

# PHOTO SHARING SITES

GUIDE TO USING NEW MEDIA TOOLS IN RESPONSE TO HIV/AIDS

## What are photo sharing sites?

Online photo sharing sites and applications allow you to upload, store, edit, organize, and share photos. With photo sharing sites, users can connect with each other by leaving comments, and tagging photos with keywords or descriptions. Many users on photos sharing sites offer their photos under a [Creative Commons license](#) so others may use them. Common photo sharing sites include [Flickr](#), [Shutterfly](#), and [Photobucket](#). These sites have much in common with social networking sites, like [Facebook](#) and [Google+](#). [Pinterest](#) is a social network site that organizes online images and photos into themed boards. [Instagram](#) is a mobile app that shares individual photos edited with filters.

## Who is using photo sharing sites?

- 46% of internet users post original photos and videos online they have created themselves.<sup>1</sup>
- People upload an average of more than 300 million images to Facebook every day.<sup>2</sup>
- Six billion images have been uploaded to Flickr as of August 2011.<sup>3</sup>
- Pinterest had the greatest growth from 2011 to 2012 in audience and time spent of any social network, across PCs, mobile web and apps.<sup>4</sup>

## How can I use 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.
- Use photos to tell your story or convey your message and link your audience to resources and information.

## What are some examples from the field?

- AIDS.gov's "Facing AIDS for World AIDS Day" initiative: <http://facing.aids.gov>
- Create your own ad with the Let's Stop HIV Together Facebook app: [https://www.facebook.com/ActAgainstAIDS/app\\_321177927971460](https://www.facebook.com/ActAgainstAIDS/app_321177927971460)
- Greater Than AIDS' "Deciding Moment" photo campaign: <http://www.greaterthan.org/moment/>
- Elizabeth Glaser Pediatric AIDS Foundation's Instagram channel: <http://instagram.com/egpaf>

## Where can I learn more about photo sharing sites?

- Common Craft's Video "Online Photo Sharing in Plain English": [www.commoncraft.com/photosharing](http://www.commoncraft.com/photosharing)
- Mashable's "Pinterest: A Beginner's Guide to the Hot New Social Network": <http://mashable.com/2011/12/26/pinterest-beginners-guide/>
- Beth Kanter's "How Nonprofits Can Get the Most Out of Flickr": [http://beth.typepad.com/beths\\_blog/2008/03/how-nonprofits.html](http://beth.typepad.com/beths_blog/2008/03/how-nonprofits.html)

<sup>1</sup> Pew Internet & American Life Project, "Online Pictures," <http://pewinternet.org/Reports/2012/Online-Pictures.aspx>. Accessed on 1/14/13.

<sup>2</sup> Facebook, "Capturing Growth: Photo Apps and Open Graph," <https://developers.facebook.com/blog/post/2012/07/17/capturing-growth-photo-apps-and-open-graph/>. Accessed on 1/14/13.

<sup>3</sup> Flickr Blog, "6,000,000," <http://blog.flickr.net/en/2011/08/04/6000000000/>. Accessed on 1/14/13.

<sup>4</sup> Nielsen, "Social Media Report 2012," <http://blog.nielsen.com/nielsenwire/social/2012/>. Accessed on 1/14/13.

 Exit Disclaimer: Links marked with this image are non-government websites.

## Join the Conversation

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