

# Tips on How to Avoid Losing Your Digital Photographs



## Agenda



Finding Your Photos



Sharing Your Photos



Storing Your Photos



Everyday Tips

[CCullens.com/BackupTips](https://CCullens.com/BackupTips)

Full Program at [CCullens.com/Backup](https://CCullens.com/Backup)

Chane Cullens  
[Chane@CCullens.com](mailto:Chane@CCullens.com)

September 7, 2024  
Click! Photography Conference  
Cape Cod, MA

# Facts About Preserving Memories

Your digital memories can disappear in the blink of an eye - hardware failures, loss & disaster

## Fact 1

- There are many “right ways”

## Fact 2

- Backup is an “ongoing” activity, not a “one-time” activity

## Fact 3

- The longer you ignore backup, the worse your loss





# Finding Your Photos

**Consistency**  
reduces the  
complexity of  
finding a photo

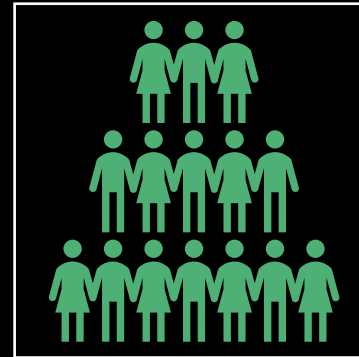
# Consistent Digital Archive Location

You must  
know where  
to look to  
find photos



Location, Location,  
Location ... My computer,  
external drives, drawers ...

Tell others the  
location



More than 1 location  
is good, more than 3  
locations does not  
work well






Consistent Organizational Style

# Folder Names






## Organization Hints

- 1. By date
- 2. With descriptive titles






### Year

-  2020
-  2021
-  2022
-  2023
-  2024

### Month

-  01 January
-  02 February
-  03 March
-  04 April
-  05 May

### Day

-  2023 08 02 Machias
-  2023 08 02 Peacock
-  2023 08 02 Roosevelt
-  2023 08 02 Sunset
-  2023 08 03 Bad Light

2023 08 02 Boat from Machias Seal Island - Eagle, Lighthouse



## Consistent Organizational Style

# File Names

### Example:

**20230802 100713 R5-C.cr3**

### Solves

1. Where to find the original
2. Finding related photos

**2023** Year, **08** Month, **02** Day  
**10** AM, **07** minute, **13** seconds  
**August 2, 2023 at 10:07 am**

FYI – **R5-C** lets us know if Rhonda or Chane and camera

## Organization Hints

1. Simply use date + time

# Search with Metadata?

## Hidden information embedded within a photo file

### Technical data

- Settings: aperture, shutter speed, ISO ...
- Camera info: model, lens, date, time, focus point ...
- File size: how large, width, height, rotation
- Location: GPS coordinates, city, state, country

### Descriptive data

- Caption: a short description of the photo
- Keywords: descriptive terms
- Copyright: who owns the photo
- Contact: phone number, email, URL

### Info from camera plus post-processing

Description	Hoi An Old Town
City	Hoi An
State	South Central Coast
Country	Vietnam
Keywords	Bridge, Cityscape
Credit	Chane & Rhonda Cullens
Creator Work Email	Chane@CCullens.com
Creator Work URL	www.ccullens.com
Aperture Value	1.8
Exposure Time	1/13
Date/Time Original	2019:05:11...
GPS Latitude	15 deg 52' 35.55" N
GPS Longitude	108 deg 19' 36.76" E
Plus, over 100 other items	

# Use the 3-2-1 Rule to Protect Your Precious Memories



3

- Make three **copies** of all your photos

2

- Store your photos on your **PC** and an **external drive**

1

- Keep a **third copy** outside your home. Friends, work, safe deposit box, online ...



