

Watermarking sub-panel of the Export window in all of this and I know you were worried that I would forget about it. But have no fear, like an unforgettable French wine I had many years ago but can't remember the name of, I have indeed remembered it and you'll see I even remembered to call it Watermark!

How To Watermark Your Photos



Now I'm going to show you how to watermark your photos while exporting. Personally I never use this option because let's be frank, these days on the internet, if someone is going to steal your photo, they'll figure out a way to do it. I've spoken to top photographers who don't watermark their photos and asked them why not. Two main responses:

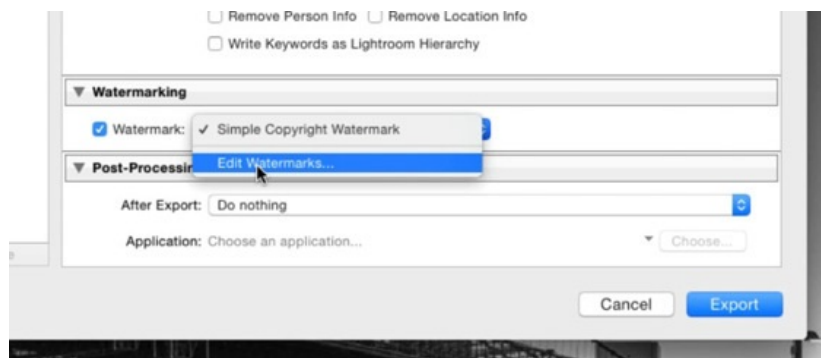
1. Because if stolen, they can still easily prove it and press legal charges and not only get the funds plus damages, but they teach a thief a lesson and through this help protect other photographers.
2. Because almost all of the paying clients or big companies will never steal your photos for fear of legal repercussions or because they were already honest to begin with. Plus the photographer was perfectly happy for the 9 year old kid in Kansas (or wherever) to make a nice card for his mom, so long as he didn't then

try to print and sell a thousand of them. You get the idea.

That being said, I do understand that this is a valuable tool for some people who feel that it provides additional protection and in the case of event, portrait or wedding photographers, a way to ensure the client actually pays you for your hard work. So, if you want to export your photos with watermarks here is how you do it.

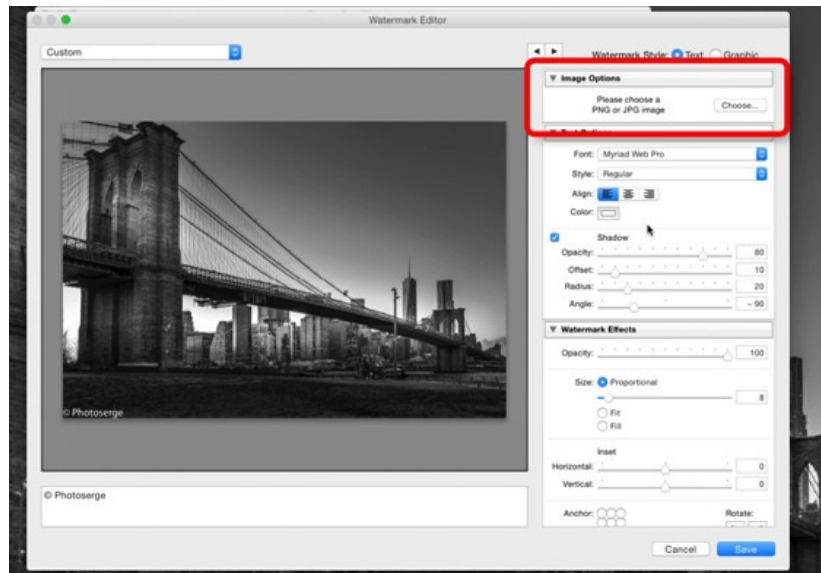
1. Open the Export window and Select Watermark.

Select the photo or photos you want to export and either from the file drop down or by right clicking go ahead and select **Export**. Scroll down to the Watermarking panel and choose **Edit Watermark**.



2. Choose or Create your Watermark

A **Watermark Editor** window is going to open with several panels in it, the first of which is the **Image Options** panel. Here you could choose a logo image to put over your photo if you wanted.



3. Adding A Text Watermark

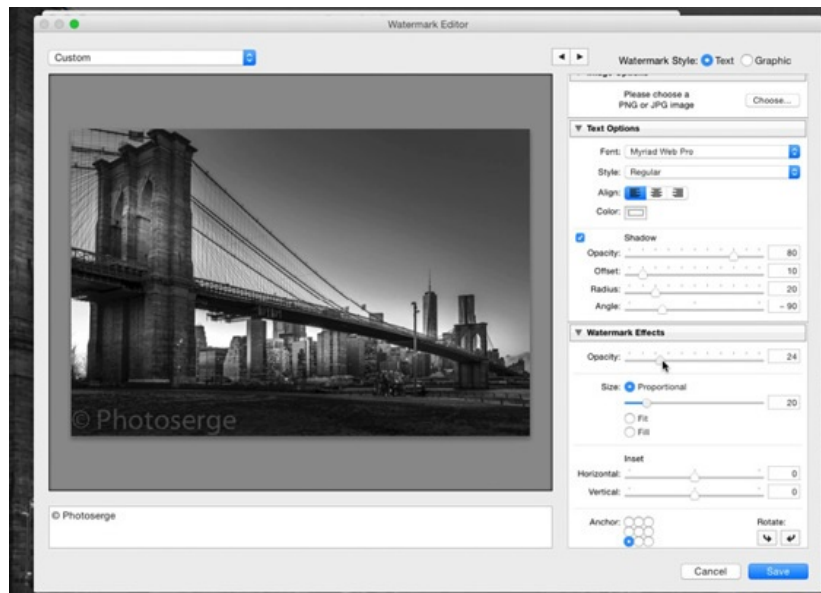
The next panels give you the **Text Options** and **Watermark Effects** you can use to create a purely text watermark. You type your text in the text box in the lower left panel and then use **Text Options** to give it the font and appearance you want. Some people do crazy big watermarking which for me is a bit over the top.



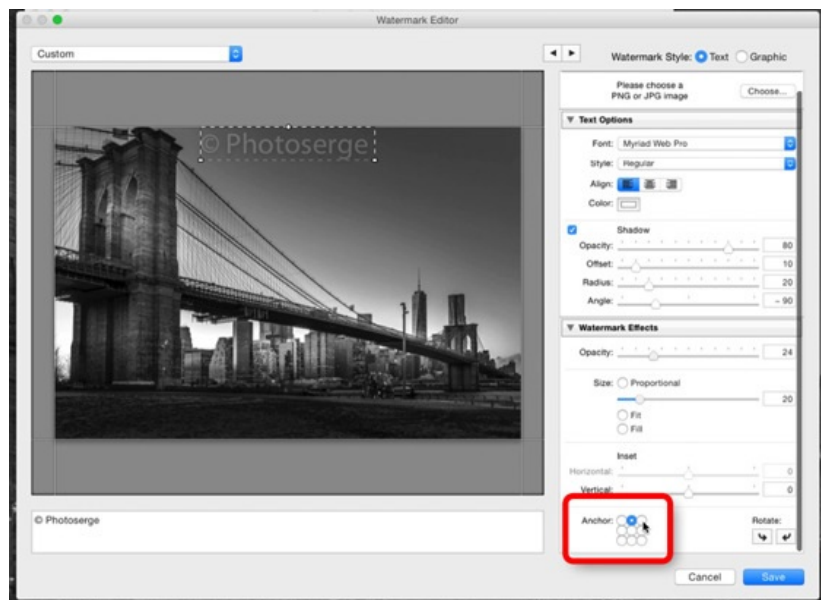
4. Refine the Text Watermark with Effects

I like a more subdued approach in one of the bottom corners with the opacity

lowered and maybe a small drop shadow. These can be controlled in the **Text Options** and **Watermark Effects** panels.

