



## How-to Guide for photos.cap.gov

Photos.cap.gov is a photo repository available to public affairs officers in Civil Air Patrol. It uses the SmugMug platform/website/infrastructure to host CAP images, which is why many refer to the site as SmugMug. It's simple to create a folder and galleries for your event.

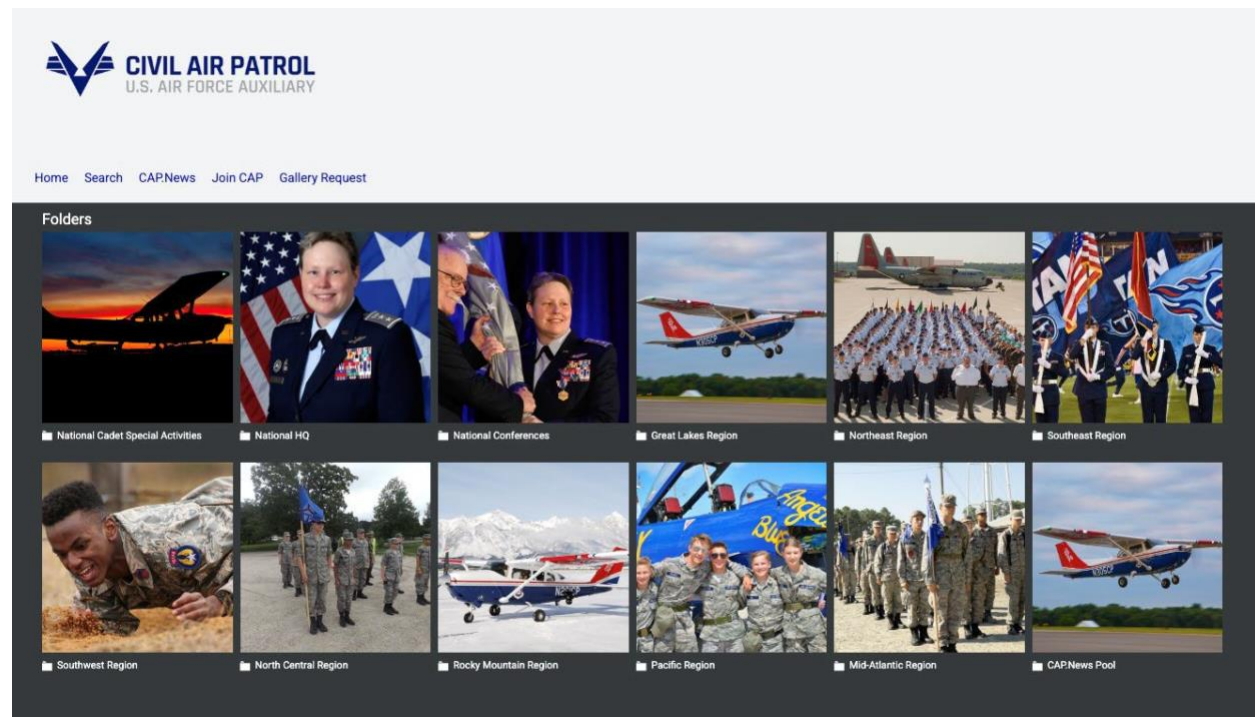
Let's use the 2024 Oklahoma Wing encampment as an example.

This is the hierarchy:

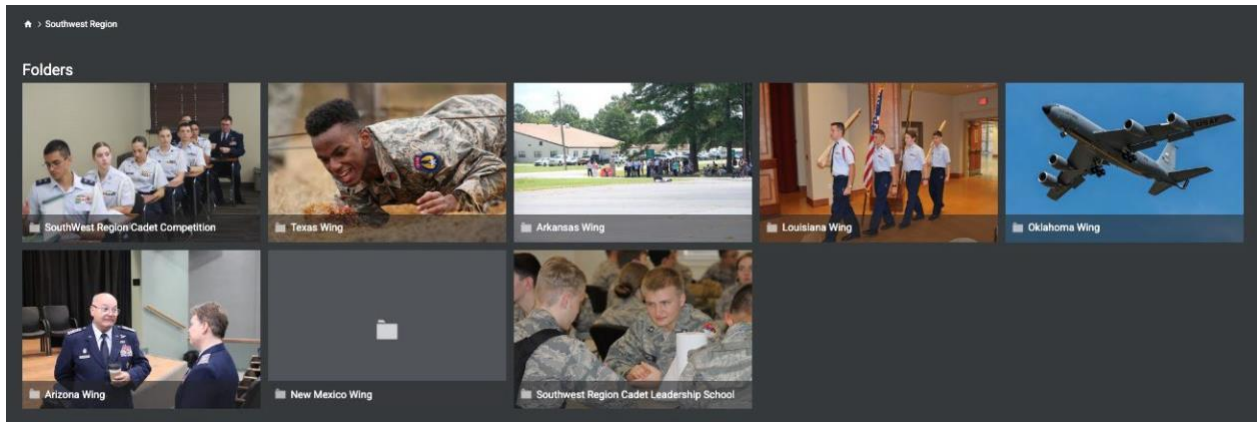
1. Photos.cap.gov home page
2. Region – Southwest Region
3. Wing – Oklahoma Wing
4. Wing-established folders – Encampment
5. Annual folders – 2024 Encampment
6. Galleries – Days 1-8

