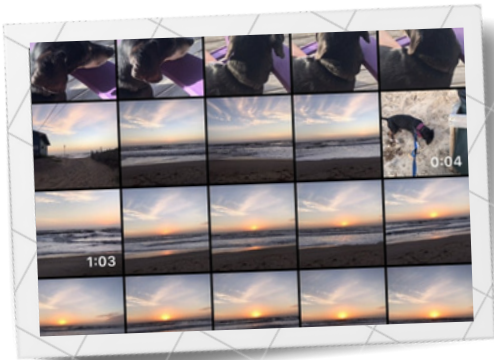




INSIDER'S
GUIDE

PHOTO ORGANIZING



WHAT'S THE PROBLEM?

The numbers are impressive - there are an estimated 1.7 TRILLION paper photos stored in albums, attics, and shoeboxes. Other estimates show that Americans have taken over 550 BILLION non-digital photos. These photos represent the heart and soul of a family's history - new babies, first steps, weddings, vacations, new business openings, vintage photos of great grandpa - and all at risk. Less than 1% of these memories have been transferred to digital, a much more durable and reliable format. The remaining 99% are still very much at risk of being lost or forgotten.



The numbers of digital photos taken every day are also staggering. According to Photutorial's 2024 trends and forecast report, 1.81 trillion photos are taken worldwide every year, which equals 57,000 per second, or 5.0 billion per day. By 2030, around 2.3 trillion photos will be taken every year. 92.5% of photos are taken with smartphones, and only 7% with cameras.

The ability to find that picture of Susie at her first dance recital or that precious photo of Grandpa holding his first grandchild has become a frustrating challenge for the average family. In addition, many families do not have a sufficient backup system in place to safeguard their family photo collection and the memories it holds.

THE EMOTIONAL REWARD

Give yourself a pat on the back! You have already taken the first step in recognizing that your photos are important enough to get some help. When we ask people why they take photos their responses are consistent. They take photos to document and remember experiences, people, events, places, and milestones that are important to them. They capture what they VALUE in life! We are a people of stories and photos help tell the stories of our lives.

Studies show that photos have a positive impact on families by connecting generations and reinforcing positive values. In fact, many experts agree that photos have a significant impact on the emotional wellbeing of children. Parenting and youth development expert, Doctor G (Deborah Gilboa, MD) says that “organizing and displaying photographs connects children to our families, our values and our life goals for them.” Through her work, she demonstrates how helping families to use their pictures also helps them to raise the next generation to be respectful, responsible, and resilient! When you take the time to organize, backup, and share your family photos the rewards are infinite!

The power of photo Reminiscence Therapy (pRT) for those living with dementia and their caregivers has been under-represented in the research community. To bridge the gap, a coalition of organizations joined forces to demonstrate a new understanding of the power of pRT and how it may improve the quality of life for those with dementia by minimizing social isolation and improving medication compliance and general cognitive performance. You can learn more about this study at <https://www.vivid-pix.com/reminisce/>





GETTING STARTED

Step 1: Hunt and Gather

Designate a temporary workspace in your home that allows you to spread out. A large table in the corner of a room or a separate room. Assemble your supplies. Gather your memory collection into your workspace. Locate all photo albums, loose printed photos, memorabilia, negatives, slides, undeveloped film, loose memory cards, family artifacts, home movies (ex. VCR tapes, miniDV's, film, etc.). Determine the devices where you have photos stored, such as your smartphone, computers, and tablets.

Assess the mess. It's time to take an inventory and lay out your plans. You need to know how many photos you have to deal with so that you can plan the scope of your project. Taking a count of your digital photos can be done in a few clicks. Printed photos are a little less exact.

Having an end goal and a deadline will help motivate you towards completion. Think ahead to when you have your entire photo and video collection organized and accessible. How would you like to share and enjoy those photos? Do you want a family yearbook with highlights? Do you want a photo gallery on your wall with milestone events? Do you want online photo albums that other members of your family can access? What about a video slideshow to enjoy with some popcorn? Choose a few fun ways you plan to celebrate and share your photos - this is the fun part!

Step 2: Sort and Organize

Before you start organizing your printed or digital photos, take a moment to consider how you want your photos to be organized. Do you already have a structure in place that you can build on or fine tune? If you already have some or many of your printed photos in chronological order, then continue with that structure.

Create a family timeline that plots birth dates, wedding dates, special or milestone events, vacations, etc. This timeline will make it easier to identify photos and events, as you work your way through your collection.

As you sort your printed photos, plot your organizational structure with sticky notes on your table or inside a sort box. Use an index card to note key points that you will use later to tell the story. Identify and set aside any photos that you plan to have digitized. Wear cotton gloves for this process!