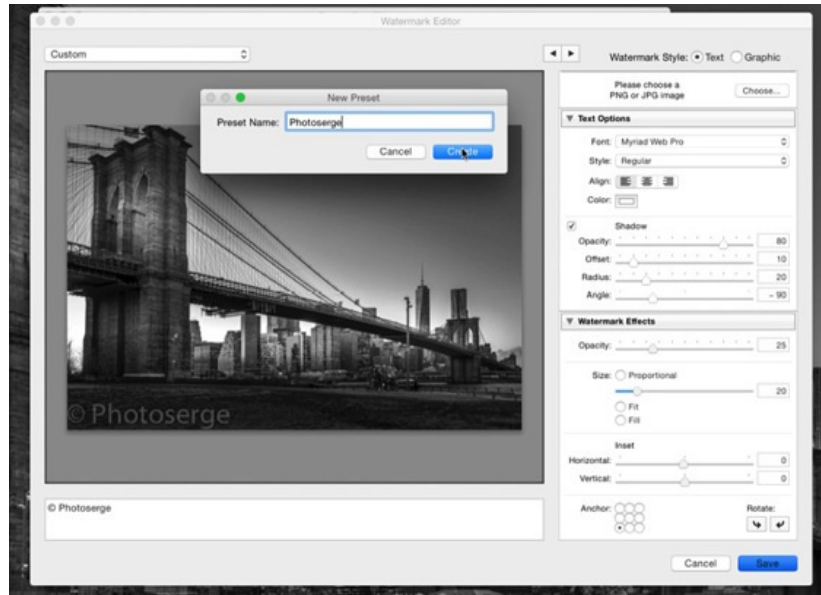


There is an **Anchor** option which allows you to easily position and rotate your watermark around your image. The horizontal and vertical sliders help you slide it around to suit your taste.



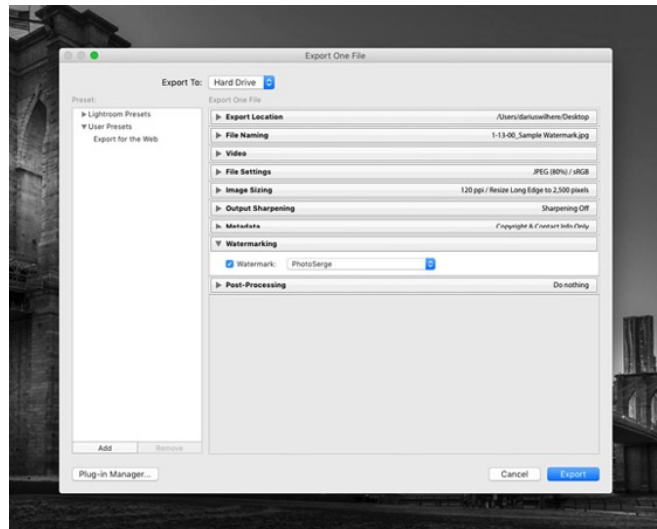
5. Save the Watermark

When you save this, it will save it as a watermark preset that you can easily select again in future exports, so name it something you will easily remember.



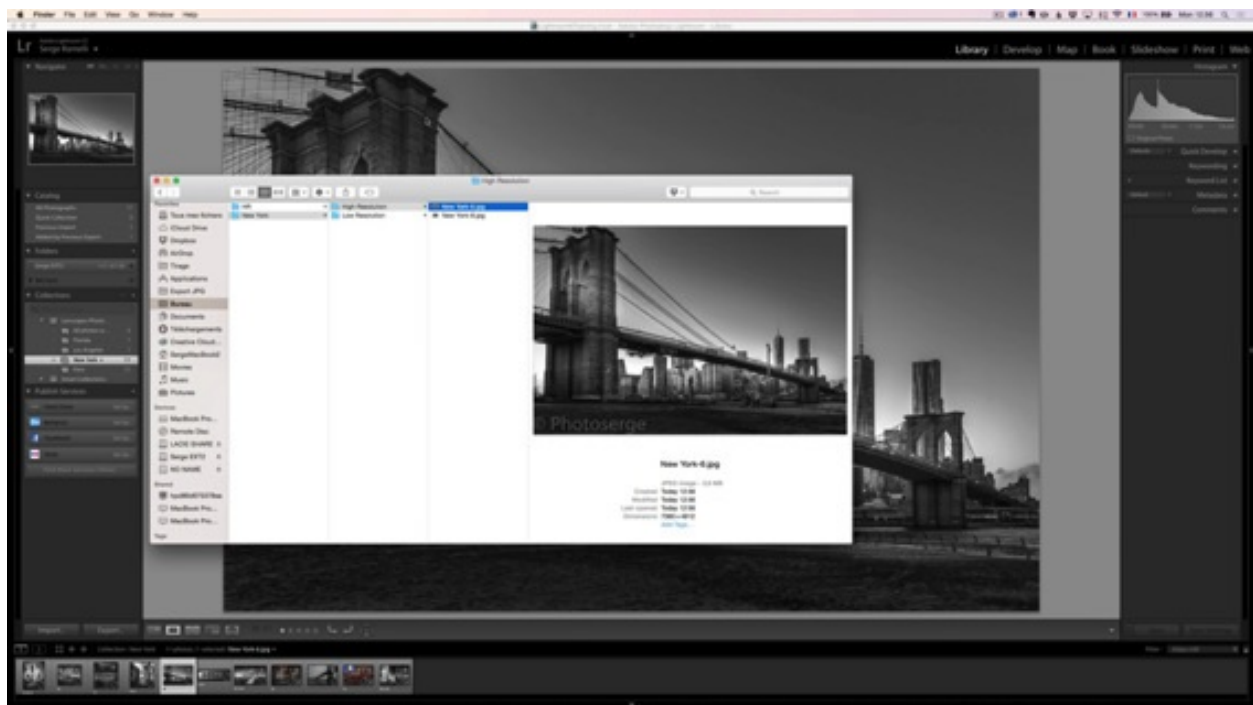
6. Ensure the Watermark is Selected and Export!

