Publishing photos to Flickr

How to use the Publish Services panel to publish photos to the Flickr website

This extract is taken from the Lightroom 4 book. I removed this in order to demonstrate a publish services workflow using Behance in Lightroom 5. This PDF therefore shows the subtle differences in workflow when publishing to Flickr.

Publishing photos via Lightroom

The Publish Services panel (**Figure 10.84**) allows you to publish collections of photos to sites such as Facebook and Flickr. When photos are published in this way there remains a constant link between Lightroom and the hosting Web site. Any subsequent changes you make to a photo in Lightroom are propagated to the server hosting the images online. Here is how to establish a publishing link.
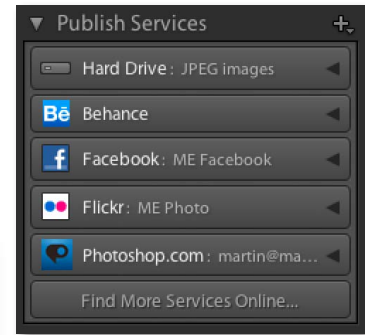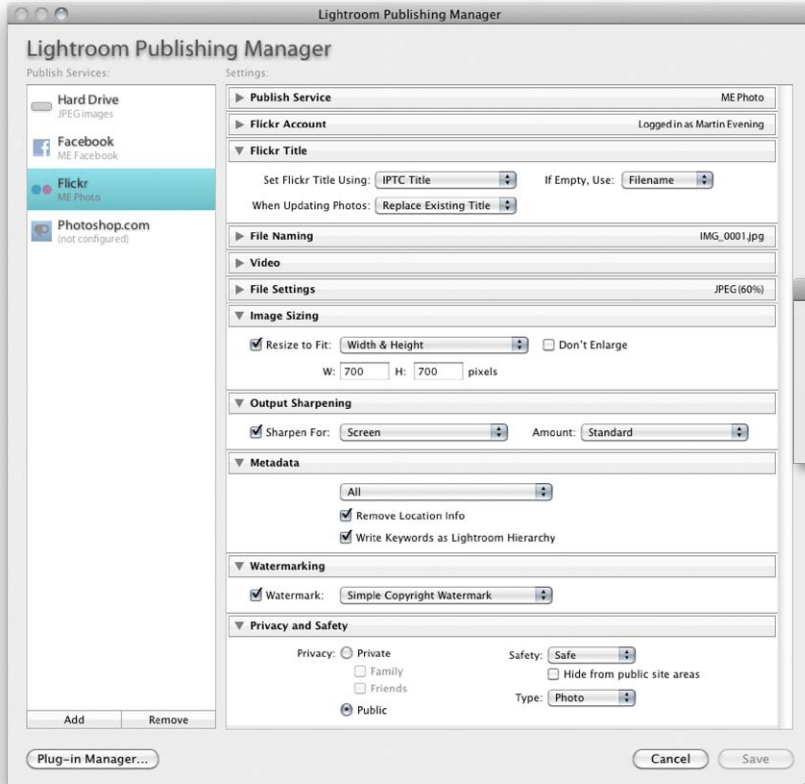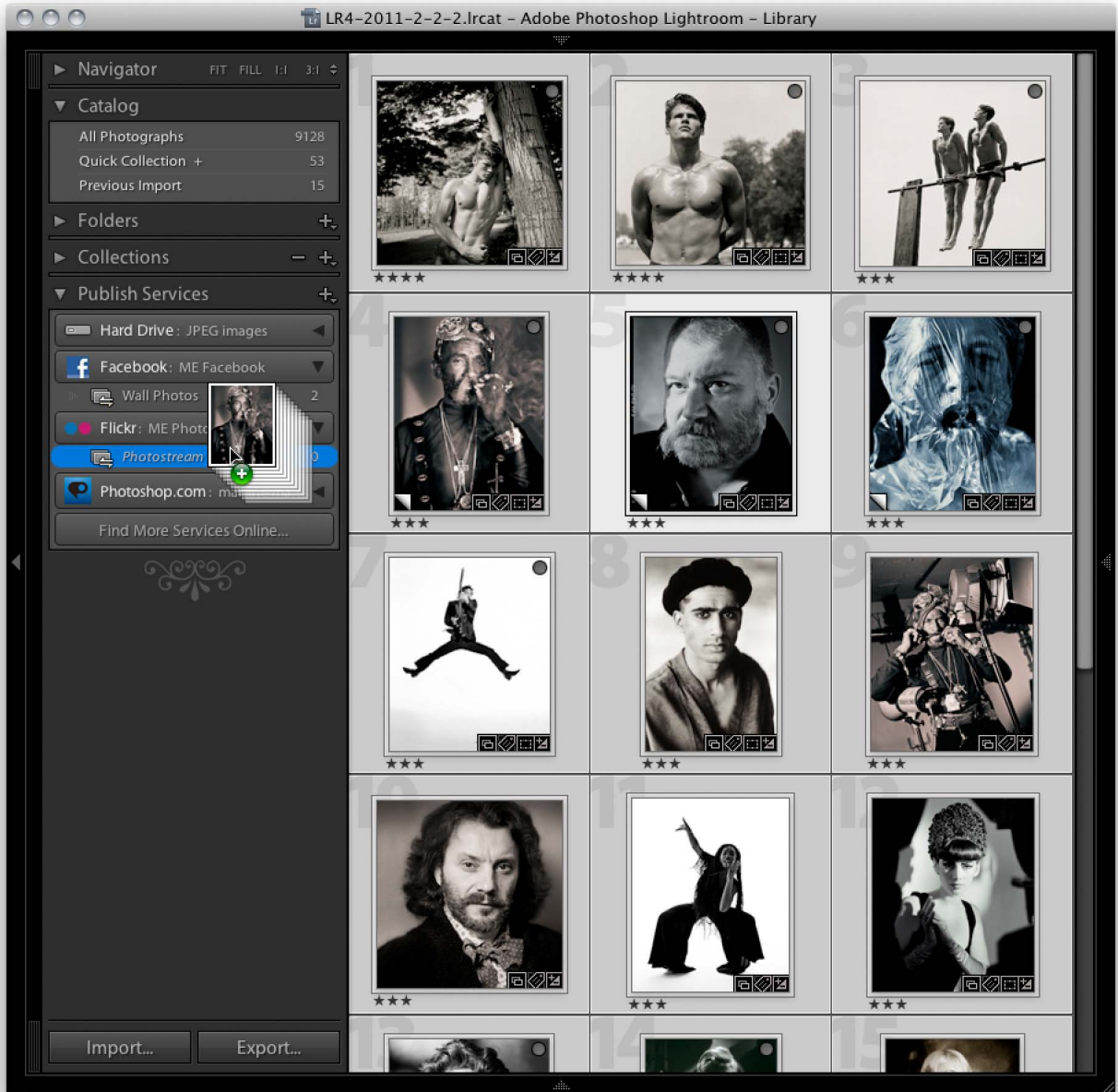