1.) The photos.cap.gov site is set up with existing folders for the most common uses and events, including National Cadet Special Activities, national headquarters, national conferences, one folder for each region, and a folder of images to be shared with news media.

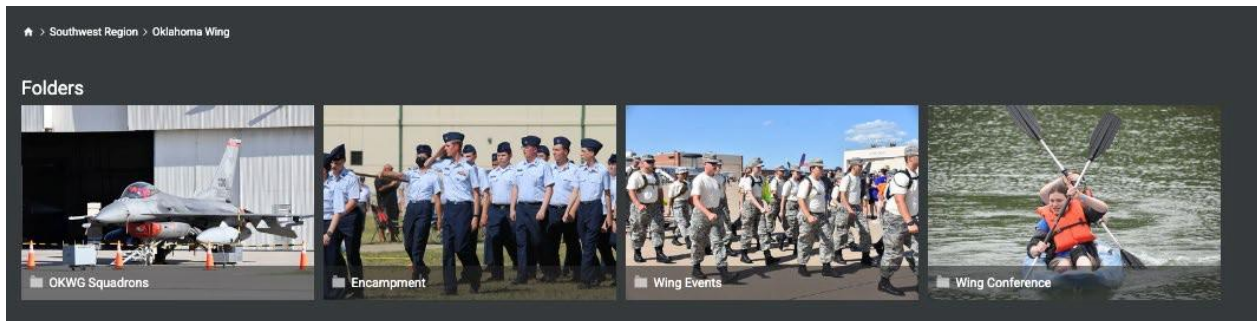
The folder and gallery images are automatically selected by the platform.



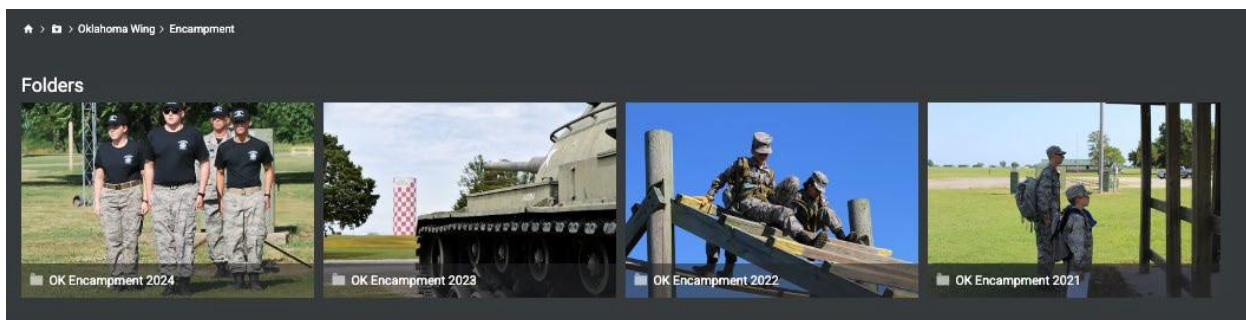
2. and 3.) Each folder contains multiple subfolders. For Southwest Region, that includes one folder per wing, plus folders for the region's cadet competition and cadet leadership school.