Back in the **Export window** in the Watermarking panel you should see the preset appear. With that confirmed go ahead and click export.



7. Check your Photo

When you check your final file(s) you should now see your watermark applied how you set it up in the preset. Voila!

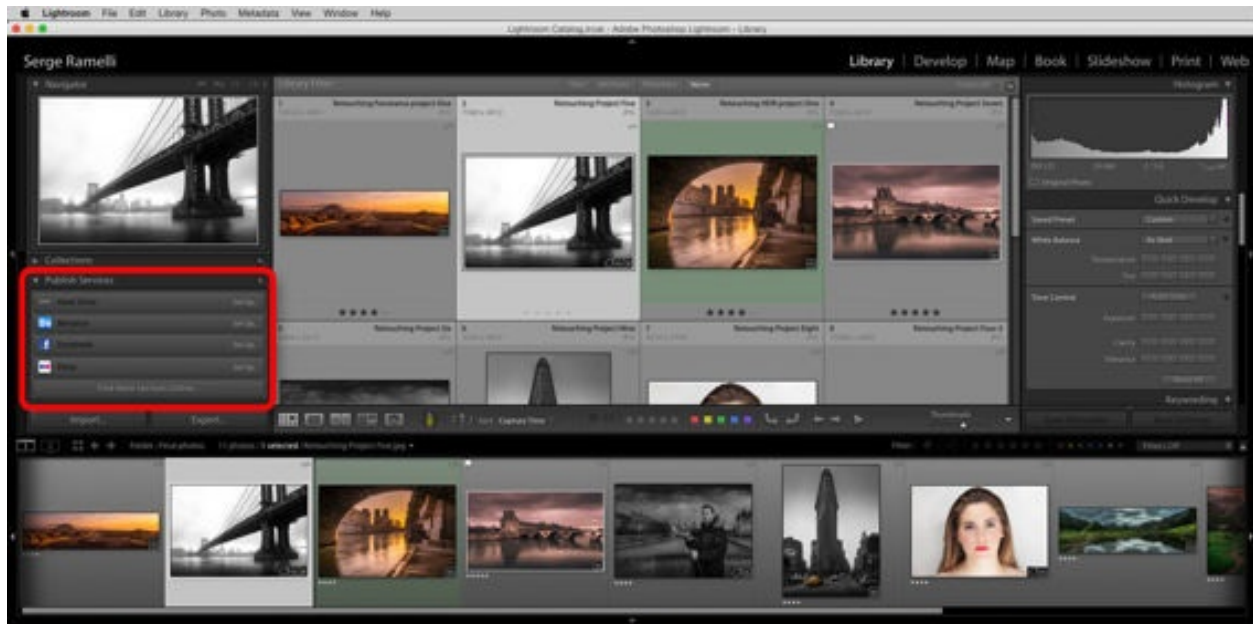


There you go, how to export watermarked photos from Lightroom.

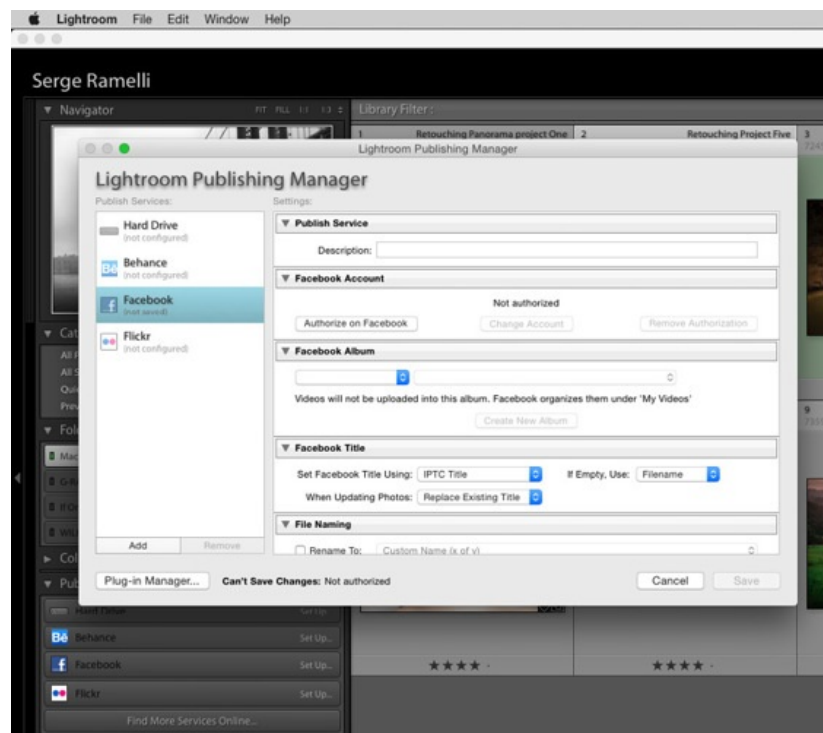
Using Publish Services to Upload Directly to Social Media and Photo Sharing Sites

If you like uploading your photos to your Facebook page (or Behance or Flickr), well you are in luck because you can do it right from within Lightroom! I'll cover Facebook here but they all basically work the same.

If you have a look at the lower left of the **Library Module** you will see a **Publish Services** panel that has 5 options listed: **Hard Drive**, **Behance**, **Facebook**, **Flickr** and **Find More Services Online**.



Next to each of those you will see a small button which says **Set Up** on it. Clicking on the one for Facebook will open the **Lightroom Publishing Manager** window and you can then proceed to authorize your Facebook account by clicking **Authorize** and following the on-screen instructions.



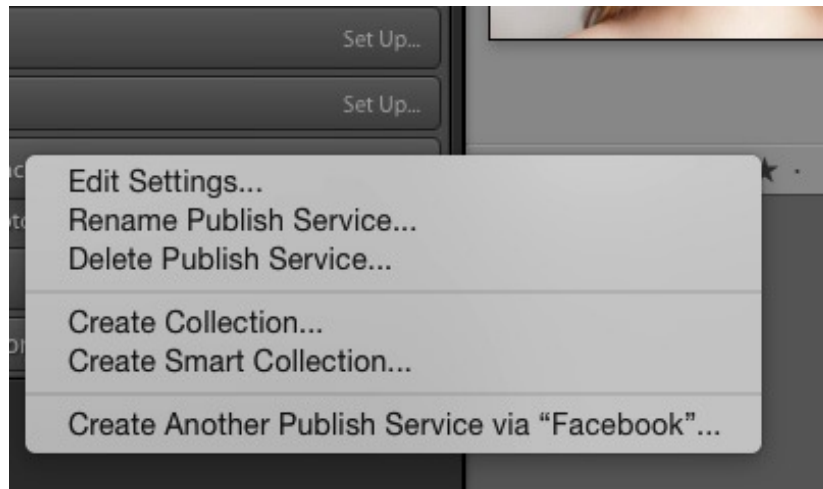
You also have several other options you can customize just as you could for exporting various different individual photos. These include: **Facebook Album** (once you authorize this will populate with your FB albums), **Facebook Title**

and **File Naming** (you can choose to how the name will appear), **File Settings** (Jpeg quality), **Image Sizing** (resize options), **Output Sharpening**, **Metadata** and **Watermarking**.

