

## Getty Flickr Projects

The Getty has two profiles on Flickr:

- 1. The Getty Research Institute** on Flickr Commons, [www.flickr.com/people/gettyresearchinstitute/](http://www.flickr.com/people/gettyresearchinstitute/). This account is used *only* for adding GRI photos to [Flickr Commons](#), a Flickr pilot project for photos in publicly held collections that have no known copyright restrictions. This copyright statement is applied at the account level, which means that all photos uploaded to the GRI account will have that copyright statement. Our participation in Flickr Commons is governed under a contract we have with Yahoo! To add more photos to this account, or to ask about creating another Flickr Commons account, please contact Susan Edwards in the Web Group.
- 2. The Getty**, [www.flickr.com/people/thegetty/](http://www.flickr.com/people/thegetty/), for all other photos. **All Getty programs are encouraged to collaborate to make this a vibrant and visually compelling document of our collective work.**

The Getty currently sponsors one Group Pool

- 3. My Getty Visit** <http://www.flickr.com/groups/mygettyvisit/> .

The Getty has also reserved Flickr usernames for other Getty programs and locations, to prevent others from claiming these names. Where appropriate we will link from these profile pages to relevant content on the main Getty Flickr account. Contact Annelisa Stephan or Susan Edwards in the Web Group if you'd like to take ownership of one of these accounts.

- Getty Conservation Institute [www.flickr.com/photos/gettyconservationinstitute/](http://www.flickr.com/photos/gettyconservationinstitute/)
- Getty Research Institute [www.flickr.com/photos/gettyresearchinstitute](http://www.flickr.com/photos/gettyresearchinstitute)
- J. Paul Getty Museum [www.flickr.com/photos/gettymuseum/](http://www.flickr.com/photos/gettymuseum/)
- Getty Foundation [www.flickr.com/photos/gettyfoundation/](http://www.flickr.com/photos/gettyfoundation/)
- Getty Center [www.flickr.com/photos/gettycenter/](http://www.flickr.com/photos/gettycenter/)
- Getty Villa [www.flickr.com/photos/gettyvilla/](http://www.flickr.com/photos/gettyvilla/)

Note: the username "getty" (as opposed to "thegetty") is claimed by an existing user.

### Goals in Using Flickr

Flickr has a huge user base, and posting our photos there allows us to tap an enormous audience, as well as to engage them with our content through commenting and favoriting. Flickr also allows us to quickly and easily post images online and create

slideshows that we can import to getty.edu. Many of the features Flickr offers-like mapping, adding notes, and tagging-are not available on getty.edu and allow us to create new experiences and presentations.

Like our other social media platforms, our presence on Flickr has several interrelated, mutually reinforcing goals:

- community building
- dissemination of knowledge
- audience development and outreach

#### **Tracking Usage Data of Content in our Flickr Projects**

We're tracking our activities with various Flickr projects in this wiki.

**Tracking for The Getty**, [www.flickr.com/people/thegetty/](http://www.flickr.com/people/thegetty/), Flickr page is located in the Admin Log - Flickr Photostream Admin Log.

Tracking for My Getty Visit Flickr Group is located in the [Admin Log - MyGettyVisit Flickr Group](#) page.

#### **Getty Sets and Collections on Flickr**

The first sets uploaded to Flickr in late 2009 were:

- [Your Art at the Getty Villa](#) - photos of families making drawings on vases in The Family Forum (with leadership from the Museum Education Department in conjunction with Collection Information & Access. [See documentation on this pilot project here](#) [See "Your Art at the Getty Villa" set tracking history here](#)
- [Getty Center Architecture](#) - official photos of the Getty Center
- [Getty Villa Architecture](#) - official photos of the Getty Villa

As of March 2010, we also have:

- [Art Babble](#) - two promotional photos posted in conjunction with ArtBabble's "Play Art Loud" campaign
- [Early Getty Museum](#) - nine photographs documenting the early Getty Museum when it was housed in the Ranch House behind the Villa. Several of these photos show installations of works of art. Using Flickr's notes tool, these works of art are identified in these images and linked back to their collections records on getty.edu.

Possible future sets/collections include:

- Robert Irwin's Central Garden (pending approval from R. Irwin and Museum colleagues) - official photos of the Central Garden at the Getty Center

- Getty field and science projects (with leadership from the Getty Conservation Institute)
- Digital projects and initiatives
- Art created by visitors, e.g., in the Sketching Gallery, studio courses, etc.

