PUBLISHING COLLECTIONS

PUBLISH SERVICES

In addition to exporting images through the Export Dialog, Lightroom offers a special little something in the Library Module called Publish Services. The Publish Services Panel can be found in the Library Module, as shown in Figure 1.1, and is a unique way of exporting images to a specific service such as Behance, Facebook, or Flicker. You can add additional services by clicking the Find More Services Online button at the bottom of the Panel.

Personally, I tend to not use the Publish Services Panel and I generally recommend that people do the same. My issue with it is that I think it takes some Lightroom savvy to understand what it is and how it works, and I’ve seen it trip up more photographers than it’s helped. However, I know photographers that absolutely love Publish Services, so if it looks like an interesting feature to try, by all means, try it. But if you do, I do have a few suggestions and words of caution. Before jumping into working with Publish Services, be comfortable with a few things in Lightroom first. Be familiar with exporting images by using the Export Dialog covered in the previous part of this chapter, have a feel how Collections
1.1
The Publish Services Panel is found under Collections in the Library Module
work in the Library Module, and be clear on the relationship between where your actual images reside and how you manage their locations through the Folder Panel in the Library Module. As discussed in Chapter 2, in the section “Staying Oriented,” the Lightroom catalog references your images stored somewhere else akin to how a Library catalog references the books stored on shelves. To orient ourselves between the catalog and where our images are, we need to interact and understand the Catalog Panel and the Folders Panel in the Library Module. Furthermore, to avoid those pesky File is Missing messages, you have to respect the connection that you’ve established between your Lightroom and your folders by not moving any files around behind Lightroom’s back. Doing so confuses Lightroom. The thing is, Publish Services is a tool that also establishes a relationship or a connection that if broken, can cause issues. And for Publish Services to work right, you have to respect that relationship or you’ll make Lightroom unhappy. But why I really caution you is that you may not only make Lightroom unhappy. Meaning, a broken connection between Publish Services and your target service that arise could affect the look, the order, or the social interaction you’ve established with your target service depending on what setting may have changed and the service you’re working with. Respecting the relationship is key. And with these words of caution, keep in mind that these are words only of caution. If this tool looks like it can be of use to you, by all means test it out, get a feel for it, and start playing with it.

**Establishing a Connection with Publish Services**

The good news is that much of Publish Services looks the same as the Export Dialog we discussed earlier in this chapter. So, if you’re familiar with that, you’re off to a good start. Figure 1.2 shows a screen shot of the Lightroom Publishing Manager, and the Settings Panels for this dialog are almost identical. The only differences are the addition of the Publish Service Panel, and the subtraction of the Post Processing Panel. The function of the Publish Service Panel is simply to name the connection, and if you leave it blank it will automatically take on the name of the folder you are connecting to. Other than that, you can go through the rest of the panels with the same considerations for output that you do with the Export Dialog. But to reiterate, with Publish Services you aren’t just exporting to a folder and then forgetting about it. Instead you are establishing a connection and a relationship with that folder. And if you want to make any changes to what you have exported—scratch that, published—you need to make those changes through Lightroom.

For the remaining Publish Services, you’ll need to perform a little setup instead of just choosing a folder. Let’s work with Facebook as an example of how to connect with a service. Begin by clicking
Set Up on the sub-panel header to launch the Lightroom Publishing Manager. In a web browser, begin by logging in to Facebook. Then return to Lightroom’s Publishing Manager and go to the Facebook Account Panel and choose to Authorize on Facebook. Continue through Facebook’s messages (see Image 1.3) and windows, which may ask you to configure a couple settings as you go. Once complete, the Publishing Manager in Lightroom, in the Facebook Account panel, should read Authorized followed by your name.

Next, go through the rest of the Publishing Manager’s panels to configure your publishing settings with workflow considerations akin to how you would export any file. Once complete, hit Save, and then a collection folder will appear in the Facebook sub-panel in a sub-folder called Mobile Uploads, as shown in Figure 1.4.

Once you’ve established your connection with a service, you can start to Publish one, or multiple images at a time from Lightroom. To Publish, select a set of images and drag and drop them in Mobile
Uploads. Next, click on that collection’s name, which should filter out the images you intend to Publish, as shown in Figure 1.5. Finally, click on the Publish button in the upper right corner of your viewing window. I suggest going to Facebook (or other service) to verify all of your images have been properly uploaded.

1.3
After clicking on the Authorize on Facebook button from the Publishing Manager, continue to authorize your account by going through Facebook’s prompts in your web browser.

1.4
Once you have established your connection to a service, a Collection will appear under you Publish Service, so you can begin to drag-and-drop images for Publishing.
Filter out images you intend to publish by clicking on the name of your Publish Collection. Once you are ready to add images to Facebook or other service, click on Publish in the upper right corner of your viewing window.

When further managing your published images, Lightroom will organize and separate images that have been published from images that have been modified and can be re-published, or from images new images that you intend to publish.

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To further manage your collection or create new image collections, you can Right-Click (PC) or Control-Click (Mac) on Mobile Uploads, as shown in Figure 1.6 to launch the context menu. There you can rename collections, edit collections, publish images, mark images for republishing (incase you’ve updated them, or deleted them from Facebook), and much more.

There are a couple of ways to add or republish images to your target service. You can either drag-and-drop images into your Publish Services folder, or if you’ve modified your images, say you’ve changed the look of the image in the Develop Module, they will automatically be reorganized within your Publish Services Panel to await re-publishing as shown in Figure 1.6. Of course, hit the Publish or Re-Publish buttons only when you are ready.