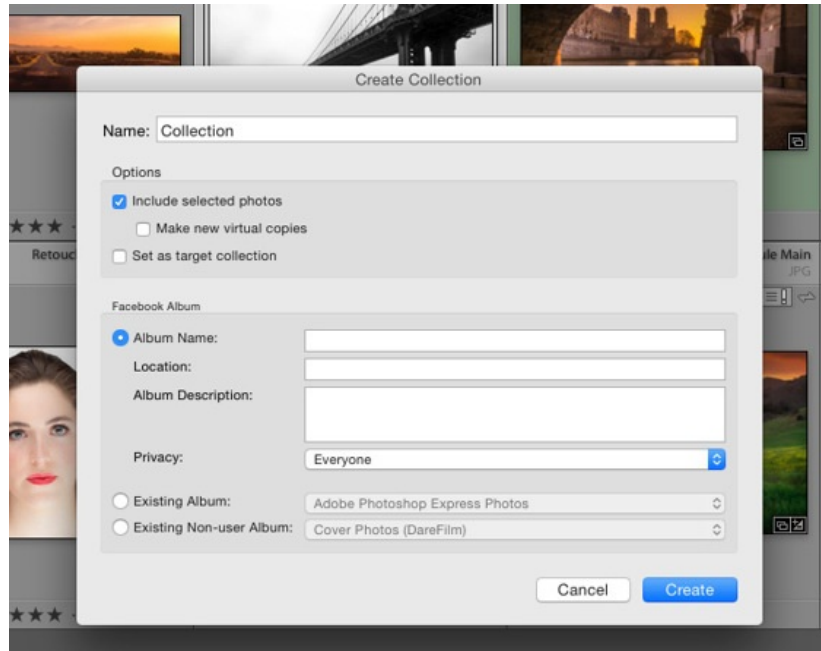
These controls are function as described in the earlier sections on exporting.

You can now create a Facebook publish collection to upload photos to Facebook. There will be a default one created called Time Line Photos.

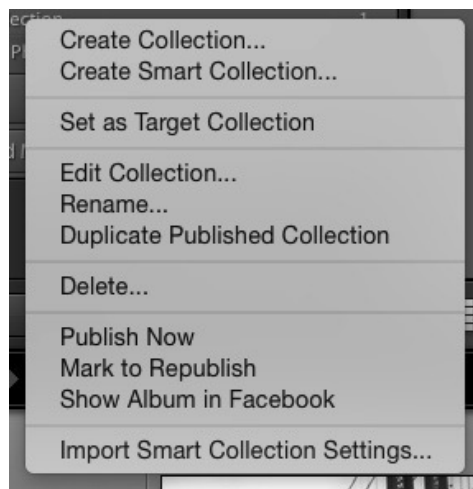
But to create a publish collection simply right click on the **Facebook Publish Service** option and from the drop down menu choose **Create Collection**.



You'll then have a pop-up **Create Collection** window come up and you can fill this out however you choose to create the collection. It will also allow you to select the album you want to put the photos in directly on Facebook which is nice.



And managing the photos is really easy, you just select the photos you want from grid view and drag and drop them directly on top of the collection under the **Facebook Publish Service** panel and you are ready to upload them! All you have to do is right click on the collection and choose **Publish Now** from the drop down. Voila! Done!



If you want to rename, edit or remove a collection, simply right-click on the collection and choose which you want to do.

To get rid of an unpublished photo in the collection, simply select it from the collection and press the [delete key](#).

If you want to look at the photos in one of your collections, just click on the collection in the **Publish Services panel**. They will be shown in the following

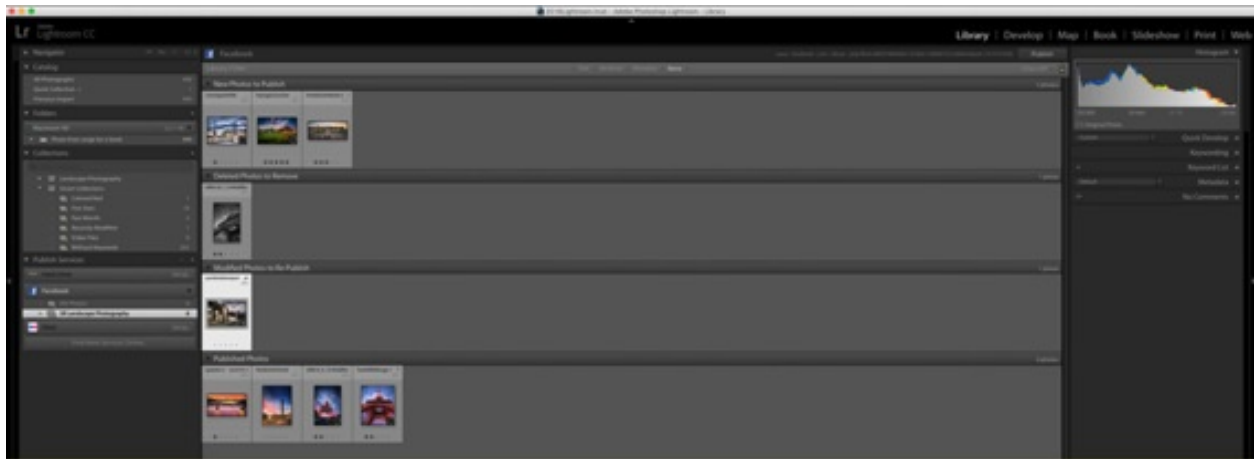
categories:

New Photos To Publish: These are new photos that have not been published.

Modified Photos To Republish: Photos that were edited in the Library or Develop module after they were exported.

Published Photos: Photos that have not been modified since they were published.

Deleted Photos To Remove: When you press Delete to remove previously-exported photos from a collection, Lightroom marks them as Deleted Photos To Remove. They are removed from the collection in Lightroom the next time you click Publish; but you must remove them from Facebook using your browser on the Facebook website.



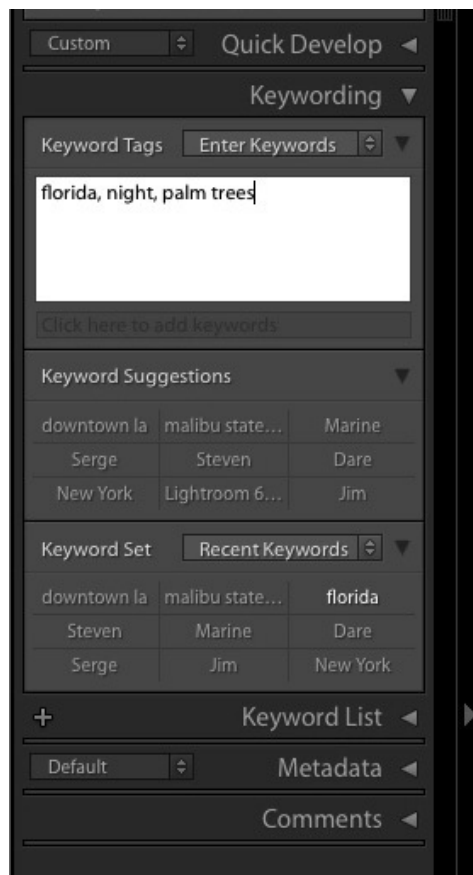
And there you go! That's how you use Publish Services. No matter if you choose Facebook, Behance or Flickr they all work basically the same. And Hard Drive is basically the same except that instead of uploading it to a site on the web, it puts all photos in a folder on your hard drive ready for you to send wherever you wish.

