (although not nearly often enough) for about nine months, and this topic lit it up like fireworks. I was handed a sampling of what you all have been posting about this on your own blogs, and after only about 24 hours, the stack must have been close to two inches thick. Even Wil Wheaton wrote about it! (Yes, the
Impact: Exposure

Flickr: Top 50
LC: Top 6000
Impact: Contributions

Jim Rees says:
Based on the bow planes and masts, I'm almost certain this is the E-1, which participated in a fleet review in the North River before Secretary of the Navy George von L. Meyer on the date this photo was taken. I'm guessing the other photos in this series were taken at the same fleet review.

en.wikipedia.org/wiki/USS_E-1_%28SS-24%29
Posted 6 days ago. (permalink)

The Library of Congress says:
Thanks! We'll include a "probably" in the new subject note, but your guess makes sense to us, too, after looking at the related photos and your Wikipedia citation.

Posted 5 days ago. (permalink)

This photo also belongs to:
- News in the 1910s (Set)
- Submarinos/Submarines/UBOOT
### Impact: Contributions

#### Multiple Prints and Photographs Collections

89 Records were found containing the word "flip.

Records 81 through 89 of 89

<table>
<thead>
<tr>
<th>Pages:</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
Enter search term(s):

matkatamiba

Enter a single word, name or phrase in first box, or combine multiple terms with Boolean operators (and, or, not). Search example: canyon and hiking (returns all materials with the words 'canyon' and 'hiking' somewhere in the description). More info

Optional:

Match any of the following (e.g., Single Yr. 1950) OR ignore to search all dates and types

- Textual Materials
- Visual Materials
- Maps
- Sound Recordings
- Moving Images
- Digital Exhibits

Search by: Call No, Item No, Browse by: Collection, Creator

Submit | Reset
Click on thumbnail or title to view the item description

1. Matkatamiba Canyon, Grand Canyon river mile 148 [constructed title] [12 items] (1960-1980) - Eiseman, Margaret


3. Matkatamiba Can., 1/23/72, [1 item] (1972) - Butchart, John Harvey
Description | Items

Local call number
NAU.PH.97.46.24.10

Media type
Image

Creator
Reilly, P.T.

Title
Matkatamiba [Canyon Mile 147.9] 9-20-84

Original creation date
1984

Repository
Northern Arizona University. Cline Library

Use
Digital surrogates are the property of the repository. Reproduction requires permission.

Collection name
Reilly, P.T.
Free Large Photos: Matkatamiba Canyon - 5:25pm
Sliding in the Matkatamiba Canyon creek. [ See full record ]. Matkatamiba Canyon where the
narrows that begins where the creek meets the Colorado River ...
freelargephotos.com/?subject=Matkatamiba+Canyon - 5k -
Cached - Similar pages - Note this

Free Large Photos: Hiking up Matkatamiba Canyon.
Hiking up Matkatamiba Canyon. [ Matkatamiba Canyon ] [ Grand Canyon National Park ] [ Arizona ]. Photographer: Roy Tennant ...
freelargephotos.com/?fatch=000660.xml&title=Hiking%20up%20Matkatamiba%20Canyon.
- 4k - Cached - Similar pages - Note this
[ More results from freelargephotos.com ]

Matkatamiba Canyon album | Raphael Pungin | Fotki.com
Raphael Pungin photos: Matkatamiba Canyon - A hike through a creek running through a
narrow canyon to an open area where we made a human dam.
public.fotki.com/pungin/places/grand_canyon/hikes/matkatamiba_canyon/ - 28k -
Cached - Similar pages - Note this

TopoZone - Matkatamiba Rapids, USGS Havasu Falls (AZ) Topo Map
Matkatamiba Rapids, USGS Havasu Falls (AZ) Topo Map ... TopoZone Map. Matkatamiba
Rapids Topo Map. Copyright TopoZone.com ...
www.topozone.com/map.asp?lon=-112.672&lat=36.3442 - 20k -
Cached - Similar pages - Note this

Matkatamiba Canyon, Coconino County, Arizona, USA - Maps, Photos ...
Matkatamiba Canyon, Coconino County, Arizona, USA - Maps, Photos, Weather, Local
Links.
www.placenamos.com/us/p7773/ - 7k - Cached - Similar pages - Note this

American Whitewater - Matkatamiba
Matkatamiba. See Other Photo Versions Description: Another great side hike on the ...
Matkatamiba. Author Of Photo: Judi Cleary. Bay Village, OH. Details ...
www.americanwhitewater.org/content/Photo/detail/photoid/752/ - 14k -
Cached - Similar pages - Note this
Matkatamiba Canyon

Individuals may use these images for their personal use if they note the source (© Copyright 2007 [name of photographer], FreeLargePhotos.com). If you use them on a web site, link to this site. If you want to use a photo in a product for sale, or to promote your business or organization, contact us for permission (USD$ 50 for a nonexclusive license). Very large versions (at least 4MP) are available upon request for both individual and commercial use. If you think you have what it takes, contribute your photos to this site.

