

## **Behind the metadata curtain: Which common platforms read, create and release photo tags?**

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Metadata is the digital equivalent of “back-of-the-photo” details and can carry a picture’s story now and for future generations.

In this session we’ll uncover the metadata capabilities of platforms commonly used by genealogists to preserve and share digital photos with details. You’ll learn which platforms read photo metadata, which ones allow you to edit/create metadata, and which ones allow your metadata to travel within your photos when they are exported or shared.

A detailed chart summarizing capabilities of example programs will be presented during the presentation and will be posted after the presentation at:

<https://www.memoryweb.me/behind-the-metadata-curtain-charts>

- 1. Know the metadata capabilities of common photo file types**
  - a. JPEG
  - b. PNG
  - c. GIF
  - d. TIFF
  - e. RAW
  
- 2. Capabilities of key common metadata tags used by family historians for photo files**
  - a. People
  - b. Location
  - c. Date (and approximate date)
  - d. Albums
  - e. Comments/captions
  - f. Contact info/copyright
  
- 3. Know your metadata options (and limitations) for common platforms used by family historians**
  - a. Ancestry
  - b. Facebook

- c. FamilySearch
- d. Forever
- e. Google Photos/Google Drive
- f. Instagram
- g. Lightroom
- h. MemoryWeb
- i. MyHeritage
- j. SmugMug/Flickr

- 4. **Best Practices for preserving your “back of the photo” story in metadata**
  - a. Platforms to add (and keep) metadata
  - b. People tagging
  - c. Location tagging
  - d. Date tagging
  - e. Photo linking (front/back scans)