Assigning Keywords To Your Photos Inside The Library Module

Earlier in the book I spoke to you about establishing excellent habits during your photo imports to ensure that you had logical folder structures and a good use of keywords. But sometimes we have to rush import photos in or we forget to keyword them or or or. Lightroom has made it simple to assign keywords to photos that are already inside the Catalog. Here are four different methods how:

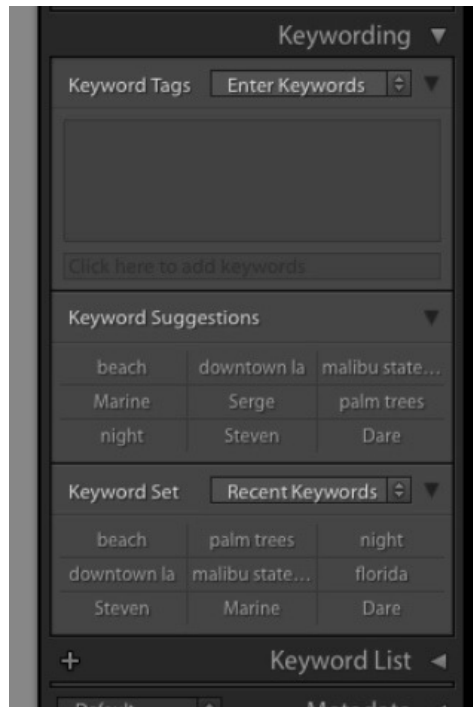
1. Select the photos you want to keyword in the Library module and enter the keywords in the Keywording Panel.

So inside the **Library module** go ahead and select the photos you want to keyword either in **Grid view** ([G](#)), **Loupe view** ([E](#)) or from the **Film Strip** at the bottom. Then go ahead and click in the **Keywording panel** (not the Keywords List panel) on the right of the screen and type in your keywords separated by commas. On this photo I'm doing keywords like Night Photos, Palm Trees, Long Exposure and so on.



2. Or Pick Keywords from the Keyword Suggestion List

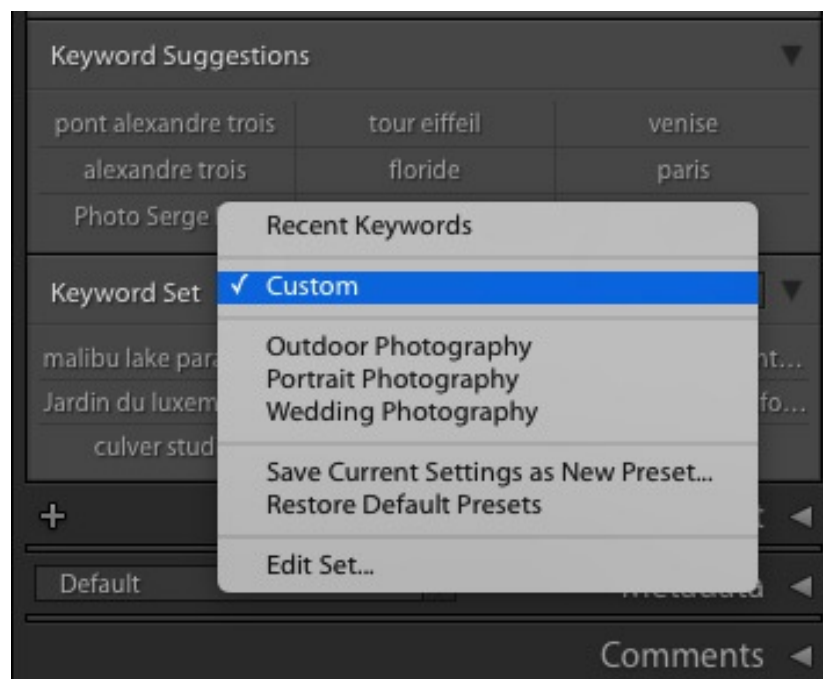
There is a **Keyword Suggestions** list that will start populating with commonly used keywords. This can be a very convenient way to simply click on the keywords to assign them to your photo.



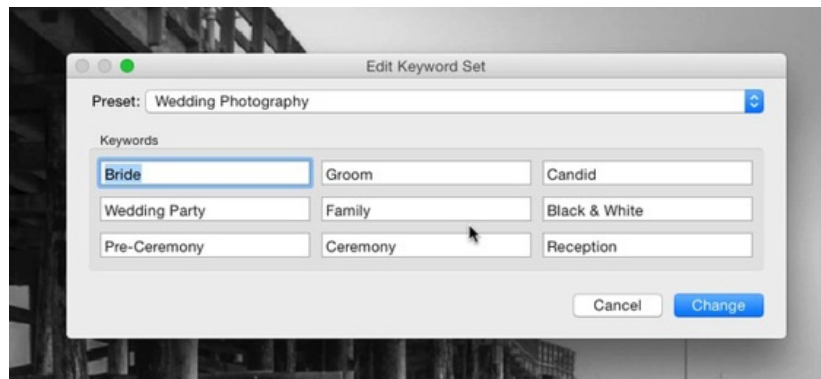
3. Or Pick or create a Keyword Set

In the next option set in the Keywording panel you will see **Keyword Set**. What is this? These are groups of keywords that you can create to easily have the keywords related to a certain type of photo on hand.

Clicking on the menu drop down will give you built in options.



And by clicking on **Edit Set** in the drop down you can also access an editor to create a customized list.



4. Or Add Keywords with the Paint Tool.

Inside **Grid view (G)** you can select the **Painter tool**, choose **Keywords** from the **Paint:** drop down list, type in the keyword you want to spray on and have fun! It's a great way to rapidly assign keywords to a lot of photos that perhaps are interspersed throughout each other.



So there you go, a number of easy methods to use in adding keywords to your photos so that you can easily find them.