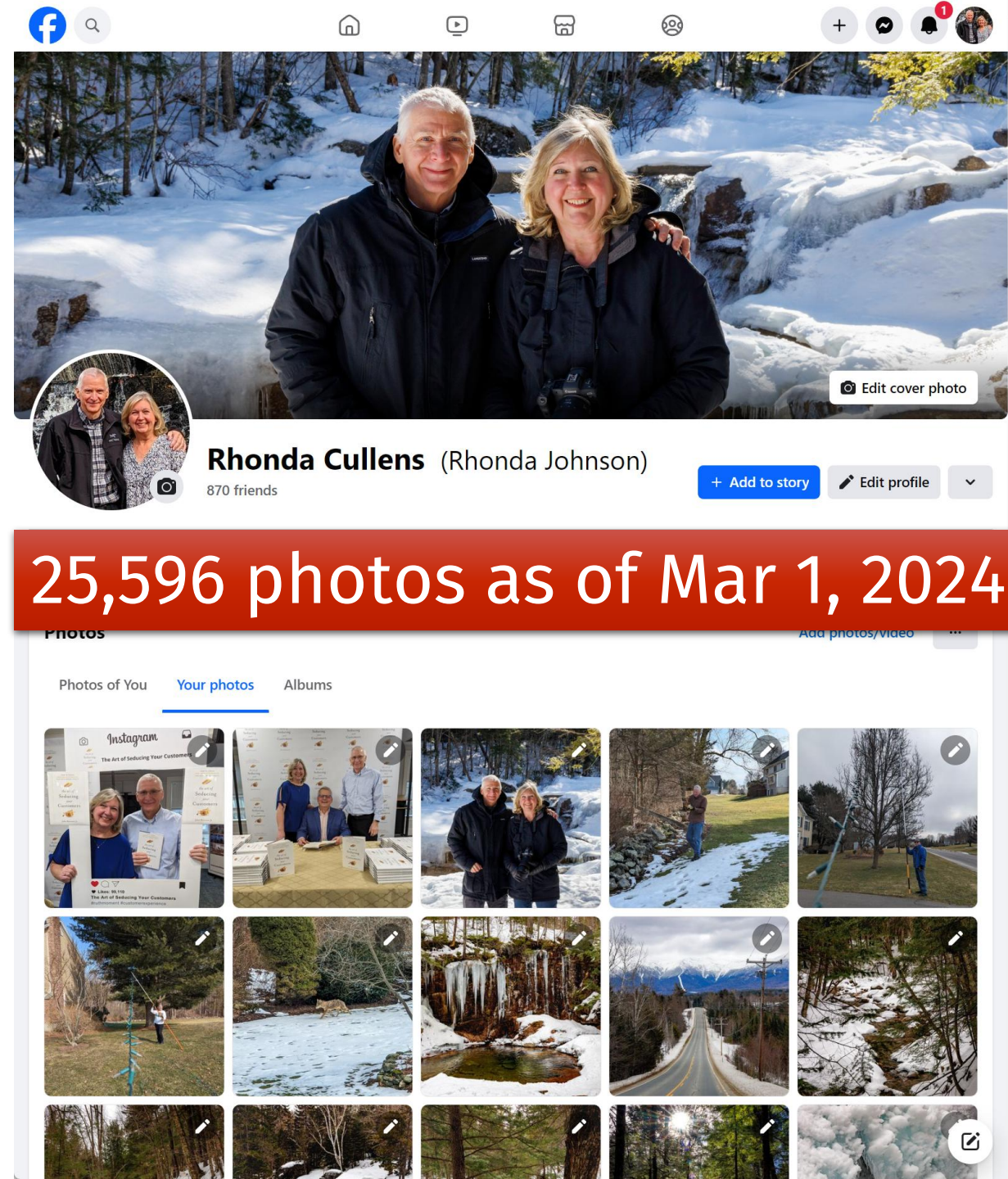
# Social Media

## “Free” backup

# Facebook

# Instagram

...