Figure 10.84 *The Publish Services panel. This allows you to connect to services such as Facebook and Flickr accounts.*

1. To start with, I clicked on the Set Up… button in the Flickr header in the Publish Services panel. This opened the Lightroom Publishing Manager dialog shown here (or, you can click on the + button in the Publish Services panel and choose Manage Publish Connections…). If you already have a Flickr account, click the Log in button and enter your Flickr account details. If you don't have an account you'll be taken to the Flickr website where you can create one. Here, I configured the remaining Export settings to establish what size I would like the large images to be and whether to add a watermark. You can also set the privacy settings for your Photostream images. Private means only your family and/or invited friends will be able to see your photos, or you can make them publicly available. Note you will also need to authorize allowing Lightroom to communicate with Flickr before completing this process.

NOTE

The "Flickr Title" section allows you to choose the current image filename or the IPTC Title field as the image title that appears on the Flickr website and, if the Title field is blank, substitute the filename anyway. You can also choose to update the image titles with each update or leave as is. If you intend on using the Title field as the image title, this allows you to manage the image naming on Flickr via the Lightroom Metadata panel. The File Settings section also allows you to set a file size limit for the photos you generate to go up on the Flickr site.

2. I was now ready to start adding photographs to my Flickr Photostream. I clicked on the Flickr header in the Publish Services panel to expand the Flickr panel contents. This revealed the Flickr Photostream and it was now a simple matter of using the Library module to search for the photos I wished to add and drag and drop these across to the Photostream in the Publish Services panel.
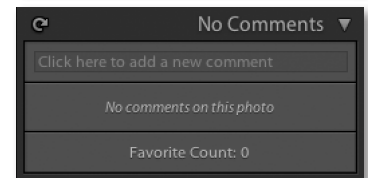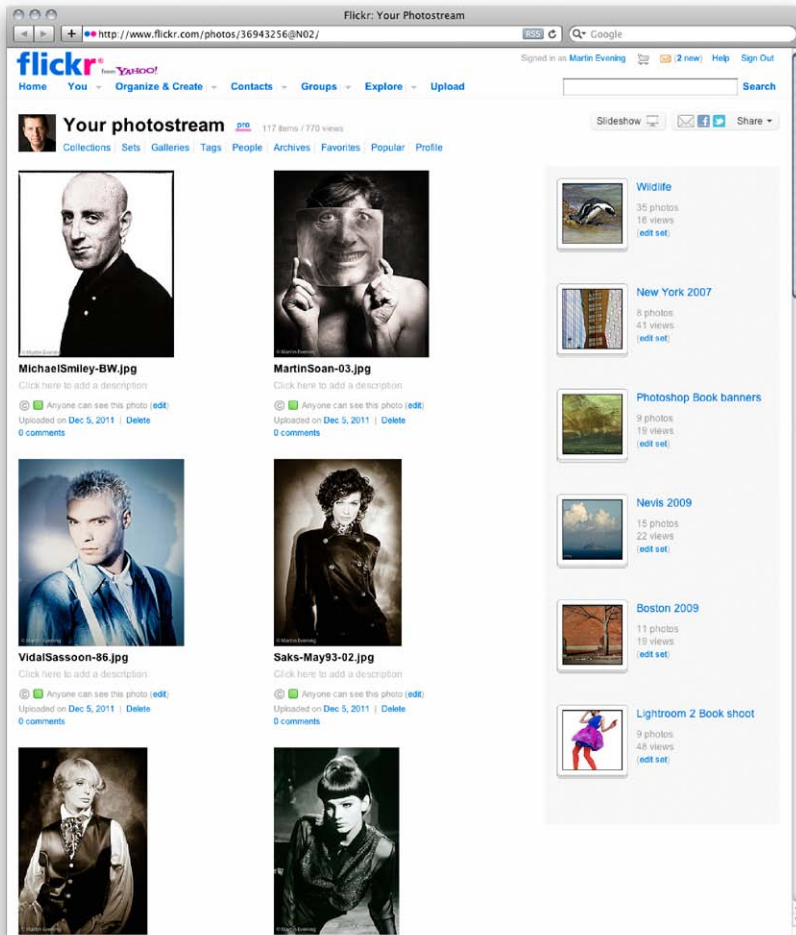
NOTE
Publish Services also allows you to publish video clips. You can therefore publish directly to Facebook or Flickr via Lightroom.

3. Following on from Step 2 I uploaded this first batch of photographs to my Flickr page. To do this I clicked on the Publish button (which is available in the bar at the top, as well as in the bottom-left corner) to publish them to the Flickr site. After successfully doing this they were then segmented into the "Published Photos" section at the bottom. In this screenshot, I had just added a second selection of photos to the Photostream and these appeared under the "New Photos to Publish" section, meaning they had yet to be uploaded to the Flickr page. To do this I needed to click on the Publish button. This instructed Lightroom to upload all the "New Photos to Publish" photos to my Flickr account page. As the photos were added they emptied from the "New photos to publish" group and joined the "Published photos" group below. There they would remain until I decided to do anything else to them. For example, if I were to edit the IPTC metadata or the develop settings for any one of these images, this would move the image out from the Published photos group and into a "Modified photos to re-publish" group. This mechanism allows you to keep track of which photos have been published and which ones have been modified in some way or have yet to be published. Lightroom therefore always keeps you informed whenever you need to update the photos to be published on your Flickr page.

NOTE

You can also publish photos to a hard drive directory on the computer. If designing a book you could use the Publish panel to generate resized TIFF files for use in the book and publish these to the folder that's linked to by the page layout program. If changes need to be made to any of the images, you can edit them in Lightroom and then simply republish them to generate new TIFF masters that will remain automatically linked in the page layout program. You could also use this mechanism to maintain off-site backups of important original images. It can be useful for publishing photos to a device such as an iPhone or iPad. It is also now possible to create multiple folders in the Publish Services panel.

4. Having published the photos, I needed to wait a minute or two while Lightroom rendered and uploaded the JPEG files to the Flickr server. Once this was complete, I could go to my Flickr page and check how the Photostream appeared online. To do this I right-clicked on the Photostream and selected "Shown in Flickr." This opened my Flickr page directly via Lightroom. If you are familiar with the way Flickr works you will know how you can use the site to manage your photos into collections and click on the italicized text that appears below each image to add a description. If your photos are made available for anyone to view (see Private vs. Public settings in Step 1), anyone visiting these pages can add their own comments. Because Flickr and Lightroom are able to communicate with others, as you browse the photos contained in a Photostream these comments are also updated in the Lightroom Comments panel. This allows you to see comments and also tells you how many times a photo has been marked as someone's favorite.

NOTE

There is a PDF on the book's website showing how you can use Lightroom to setup a Photoshop.com publish service.

NOTE

If you right-click on a photo in the Publish Services you can select "Mark to Republish" to move it to the "Modified Photos to Republish" group. You can then use the contextual menu to select "mark as Up To Date" and undo this again.