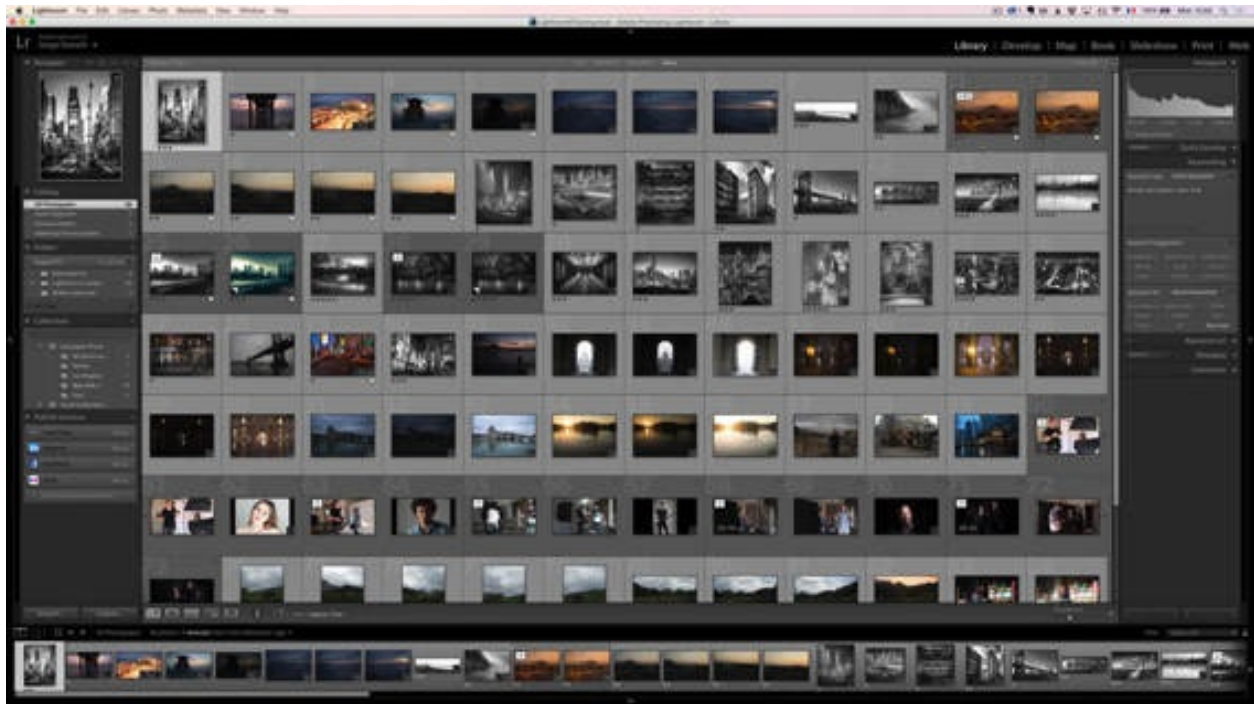
So are you going to go through all the trouble of keywording your photos? What's the payoff? Hold onto your horses! I'll tell you now!

Searching For Photos Using Keywords

When you start searching for photos using keywords is when you start to realize the power of this tool. And so long as you've set keywords, you can search for them. That's overstating the obvious isn't it? But here's how you do it.

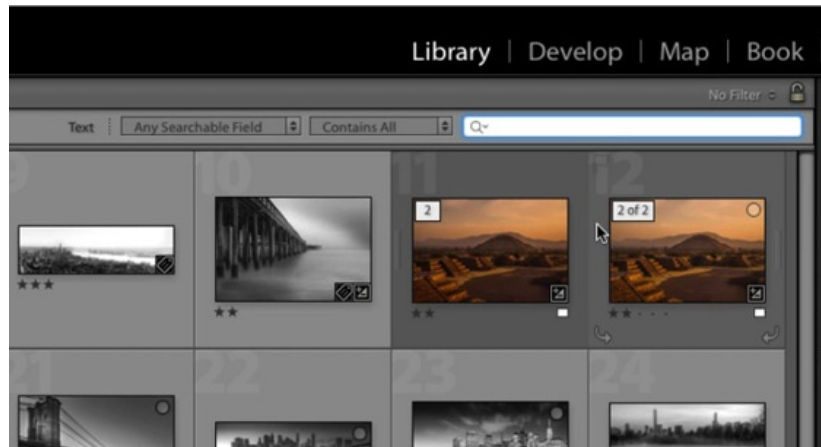
1. Select a Folder of Photographs to Search Through or Search Your Entire Catalog.

Either select a specific photo folder in the **Folders panel** or select **All Photographs** from your **Catalog panel** and get your Grid view **(G)** filled up with photos.

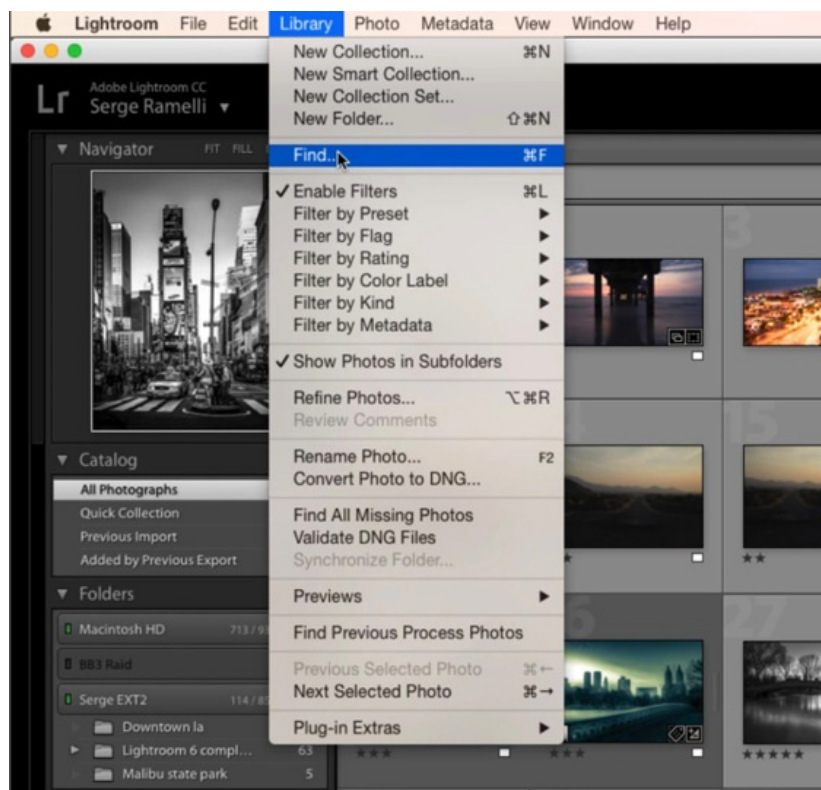


2. Open up Text Search

Up on top of the Display area you can either select Text from the Library Filter panel or you can hit **Command F** to pull up the text search bar.



And if you forget the keyboard shortcut you can always go to the menu drop down at **Library > Find** to pull up the text search another way.



