

IYRP Quick Reference Guide

File Naming ▪ Image Crediting ▪ Hashtags/Social Sharing ▪ QR Codes

1. File Naming (Standardized Format)

Use consistent, sortable names for all photos, audio, video, documents, and design files.

Format:

[YYYYMMDD]_[[Location/Program]_[Event/Subject]_[CreatorFirstLast]],[filetype]

Examples:

- 20260715_HelenaMT_PosterWorkshop_AllisonBuck.jpg
- 20250901_WSUWesternSARE_GrasslandSoundscape_KatieLane.mp3
- 20250820_NorthernNevada_RancherInterview_JasonDuncan.mov

Guidelines:

- Use underscores, not spaces or symbols.
- Use YYYYMMDD for chronological sorting.
- Include full creator name on all files.
- For versions, add v1, v2, v3 at end.

2. Image Credit Requirements

Use the official credit standard whenever sharing or submitting images.

Required Credit Line Format:

Subject, Location (Year, if applicable). Courtesy of [Affiliation], if applicable. Photo © [Photographer]

Examples:

- Herders moving sheep, Omak, WA (2026). Courtesy of Western SARE. Photo © Maria Lopez
- Quilt panel created by community members, Helena, MT (2025). Courtesy of Montana State Extension. Photo © J. Davis

Notes for Partners:

- Add captions that are short, factual, and respectful.
- Always confirm permissions, especially from Indigenous communities or minors.
- Include alt text for all digital images.
- Use horizontal images for media; vertical for social.

3. Social Posting Quick Tips

- Lead with people; pair images with brief, clear text.
- Use natural light and uncluttered backgrounds.
- Post before, during, and after each event.
- Pair every post with at least one strong image.
- Keep clips 15–30 seconds; add captions.
- Use 2–4 hashtags max for readability.

Best images:

- People + animals
- Hands at work (weaving, shearing, planting)
- Wide landscapes
- Community-created artworks
- Vertical images intentionally framed for mobile

4. QR Code Best Practices

- Link only to stable URLs.
- Test every code before printing.
- Provide a short descriptor:
“Listen to a herder’s story,” “Explore native seeds,” “Watch a short film.”
- Add alt text:
“QR code linking to audio interview with...”