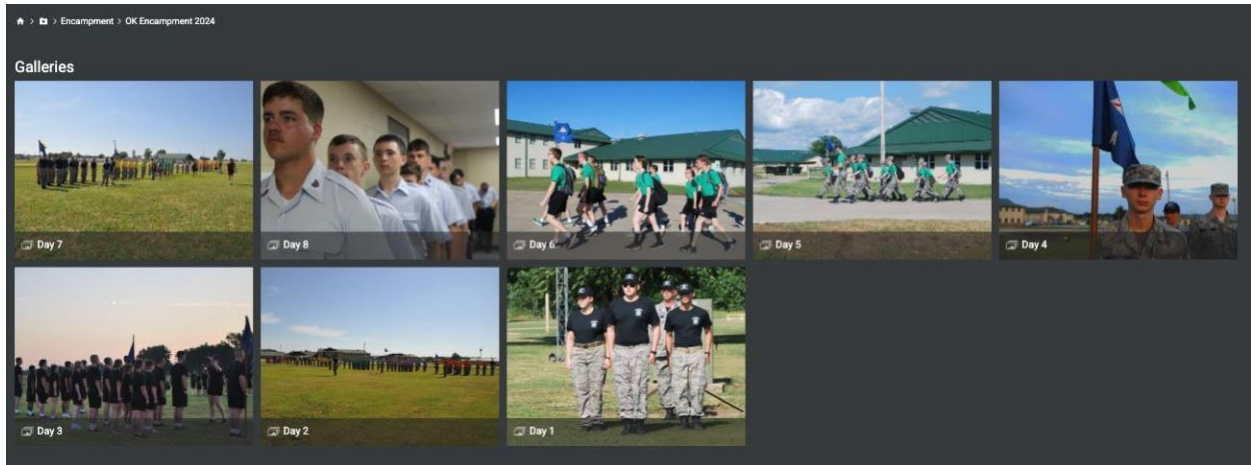
4.) Oklahoma Wing has set up four folders within its master folder including squadrons, encampment, wing events, and wing conferences.



5.) At the next level of folders, the Oklahoma Wing encampment folder includes folders for each year of encampment.



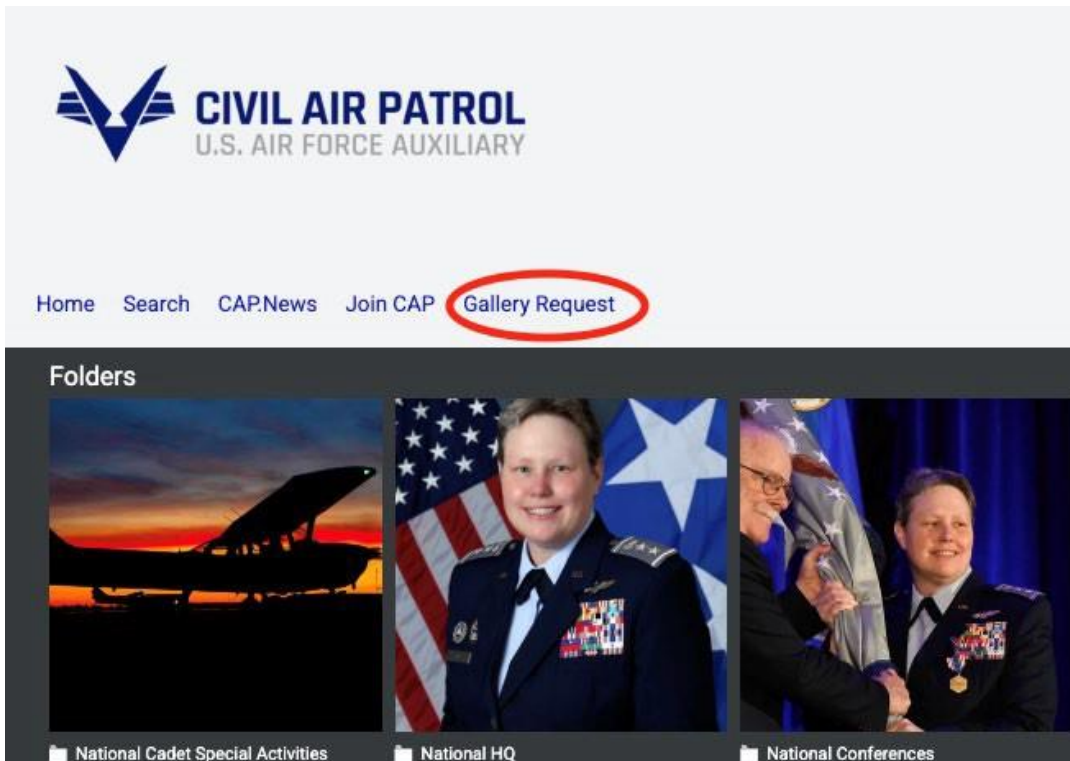
6.) Finally, within the 2024 Oklahoma Wing encampment folder, there are galleries set up for days 1-8 of encampment. These galleries are the locations where PAOs upload photos daily during encampment. The recommended practice is to include no more than four photos in a daily Facebook post and include a link to the gallery where parents and others who are interested can see dozens (or hundreds) of photos from that day.