### Getty Groups on Flickr

We also want to take advantage of the social networking and cooperative aspects of Flickr through the use of groups - both those we create and those created by others that we contribute to.

Our first group was launched in January 2010:

**My Getty Visit** (<http://www.flickr.com/groups/mygettyvisit/>). The purpose of this group is for visitors to share photos of their visits to the Getty Center and the Getty Villa. Specific guidelines for this group are located on this wiki: [My Getty Visit Flickr Group Guidelines](#)

Questions and suggestions for this group? Contact one of the following Admins for the group:

[3 staff persons in web group and Museum collections information]

Where appropriate, we will also share Getty photos by adding them to public groups set up by others related to museums, Los Angeles, art, conservation, family activities, and other relevant topics. Adding photos to groups helps them to be seen, and does not restrict our control over them. (We can remove photos from groups at any time.)

### Adding a Getty Flickr feed to getty.edu

Flickr allows you to display a feed of images your Flickr account plus a link to that Flickr photostream onto any Web site in two ways: using a slideshow or a Flickr Badge. Before adding a Flickr stream to getty.edu, please ensure that we have permission to post those images on getty.edu.

### Flickr Badges

Flickr provides a step-by-step process for generating a custom badge and the associated code that you'll need to add to getty.edu here: <http://www.flickr.com/badge.gne>. You must be logged in to the account you'd like to create the badge for before going to this page. You can create a badge for your entire photostream, a set within your stream, or choose only images tagged with a given word. The badge is dynamically updated as you update your Flickr feed. So be mindful that photos added in the future to the photo group you select for your badge may not be appropriate for the page on getty.edu where the badge is displayed.

Example: The Getty photostream has a set called "Your Art at the Getty." As of December 2009 the set only contained images of visitors making art in the Family Forum at the Getty Villa. A Flickr badge was added to the Family Forum page on

getty.edu showing the images in this set. Six months later, images from a Family Festival at the Getty Center are added to the same set. If the feed for the badge was set to pull images from the "Your Art at the Getty" set, then these Getty Center images will start to appear in the badge on the Family Forum page. A better option is to have the badge pull images tagged with a word unique to this content, such as "FamilyForum".

Flickr provides an HTML and a Flash version of the Badge. As of December 2009 the Web Group recommends using the HTML version for a few reasons:

- The Getty's logo and photostream name is included in the HTML badge, but not in the Flash badge
- The HTML badge allows you more flexibility to choose vertical or horizontal alignment, and how many images to display.
- Flash requires a Web browser plug-in to be installed in order to view the badge. Some users may not be able to see the badge, and the version of Flash used for the Badge may become out of date, causing the badge to break in the future.

When making an HTML version, please change the link color to #3399cc, which is the Getty sitewide link color.

### **Embedding Flickr Slideshows**

Slideshows can only be created for your complete photostream, or for a set. As with a badge, you'll need to get some code from Flickr to place on getty.edu in order to display the slideshow. From within your photostream or set on Flickr, click on the slideshow word and icon on the upper right of the screen, which will launch a full-screen slideshow of your photostream or set. (If you want to just make a slideshow from images in a set, make sure to click on the slideshow icon for that set.) In the upper right corner of that screen, click on "Share" and then copy the code in the field labeled "Grab the embed HTML" and paste it into your page. You cannot customize a slideshow, although you can alter its size by adjusting the object height and width at the beginning and end of the block of code. Be sure to retain the 4/3 ratio between width and height--get out your calculator! Also pay attention to the functionality on the slideshow - If you re-size it too small, it will lose functionality. It may still show images, but the name of the group/set and the controls may disappear, the link back to Flickr may not work.

### **Getty Account Settings**

We have specified the following settings for all images on The Getty Flickr account.

We do...

- allow anyone to share, blog, or download images unless other conditions apply (such as contract restrictions).
- allow Getty photos to be added to galleries by others.
- allow others to comment on our photos.
- mark all images as copyrighted (rather than Creative Commons-licensed). If you would like to change this default for any images, discuss with Trust Legal first.

We do not...

- allow others to print physical copies of our photos.
- make any Getty photos eligible by invitation by Getty Images (per Trust Legal).
- make any Getty photos eligible for sharing on Yahoo! Updates.
- allow others to change or add tags.