Hiking up Matkatamiba Canyon.  [See full record]
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.google.com/schemas/sitemap/0.84">
  <url>
    <loc>http://freelargephotos.com/?fetch=000001.xml</loc>
    <lastmod>2007-04-25</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.5</priority>
  </url>
  <url>
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  <url>
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  <url>
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  <url>
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    <changefreq>monthly</changefreq>
    <priority>0.5</priority>
  </url>
  <url>
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    <changefreq>monthly</changefreq>
    <priority>0.5</priority>
  </url>
</urlset>
Overview

The Sitemap Protocol allows you to inform search engines about URLs on your websites that are available for crawling. In its simplest form, a Sitemap that uses the Sitemap Protocol is an XML file that lists URLs for a site. The protocol was written to be highly scalable so it can accommodate sites of any size. It also enables webmasters to include additional information about each URL (when it was last updated; how often it changes; how important it is in relation to other URLs in the site) so that search engines can more intelligently crawl the site.

Sitemaps are particularly beneficial when users can't reach all areas of a website through a browseable interface. (Generally, this is when users are unable to reach certain pages or regions of a site by following links.) For example, any site where certain pages are only accessible via a search form would benefit from creating a Sitemap and submitting it to search engines.

This document describes the formats for Sitemap files and also explains where you should post your Sitemap files so that search engines can retrieve them.

Please note that the Sitemap Protocol supplements, but does not replace, the crawl-based mechanisms that search engines already use to discover URLs. By submitting a Sitemap (or Sitemaps) to a search engine, you will help that engine's crawlers to do a better job of crawling your site.

Using this protocol does not guarantee that your webpages will be included in search indexes. (Note that using this protocol will not influence the way your pages are ranked by Google.)

Google adheres to Sitemap Protocol 0.9 as dictated by sitemaps.org. Sitemaps created for Google using Sitemap Protocol 0.9 are therefore compatible with other search engines that adopt the standards of sitemaps.org
Overview

Traffic Sources Overview

- **Search Engines**: 16,104 (58.71%)
- **Referring Sites**: 9,219 (33.61%)
- **Direct Traffic**: 2,104 (7.67%)
- **Other**: 4 (0.01%)

Find more answers in our [help center](https://www.google.com/webmasters/tools/help), including:

- **How can I improve my site’s ranking?**
- **Why doesn’t my site show up for a specific keyword?**
- **Why is my page’s location in the search results lower than before?**
User-agent: *
Disallow: / 

User-agent: NetMechanic
Disallow: /files/
Disallow: /images/
Disallow: /staffweb/
Disallow: /stylesheets/
Disallow: /web/

User-agent: Fusionbot
Disallow: /files/
Disallow: /images/
Disallow: /staffweb/
Disallow: /stylesheets/
Disallow: /web/

User-agent: Googlebot
Disallow: /files/
Disallow: /images/
Disallow: /staffweb/
Disallow: /stylesheets/
Disallow: /web/

User-agent: *
Disallow: /files/
Disallow: /images/
Disallow: /staffweb/
Disallow: /stylesheets/
Disallow: /web/
Enable Crawlers

• Create a liberal “robots.txt” file:
  
  User-agent: *
  Allow: /

• Create a “sitemap.xml” file that:
  – Specifically lists all of the URLs you want to be crawled
  – You register with Google, etc.
Push Stuff Out

• Where are your users found?
• How can you get your stuff in front of them?
• What protocols and standards should you support to enable interoperability?
Three Steps to Discovery

1. Review your “robots.txt” file
2. Create a sitemap and register it
3. Study Google’s SEO doc, and implement everything you can
Rules of Engagement
Three Steps to Engagement

1. Understand your audience and their passion
2. Tailor your site to serve their needs
3. Return to step 1
Understand Your Audience

- Who(are they?)
- What(do they want?)
- When(do they want it?)
- Where(do they want it?)
- Why(do they want it?)
- How(do they want it?)
Passion is the Key

National Institution
- Cultural Hub
- Iconic Status
- Primary Representative

Social Sites
- 2.0 Tools Here
- Choice
- Scale
- Aggregation

Catalog
- Library Assets
  - Things
  - Services
  - Trust
  - Authority

Give

Share

Take

Passion

Courtesy of Jim Michalko, OCLC Research
Sample Engagement Methods

- Tagging
- Commenting
- Listing
- Rating
- Reviewing
- Collecting
- Crowdsourcing
Harry Potter and the Half-Blood Prince