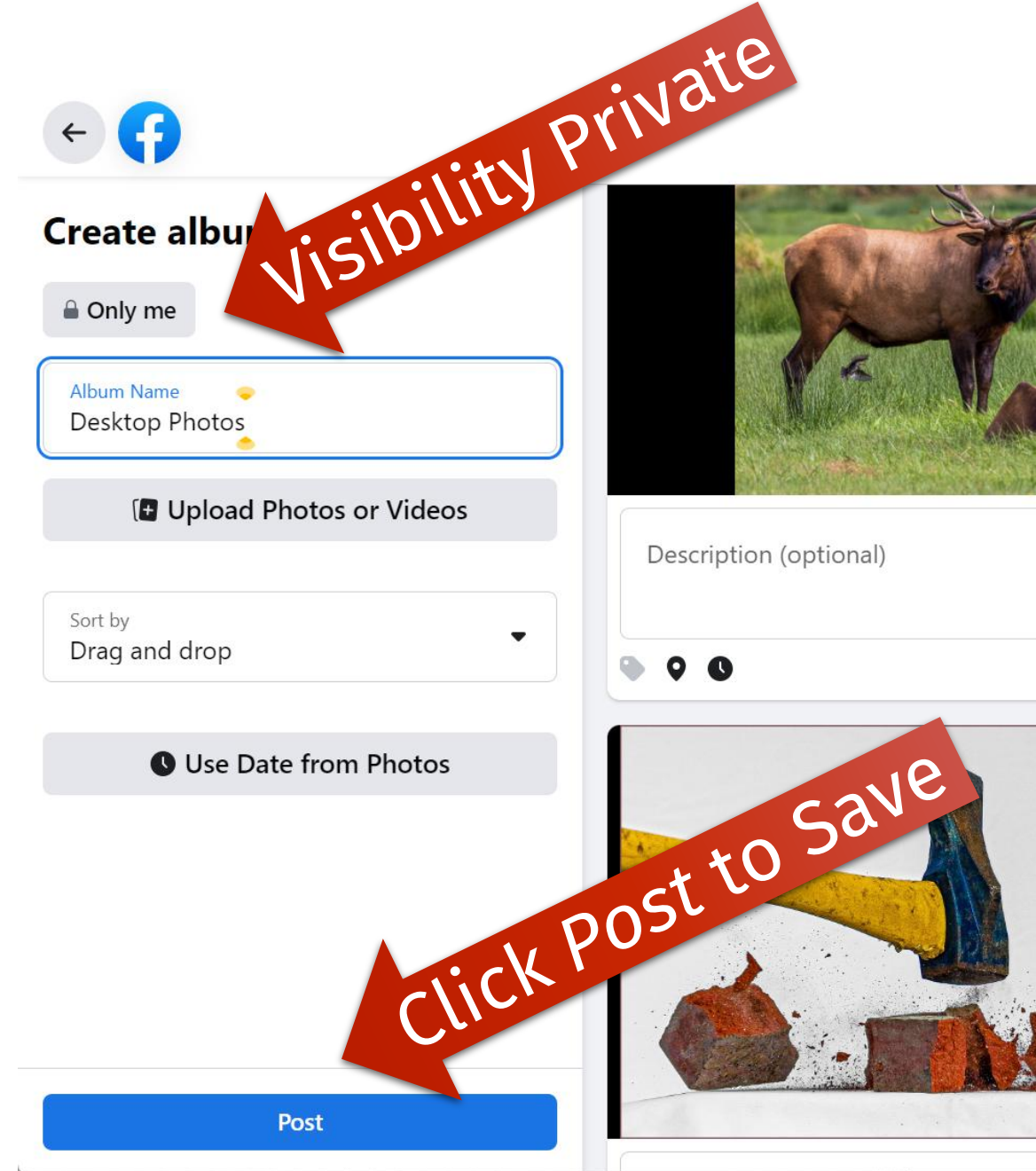
# Using Facebook as “Good” Free Backup

Private Facebook Albums

1,000 photos per album

JPEG files

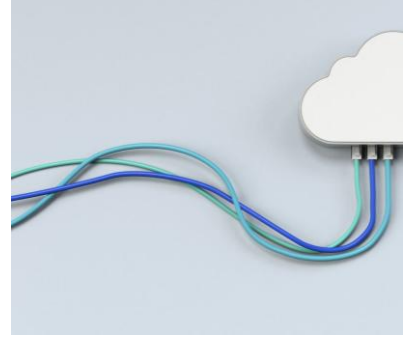
Good photo quality  
(2000 x 2000 pixels)





# Cloud Backup Services

Some space “Free”. Purchase more when needed.



Microsoft  
OneDrive

Apple  
iCloud

Google  
Drive

Dropbox

Adobe  
Creative  
Cloud

Amazon  
Photos

Feature of  
Amazon Prime

These are the big players. There are dozens of other choices.

All have software for Windows, macOS, iOS & Android



# Amazon Photos

“Free” with Amazon Prime ~ \$140 a year  
Unlimited Photos!

JPEG(jpg, jxl), TIFF (tif), HEIF (heic, hevc), WebP, AVIF,  
iOS Burst, GIF, BMP, PNG ...

RAW - iOS, Canon, Nikon, Sony, Olympus, DNG ...

Chane's usage as  
of August 24, 2024

Using it for many years

**Photos** (1,044,074)  
20 TB of unlimited used



# Amazon Photos – Amazing Search

Search for People, Places, Things (food, moon, barn, deer, bird ...), Dates ...

<https://www.amazon.com/photos>

Search “Rhonda” plus  
“Chane”

Amazon Photos found  
5,100 photos seconds!

Amazon only finds faces.  
You are responsible for  
adding a name to a face.

The screenshot displays the Amazon Photos search results for the query "Rhonda" plus "Chane". The interface includes a left sidebar with filters, a top section for sorting and sharing, and a main grid of photo thumbnails.

**Filters**

- Media types**: Photos 38 (selected)
- Date Taken**: Clear
- 2024 38
- January 24
- February 14
- 2023 647
- 2022 312
- 2021 291
- 2020 94
- 2019 347
- 2018 123
- 2017 236
- 2016 525
- 2015 357
- 2014 222

**Sorted by date taken** (dropdown arrow)

**Feb 14 — 4 items** (Share button)

**Feb 13 — 4 items** (Share button)

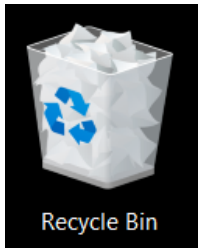
**Feb 12 — 6 items** (Share button)

The photo thumbnails show a man and a woman (Rhonda and Chane) in various settings, including dining tables, snowy outdoor areas, and close-up portraits.