## Policy for Getty Participation in Flickr

In order to make the Getty's participation in Flickr fruitful, fun, and cohesive (and to avoid legal issues), please follow these guidelines:

### Clear All Rights

- Clear permissions for all images before uploading. Do not upload any images to which the Getty does not hold copyright. Check with Communications or Trust Legal in cases of uncertainty.
- If an image depicts any recognizable individual, obtain that individual's written permission before posting. Check with Communications or Trust Legal in cases of uncertainty.
- If an image is covered by any contract to which the Getty is a party, check with Communications or Trust Legal before proceeding. Common cases include contracts regarding loaned works of art and contracts covering the work of photographers hired by the Getty.
- If any works of art appear, please check with the registrar's office at the Museum or the Research Institute, as applicable.
- Before approving images to add to a group, read the group's guidelines: [My Getty Visit Flickr Group Guidelines](#)

### Participate in the Community

- To foster community, staff adding images to the Getty pool must set up a team process to **check for user comments and e-mails**. A communal Groupwise e-mail account that the team can check is one tool for this; alternately, the team can log in to Flickr at regular intervals to check comments and the account's e-mail inbox ("Flickrmail"). Do not, however, rely on the e-mail notifications to know when there is a comment or activity on the photos. Check Flickr regularly (at least weekly). Often e-mails don't get sent for some types of activity.
- **Respond to comments and e-mails**, even if only to thank the user for commenting.
- Do not friend everyone who adds the Getty as a contact. (Flickr "friends" are not the same as Facebook friends or Twitter followers.) Only add other museums/archives/libraries as contacts.

### Label and Tag Sets and Images Accurately and Completely

Sets should ideally have titles of 29 characters or less (including spaces). This is the number of characters that Flickr displays in a set title list before truncating. Avoid using the word "Getty" in set titles unless referring to the Getty Center or the Getty Villa.

**Add appropriate metadata** - including title, description, and tags - to all images. This will vary with the particular body of images you are uploading:

- **titles** may all be the same within a narrowly defined set. Example: "Family Art Lab at the Getty Villa." Do *not* use image filenames (e.g., "DSC\_1024" or "familyforum2.jpg") for image titles. These titles are browseable in Flickr search results. So adding descriptive titles will help users understand your content.
- **descriptions** are optional, but helpful to provide context and searchability. Link to [getty.edu](http://getty.edu) as appropriate. Sets should have descriptions that help users understand the purpose of the image grouping.
- **tags** should contain the applicable mix of the following standard tags:

*Getty Villa images:*

getty  
villa  
getty villa  
getty museum  
museum  
los angeles  
malibu  
california  
usa

*Getty Center images:*

getty  
getty center  
getty museum  
getty research institute  
museum  
los angeles  
california  
usa

...plus a variety of specific tags applicable to the image content and/or location. For example:

masks  
antiquities  
ancient art  
medieval manuscripts  
museum entrance hall  
museum courtyard

sketching gallery  
family room  
inner peristyle  
outer peristyle  
east garden  
atrium  
family forum  
foro familiar

...and so on.

#### How Do I Get Involved?

We invite all departments to participate in the Getty's work on Flickr. If your department would like to contribute, please contact the following members of the Social Media Committee:

- [redacted]

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#### My Getty Visit Flickr Group -- <http://www.flickr.com/groups/mygettyvisit/>

On this page:

- [Guidelines](#)
- [Admin Log](#)
- [Goals](#)
- [Evaluation](#)
- [Schedule](#)
- [Example Messages](#)
- Recently Updated

#### *Guidelines*

#### What kinds of content can/cannot be added to the group?

- **JPGM collection objects** -- works in the public domain are ok. Please inform Cherie Chen in the Museum's registrar office of all images of collections objects that are added to the group. If you are uncertain about whether an image can be added, please consult Cherie Chen. Anything with a (c) mark in the online collections on getty.edu should be routed to Cherie before approval.
- **Outdoor Sculpture** -- Most of the outdoor sculptures **cannot** be posted to this group for copyright and contractual reasons. Please consult Cherie Chen. In some cases it is ok if the sculpture is visible, as long as it is "incidental" to the photo. Check with Maureen Whalen (Trust legal) or Cherie Chen if you are unsure.
- **Central Garden** -- Central Garden images **can** be posted. Robert Irwin has given his permission to link to such images.

- **Privacy and photographer rights** -- Because users have agreed to our rules, when they join the group, we are assuming they do have permission to use the photos and the people depicted in them are aware of this use. Do not include images that include recognizable people in the photograph who don't seem to be aware they are being photographed. It's a good idea to contact photographers who submit images of children to verify that they are the parent/guardian or have permission of the parent/guardian (a sample message is included at the bottom of this page).

