picture post

Let's Create a Successful Monitoring Project!

The Picture Post Network enables citizens to monitor change. This tip sheet will get your group started and soon become vibrant contributors to your community's environmental health.

A Picture Post is an 8-sided platform for taking and sharing repeat digital photographs on the Picture Post website. What change do you want to monitor?

▪ get people involved

Recruit a team to install the post. Recruit volunteers to take pictures on a regular basis. Schedule a training at the post and show people what they will be doing and why. Always keep in touch with your volunteers!

▪ set monitoring goals

What do you want to monitor? Every community can tell their story using Picture Post. Are you looking for seasonal change (this is also called phenology), recovery from a storm, effects of development? Do you want to assess disease or pest damage, or simply monitor long-term change in growth of plants? Setting goals will help you put the post in the best spot and decide how often to take pictures.

▪ reward participation

Offer something for levels of participation. Give a shoutout in your newsletter to people who take pictures. Rewards like a tee shirt or coffee mug for folks who take 100 pictures or who take pictures year round are appreciated. Be creative! Your volunteers will reward you with many picture sets.

▪ share your story

Sponsor an event in your community. Present your observations and findings there. Get your project noticed - send out a press release each season to your local newspaper. Add the picture post logo to trail kiosks or your organization's promotional materials to advertise your participation in the network. Offer a post top as an item at a fundraiser like an auction. Work with your local library to put up a display for the public. Visibility is a key to success!

▪ contact us to find out more

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The Picture Post Network is part of the Digital Earth Watch (DEW) environmental monitoring program. Picture Post is housed at the University of Oklahoma and was developed with funding from NASA.