3. Type in Your Search words

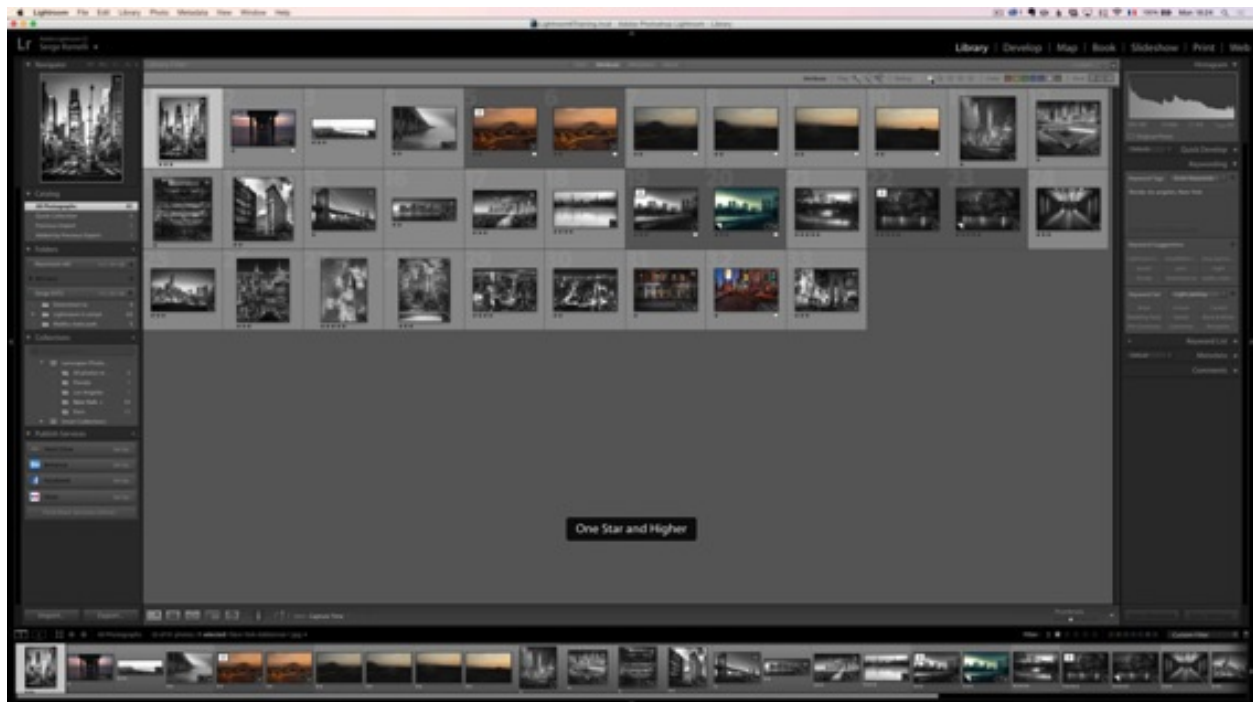
Inside the text box go ahead and enter your search terms and watch as Lightroom searches through all of your photos and identifies the photos with those words embedded in them.

Me typing in **New York** from this collection pulls just those photos I have added the keywords **New York** to and will not show the rest. You get the idea right?

You will see that you now have an area you can select attributes from. In addition to **Flags**, **Ratings** and **Colors**, you also have **Kind**, and that last one simply allows you to choose **Master Photos**, **Virtual Copies** or **Videos** and it will add that criteria to the search.

3. Select Your Attributes to Search

Inside the **Attributes sub-panel** go ahead and select the **Attribute** criteria and watch as Lightroom presents all of those photos instantly.



That's the simplicity of searching by Attributes and if you want to know more about them, check the earlier chapter.

Searching For Photos Using Metadata

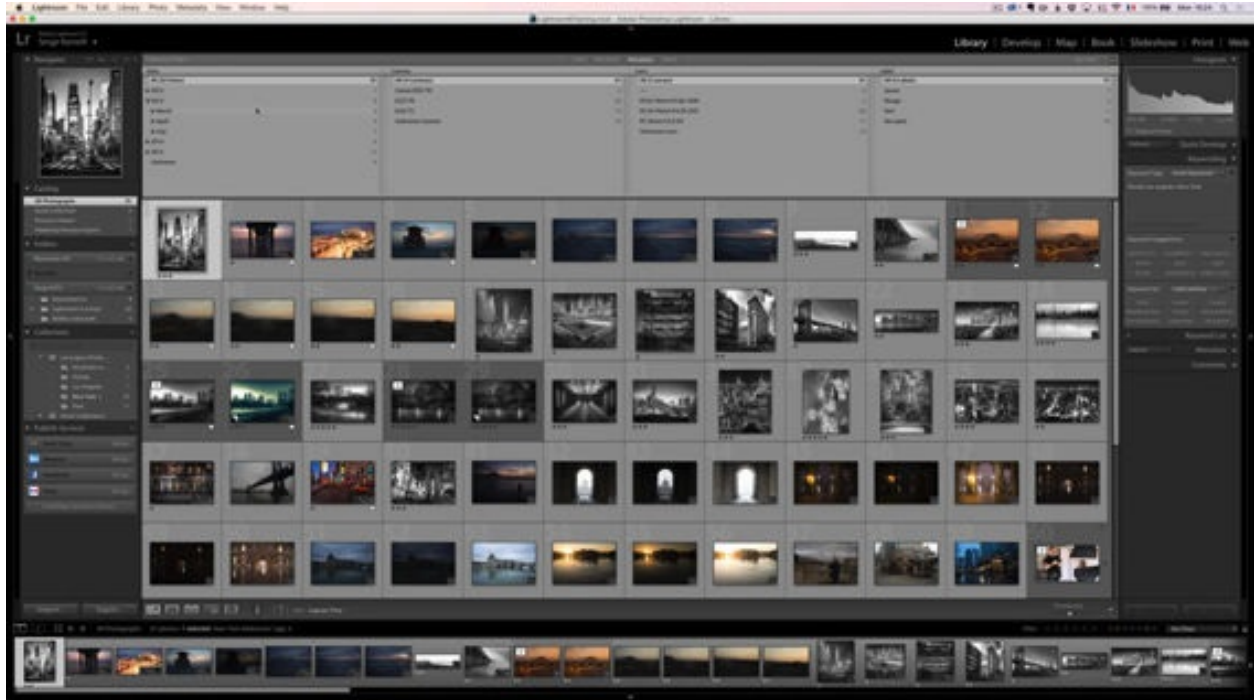
We now get to Metadata and for me this is my favorite search method because you have so many different ways to find specific photos using it. And when you don't remember the keywords, you can always look to the metadata.

1. Select a Folder of Photographs to Search or Search Your Entire Catalog.

Either select a specific photo folder in the **Folders panel** or select **All Photographs** from your **Catalog panel** and get your **Grid view (G)** filled up with photos.