### **Workflow for clearing approval on borderline cases:**

- JPGM collections and Modern Outdoor Sculpture images -- consult registrar's department copyright manager
- Images with potential PR implications – Communications PR manager

### **Adding Tags**

We can add tags to the photos in our group. We added a [discussion post](#) to the group that lists some "preferred" tags.

- When approving photos to the group, please add the tags "Getty Center" or "Getty Villa", as appropriate, if the user has not already done so.
- Flickr reads "Getty Center" and "gettycenter" the same - it ignores spaces and capitalization.

### **Guidelines for communicating with Flickr group members**

- When rejecting an image, please contact the user and explain why - i.e. because there are (c) restrictions. An example message is listed below.
- It's ok not to contact a user when you deny their image that has nothing to do with the Getty.
- When inviting an image to be added to the group, users won't have to agree to our rules. So please add the following sentence to the automatically generated invitation text that asks user to read our group rules (with link):  
**"Please read <a href="http://www.flickr.com/groups/mygettyvisit/rules/">our group rules</a> before agreeing to add your image to our group."**
- When communicating with group members, monitors should be logged in as "The Getty." But sign your first name to any communication. See example at end of this page.

### ***Admin Log***

We're tracking unusual traffic and stories related to this group in the [My Getty Visit Admin Log](#). Please use this space to note any spikes in traffic you notice, document any great stories you encounter from our visitors, or any organized activities visitors are engaging in that intersect with this group.

In addition, please use Yammer, our internal staff news feed, to post these unusual stories. Use the hash tag #MyGettyViist on Flickr to mark your posts.



## Goals

Like our presence on other social media platforms, our presence on Flickr allows us to create a virtual bridge between all of our distribution channels and getty.edu. Specific goals of this Flickr group include:

### **1. To create an online repository of visitor images of the Getty Center and Getty Villa.**

Outcomes:

- Staff can draw on this pool of images for specific online and print promotional needs.
- Visitors get an understanding of the Getty visit experience from a visitor's point of view, something we do not provide elsewhere, or on getty.edu
- The images celebrate the Getty Center and the Getty Villa as destinations. We can use this to promote our sites, and journalists and media can also access this content easily.
- We can bring the image feed into getty.edu to enhance content on our own site.
- We can leverage this content on other social media platforms, such as FB and Twitter.

### **2. Provide a space where visitors can share their experiences at the Getty Center and the Villa with each other and with us.**

Outcomes:

- Create dialogue and generate buzz among visitors--viral marketing
- Provide a point of communication to talk about the Getty with our audience
- We learn about art events and visitor communities that we may not find out about otherwise.
- Visitors understand that we appreciate their contributions - garner trust
- We celebrate photography as an art form, as well as our visitors' creativity.
- The ongoing contributions to the group collectively create an impression of the Getty Center and the Villa as vibrant spaces with lots to see and do.

### **3. Connect with the photography and art communities in Los Angeles.**

Outcomes:

- In this audience, we can connect with potential influencers within various artistic circles: photography and camera aficionados, contemporary art in Los Angeles, photographic art circles in Los Angeles, online communities.
- We open ourselves to opportunities with these communities. The Getty already features heavily in the oeuvre of this audience - there are Getty Flickr groups created by others, photography clubs organize events here, and flash mobs have been organized here

### **4. Champion methods for making social media an active part of the workload and workflow within the Web Group and the institution.**

Outcomes:

- Develop a model for monitoring, documenting, and evaluating user-generated content on a social media platform.
- Develop new ways of educating staff around the Trust about the possible applications of user-generated content and social media within our work.
- Embrace audience content by integrating/using it in our website as well as other distribution channels like Facebook, the blog, etc.
- By having conversations with our audience and documenting remarkable stories, we generate new ideas and foster innovation.

### *Evaluation*

Unfortunately, Flickr does not provide stats for its Groups. We'll gather the following information instead:

#### **Quantitative**

1. We'll log the number of photographs in the group on the last day of each month.
2. We'll note dates when the group was promoted in any medium.
3. Track referrals from the group to getty.edu
4. Ask Tim if there is a way to use visitor surveys to ask users if they see our content on other online locations besides getty.edu

#### **Qualitative**

1. We'll record remarkable stories and conversations we have with visitors in the Admin Log.
2. We'll track images that we single out to use for promotion (i.e. for an e-Getty banner or a brochure).

Other options, below, could be implemented for specific projects or goals tied to other projects:

- Set up conversations in the discussion forum about topics we're interested in learning about
- Leverage the photo community in future programming/projects, for example through a contest