Author: J K Rowling; Mary GrandPré
Summary: Sixth-year Hogwarts student Harry Potter gains valuable insights into the boy Voldemort once was, even as his own world is transformed by maturing friendships, schoolwork assistance from an unexpected source, and devastating losses.
Rating: ★★★★☆ based on 17 rating(s) 5 with reviews
The No. 1 Ladies' Detective Agency
by Alexander McCall Smith

Series: The No. 1 Ladies' Detective Agency (1)

<table>
<thead>
<tr>
<th>Members</th>
<th>Reviews</th>
<th>Popularity</th>
<th>Average rating</th>
<th>Conversations</th>
</tr>
</thead>
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<tr>
<td>6,742</td>
<td>178</td>
<td>273</td>
<td>★★★ ½ (3.74)</td>
<td>330</td>
</tr>
</tbody>
</table>

Recently added by: jclynn, fflydigital, j.c.taylor, dablackwood, murphyd, deadmanjones, paulasimoes, CoryAbbott, BONS, private library

Tags:
- 20th century
- africa
- audiobook
- book club
- Botswana
- british
- contemporary fiction
- crime
- crime fiction
- detective
- detective fiction
- fiction
- humor
- literature
- Mma
- Ramotswe
- mystery
- mystery fiction
- no. 1 ladies' detective agency
- novel
- own
- paperback
- Precious Ramotswe
- private investigator
- read series
- tbr
- unread
- women
- women
Join the first experiment in social tagging of art museum collections.

Here’s how:

- Tag Art
- Museums
- Researchers
- Developers

What is steve? Steve is a research project whose participants are building a tagging tool, collecting tags, analyzing data, and engaging in discussion. We hope to apply what we learn to improving access to works of art. Here’s a diagram of steve’s world.
Winslow Homer (1836–1910)
The Gulf Stream, 1899
Oil on canvas; 28 1/8 x 49 1/8 in. (71.4 x 124.8 cm)
Catharine Lorillard Wolfe Collection, Wolfe Fund, 1906 (06.1234)

John Singer Sargent (1856–1925)
Madame X (Madame Pierre Gautreau), 1883–84
Oil on canvas; 82 1/8 x 43 1/4 in. (203.6 x 109.9 cm)
Arthur Hoppock Hearn Fund, 1916 (16.53)

Emanuel Leutze (1816–1868)
Washington Crossing the Delaware, 1851
Oil on canvas; 149 x 255 in. (378.5 x 647.7 cm)
Gift of John Stewart Kennedy, 1897 (97.34)

Pieter Bruegel the Elder (Netherlandish, active by 1551, died 1569)
The Harvesters, 1565
Oil on wood; Overall, including added strips at top, bottom, and right, 46 7/8 x 63 3/4 in. (119 x 162 cm); original painted surface 45 7/8 x 62 7/8 in. (116.5 x 159.5 cm)
Rogers Fund, 1919 (19.164)

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<thead>
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<th>term</th>
<th>number</th>
<th>%</th>
<th>term</th>
<th>number</th>
<th>%</th>
<th>term</th>
<th>number</th>
<th>%</th>
<th>term</th>
<th>number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
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<td>22</td>
<td>68.8%</td>
<td>black dress</td>
<td>9</td>
<td>31.0%</td>
<td>washing</td>
<td>7</td>
<td>46.7%</td>
<td>harvest</td>
<td>8</td>
<td>47.1%</td>
</tr>
<tr>
<td>2</td>
<td>storm</td>
<td>18</td>
<td>56.3%</td>
<td>woman</td>
<td>8</td>
<td>27.6%</td>
<td>boat</td>
<td>4</td>
<td>26.7%</td>
<td>landscape</td>
<td>6</td>
<td>35.3%</td>
</tr>
<tr>
<td>3</td>
<td>sharks</td>
<td>11</td>
<td>34.4%</td>
<td>table</td>
<td>5</td>
<td>17.2%</td>
<td>American</td>
<td>4</td>
<td>26.7%</td>
<td>peasants</td>
<td>3</td>
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</tr>
<tr>
<td>4</td>
<td>sea</td>
<td>9</td>
<td>28.1%</td>
<td>portrait</td>
<td>5</td>
<td>17.2%</td>
<td>water</td>
<td>3</td>
<td>20.0%</td>
<td>grain</td>
<td>3</td>
<td>17.6%</td>
</tr>
<tr>
<td>5</td>
<td>ocean</td>
<td>9</td>
<td>28.1%</td>
<td>gown</td>
<td>4</td>
<td>13.8%</td>
<td>ice</td>
<td>3</td>
<td>20.0%</td>
<td>wheat</td>
<td>3</td>
<td>11.8%</td>
</tr>
</tbody>
</table>

From: Social Classification and Folksonomy in Art Museums: early data from the steve.museum tagger prototype a paper for the ASIST SIG-CR workshop on Social Classification, November 4, 2006, by Jennifer Trant
Crew of Dimmie John