2. Open up Metadata Search

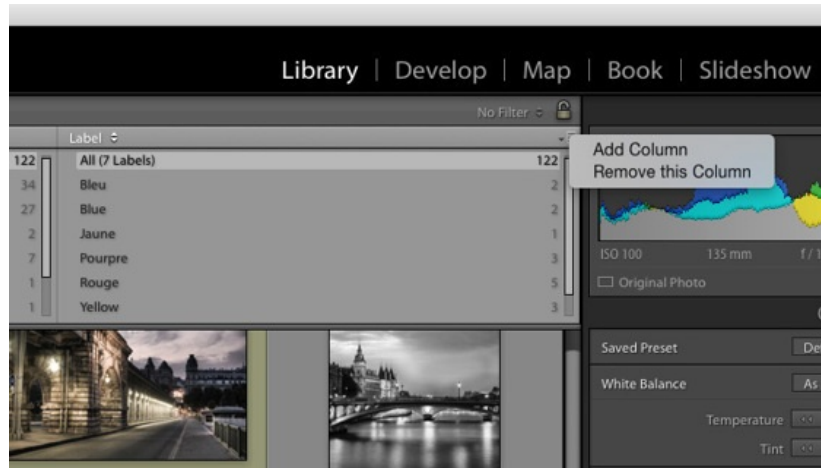
Up on top of the Photo Display Area go into the Library Filter panel and select Metadata to open up the **Metadata Search Panel**.



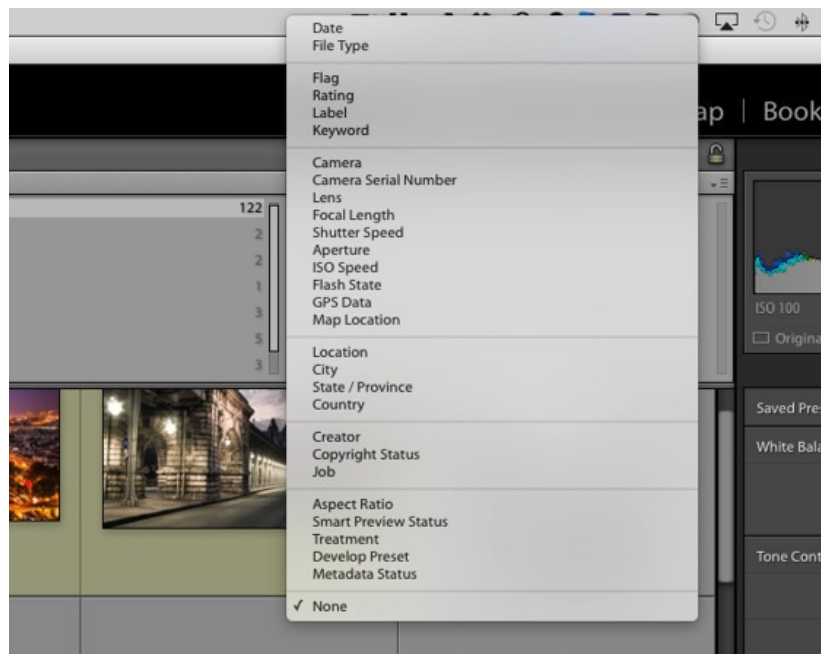
You are going to see a whole bunch of options in this panel. The defaults usually include columns for: **Date, Camera, Lens,** and **Label**.

3. Customize Your Metadata Panel

If the default columns don't float your boat, you can add or subtract Metadata Columns and choose the specific Metadata you want in each. Go ahead and click on that small drop down on the right side of the Metadata panel to **Add Column** or **Remove Column**.



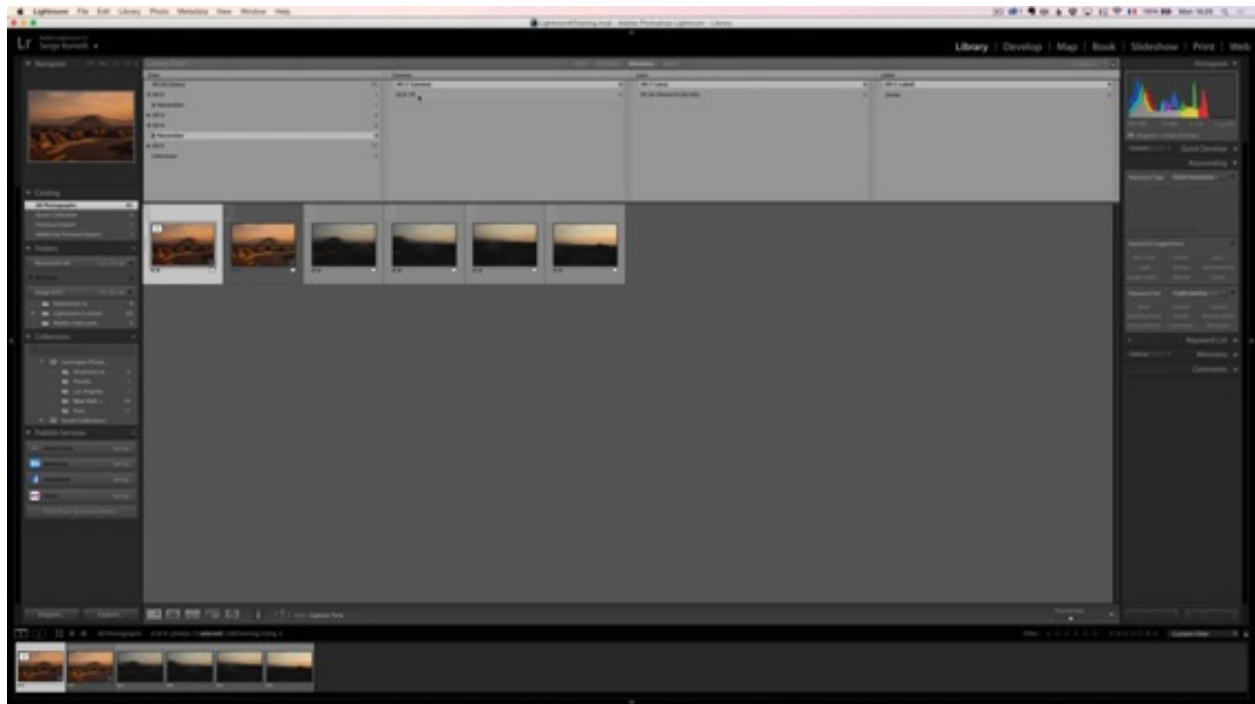
And now if you look in the upper left corner of each of the metadata columns you will see a drop down menu which, if you click on it, allows you to choose from almost 30 different metadata options including: Date, File Type, Camera, Camera Serial Number, Lens, Focal Length, Shutter Speed, Aperture, ISO Speed, Flash State, GPS Data, Map Location, Location, City, State/Province, Country, Creator, Copyright Status, Job, Aspect Ratio, Smart Preview Status, Treatment, Develop Preset, Metadata Status and of course Flag, Rating, Label and Keyword.



4. Choose Your Metadata

So maybe you don't remember the keywords or the Ratings or if it was Flagged or not, but you do remember the year you shot it. Simply find the date in the

metadata panel and it will pull up those photos and also show you the metadata for those photos in the other columns.



I could give you dozens of examples of selectable metadata options using just what you've read so far not to mention the other two ways to search your photos directly accessible from the **Library Filter panel** in Grid view: **Text** and **Attribute**. But I don't think I need to draw this out anymore. I'm pretty sure you get it!