Before you begin working with your digital photos, perform a backup! You'll want to be sure you have an extra copy of these important photos in case you get carried away with the delete button! Digital photos can be overwhelming, especially if you have a lot of them. Choose photo-organizing software that does most of the work for you. Look for features like calendar or time sorting, star-rating, and the ability to use keywords. These simple tools will make it easy for you to find the photos you want in a few clicks.

As you work through your digital photos, use the ABC's of photo organizing (see below) to identify key photos and use a rating system to flag your favorites. Renaming your images is also a good practice to put in place now. Your photos will have a numbered file name assigned by the camera when you took them. The Photo Managers™ recommends the following naming convention:

Year-month-day-event

2014-01-20 Grandma's 80th Birthday

Using this format, your photo organizing software or computer will automatically sort your photos in date order. What's more, photos exported or shared with the family will have your new filename to help identify the photo!

ABC's of Photo Organizing

A = Album-worthy; your best photos

B = Stored in a Box, support A photos or you aren't sure if you want to keep

C = Yes, you Can toss photos in the trash Can!

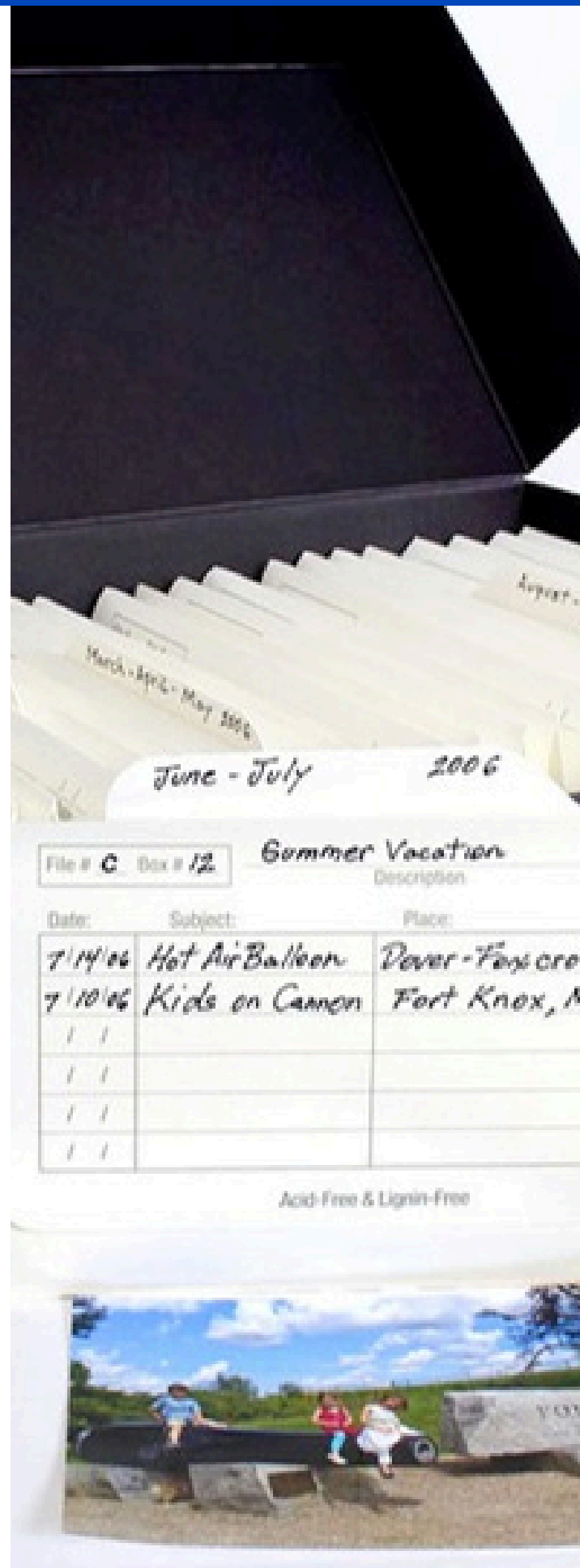
S = Photos with a Story

Step 3: Archive and Backup

Once your collection is sorted and organized, you need to consider how you will protect this important family asset. Digitize your important printed photos and store your entire collection in a photo-safe storage box. The box you choose should protect your prints from light and be free of acid and unstable plastics, such as PVC, as these things can accelerate the deterioration of your photos. (Check out our Resource Guide on page 8 for our recommendations.)