Mystery Question:
Names of the crew?
[Please answer by clicking on the Comments tab]

Media Type:
Pictures

Item Type:
Photograph

Description:
Black and white photograph of the crew of the fishtug DIMMIE JOHN out of Port Dover around 1925

Date of Original:
1925

Subject(s):
Dimmie John (tug)
Fishermen
Fishing boats
Sailors
Sailor
Crew of Dimmie John

Re. Dimmie John's crew: You asked for this ages ago. here they are: left to right - Tom Murray, Jimmie Montross, Jim Mummery, Dan McLeod, Harry Brown. Photo via of Stuart Brown (son of Harry)

Add your own comment

Name

Email

Comment:
THE FORCING OF THE LOWER RHINE

From the abandonment of their western bridgehead opposite Wessel, a fortnight ago, until the blow fell on Friday night, the Germans had helplessly watched Field-Marshal Montgomery's preparations to cross the Rhine and invade the Ruhr. There was nothing they could do to interfere. They knew that they could not prevent the passage of the river when the mighty Allied military machine was ready to move again. What even the terrible experiences of the past could hardly have prepared them for was the weight of the air assault that descended upon their defences and lines of supply during the days and nights preceding the attack. Nothing so paralyzing had ever been known before, and perhaps no air offensive quite so sustained and ferocious will be mounted again in this war. For the Allies poured out their bombs in the knowledge that the crossing of the lower Rhine, facilitated by the smothering of enemy strongpoints and communications, must bring the end of the struggle within their reach. "Once the river line has been pierced and the crust of German resistance broken," Mr. Churchill told the 21st
THE FORCING OF THE LOWER RHINE

From the abandonment of their eastern bridgehead opposite Wesel, from the night until the blow fell on Friday night, the Germans had triumphantly watched Field-Marshal Montgomery's preparations to cross the Rhine and invade the Ruhr. They knew that they could not prevent the passage of the river when the mighty Allied military machine was ready to move again.

<table>
<thead>
<tr>
<th>Date</th>
<th>Number of volunteers</th>
<th>Cumulative achievements: Lines of text corrected in newspaper articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2008</td>
<td>Australian Newspapers released</td>
<td>4.7 million lines in 216,000 articles</td>
</tr>
<tr>
<td>August 2009</td>
<td>5,000+</td>
<td>4.7 million lines in 216,000 articles</td>
</tr>
<tr>
<td>November 2009</td>
<td>*6,000+</td>
<td>7 million lines in 318,000 articles</td>
</tr>
</tbody>
</table>

when the mighty Allied military machine was ready to move again.

What even the terrible experiences of the past could hardly have prepared them for was the weight of the air assault that descended upon their defences and lines of supply during the days and nights preceding the attack. Nothing so paralyzing had ever been seen.
Flickr

Picture Australia and Yahoo! invite you to contribute your photographs to Picture Australia, using Yahoo!'s online image repository, Flickr (www.flickr.com)!

The Flickr website contains more than 70 million images from contributors all over the world and was acquired by Yahoo! in March 2005. Around 80 per cent of the images stored on Flickr are freely accessible to anyone visiting the site. This sets it apart from other internet photo sharing sites, where users often specify precisely who is allowed to view the images they upload. The site's two million users presently add a new image to the site every four seconds.

Anybody can add their own photographs to Flickr quickly and easily, marking them with descriptions and tags so they can be archived correctly and retrieved at a later date by other visitors.

Picture Australia does not own the Copyright for the images contributed through Flickr. To obtain permission to reproduce the Flickr images found in Picture Australia, you will need to contact the individual photographers by logging into Flickr and using Flickrmail to send them a message.

If you would like to add your photos to the Picture Australia group on Flickr simply follow these steps:

1. go to www.flickr.com
2. Sign in to Flickr, or sign up if you are not already a member
3. To activate your Flickr account you will need to load at least 5 photos
4. Visit the Picture Australia groups, by searching for 'Picture Australia' under the 'groups' tab in Flickr, or by following these links:
   Picture Australia: People, places and events
   Picture Australia: OutTown
   Re-Picture Australia
5. Click on the 'Join this group' link and follow the prompts
6. Read through the group descriptions for guidelines about contributing to Picture Australia, including information on copyright and licence.

'Sambafrog' - photo by Ben Bishop
Picture Australia: People, places and events

Group Pool 59,081 photos | Only members can add to the pool. Join?

Picture Australia (a group admin) says:
17 Feb 10 - The Flickr contributor of the month is Andrew Lehne. Andrew has been visiting and re-photographing some of the same locations as photographer John Collins. Andrew says that his 'Research has taken him to some awesome locations'. See Picture Australia's news www.pictureaustralia.org/news/index.html.
Summary

1. Know your audience — both natural affinity and free floating — and what motivates them
2. Be where they are
3. Engage their passions
4. PROFIT!