# Technology Tip

Deleted or Missing Files are often recoverable!

1



Look in Trash

2

The most common loss is when the “index” to files is damaged. AKA Corrupted Drive.

- Search for tools online.
- Chat with a tech team, e.g., Best Buy Geek Squad

# How Much Storage?

Key question when purchasing an external drive

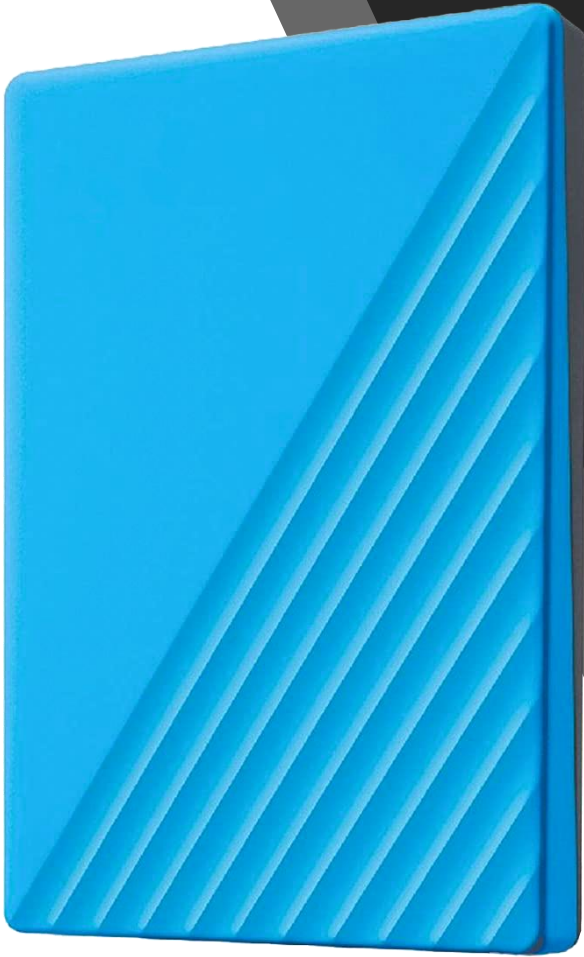
1

Find your **total photo storage size** by adding up your current photo storage areas

cards, flash drives, internal and external drives ...

2

Buy a new drive **twice** as large for years of growth





# Where to Start?

How to use your new storage drive

Determine your organization style for folder and file naming

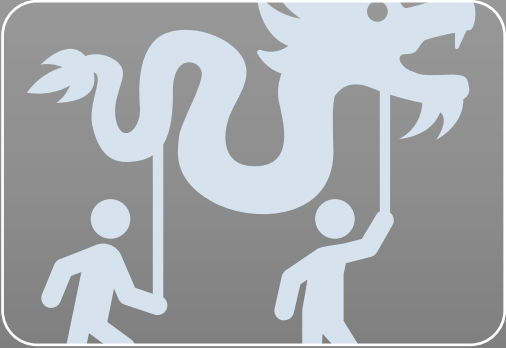
Use for all new photos you download

Use for a month or two, then start moving previous years' photos to your new style

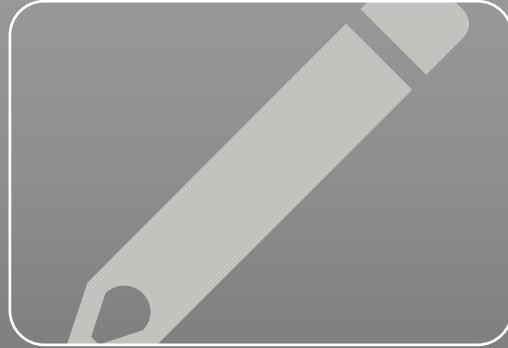


# Repeat Every Month or Two

Backing up is a never-ending activity



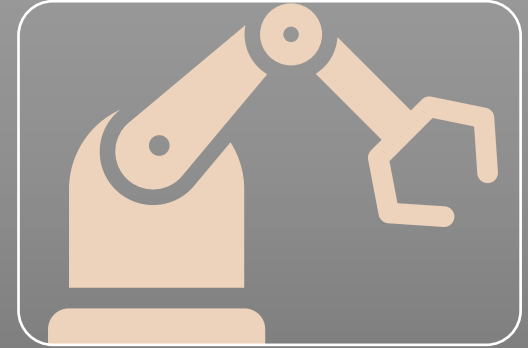
Copy  
**photos** to  
the  
external  
drive



Also, copy  
any **edited**  
photos you  
may have  
stored  
elsewhere



Organizing  
and  
copying a  
**new group**  
of old  
photos



Look for  
ways to  
**automate** a  
step



# Summary

Don't role the dice on your treasured photo archives