Plan to have several backups in place to protect your digital images and scanned printed photos. We recommend having at least three copies of your digital photos collection, including one copy that is stored off-site. An off-site backup could be an external hard drive located in a safety deposit box or at a family members home. Off-site could also include a cloud-based option. Backups can be performed manually or automatically depending on the system you choose.

Our Favorite Storage Solutions





Step 4: Celebrate and Share!

Photos are meant to be shared and enjoyed. A printed photo book of your latest vacation displayed on a coffee table will be enjoyed more often than photos tucked away on your computer. A wall display will bring years of enjoyment and surround your family with positive memories on a daily basis.

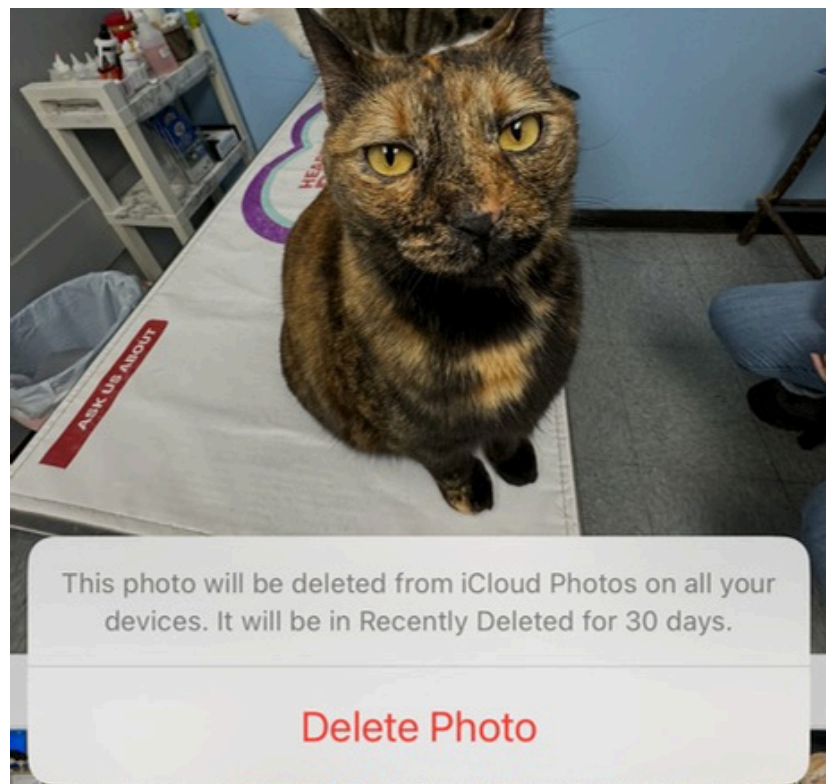
Looking through your first photo book will inspire you to want more and provide the motivation you need to make this a regular habit. In the years to come, imagine a family bookshelf filled with your favorite memories ready to share and enjoy anytime. Most importantly, your family story will be documented for generations to enjoy!

Step 5: Maintenance

Set aside time in your schedule to manage your photos on a regular basis. This may be weekly or monthly depending on how many photos you take.

This is an important task that should be added to your calendar alongside life's other responsibilities. Maintaining your collection in short, manageable time slots means you'll avoid a repeat of the chaos that happens through neglect!

Finally, if you get stuck, get help! I am here to help you with instruction and guidance, and can work alongside you or complete the entire project for you. You're not alone!





Resource Guide: Our Top Product Picks

[Mylio](#) - A photo organizing and editing app that syncs your photos to all your devices. Edit and organize on your mobile devices and your changes are updated in real time on all your devices!

[Projector](#) - Create your own home movie streaming platform. Now you can watch your family videos with the same ease as you do Netflix!

[Archival Methods](#) - Archive quality storage accessories for all your photo storage needs.

[Nixplay](#) - Enjoy your photos with a digital photo frame.

[Ollie](#) - Effortlessly delete your iPhone photos and keep the best.

[Artifacts](#) - From saving memories while decluttering to preserving the value behind your things, Artifacts gives you a digital way to organize stuff and capture the meaning behind objects.

[BackBlaze](#) - Cloud-based backup for your entire computer system. Backblaze works in the background 24/7 to ensure that your photos and documents are always protected.

[Trustworthy](#) - Say goodbye to the days of scattered documents! From birth certificates to important home documents, Trustworthy is your all-in-one solution for safeguarding your legacy.

[Permanent.org](#) - Cloud-based backup for your entire computer system. Backblaze works in the background 24/7 to ensure that your photos and documents are always protected.

[Dig Your Photos](#) - The tools and structure for any novice to organize and pare down their own photos.

[The Photo Managers Academy](#) - Enjoy self-paced online courses on how to sort, digitize, and share your memories.