## Making a Gallery Request

You may access the gallery request form from three locations:

1. The [photos.cap.gov](https://photos.cap.gov) site



## 2. The [Public Affairs Resources page](#) on GoCivilAirPatrol.com

### PUBLIC AFFAIRS RESOURCES

#### Essentials

- [National Public Affairs Staff](#)
- [Brand Portal Graphics](#), colors, typography, style guide and more
- [Boilerplate](#) Updated January 2023
- [CAP 101 Presentation](#)
- [Fact Sheet 2023](#)
- [Report to Congress 2023](#)
- [Wing Reports](#)
- [News Release Template](#)
- [Balsem Award Entries 2024](#)
- [Balsem Award Details 2024](#)
- [Capture CAP Award Winners 2024](#)
- [MAC Matters](#) monthly newsletter

#### Publications

- [CAPR 190-1 CAP Public Affairs Program](#)
- [CAPR 900-2 CAP Name, Seal, Logo, Command Emblem and Flag Etiquette](#)
- [CAPR 110-1 CAP Electronic Systems and Data Administration](#)
- [CAPP 150-12 Encampment and NCSA Marketing Playbook](#)
- [CAPP 150-15 Marksmanship and Shooting Sports Activities Marketing Guidance](#)
- [CAPP 152 Social Media Guidelines: Official How-To Guide for CAP Units](#)
- [CAPP 201 PAO Specialty Track Study Guide](#)
- [CI/SUI Waiver Memo](#)

#### Training

- [Guide to Writing Effectively](#)
- [Using Social Media to Share Your Personal CAP Experience](#)

#### Photo Galleries ([photos.cap.gov](#))

- [Photo Gallery Request Form \(Smugmug\)](#)
- [Uploading Instructions](#)

## 3. The home page of the [Brand Portal](#)



#### Welcome

Thank you for visiting the Civil Air Patrol Brand Portal. This website is designed to help Civil Air Patrol members and staff gain easy access to the resources required to create properly branded material, develop written content consistent with CAP style, and use trademarked assets accurately. This site is the primary brand management resource and supersedes other published resources.

Because brand management is an evolutionary process to help keep a brand relevant, periodic changes may occur. A change log is available for each section of the portal.

Tip: Bookmark this site ([Brand.GoCivilAirPatrol.com](#)) for easy access.

#### Need Help?

##### Brand Compliance Review

Request that the National MAC team review your plans for compliance with the brand rules.

##### Template Request

Voice your thoughts on what templates we should create next.

##### Brand Portal Feedback

We appreciate learning how we can improve the brand portal to better [support our members](#).

##### Photo Galleries ([photos.cap.gov](#))

Photos from Civil Air Patrol's events nationwide are compiled into this website.

##### Contact MAC

If none of the forms above address your concerns, please send an email to the National MAC team at [brand@capo.gov](mailto:brand@capo.gov).

Now that you have accessed the Gallery Request Form, here are some tips for filling it out correctly. Gallery requests must come from an adult PAO or activity director. Cadets may not submit requests. Galleries for NCSAs are automatically set up at the beginning of each year. NCSA directors may contact [rbowden@cap.gov](mailto:rbowden@cap.gov) with any questions about their galleries.

1.) Start with your identifying information:



## Gallery Request

Request a gallery on [photos.cap.gov](https://photos.cap.gov)

**First and Last Name \***

Must be a PAO or commander

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**CAPID \***

**Phone \***

**Email \***

Must be an official CAP email, e.g., @cap.gov, @xxwg.cap.gov, @xxwg.org, etc.

2.) **Where is the event run?** The drop-down menu allows you to choose your region:

**Where the event is run? \***

North Central Region

Pacific Region

Rocky Mountain Region

Southwest Region

Mid Atlantic Region

Southeast Region

Northeast Region

National Cadet Special Activities

- 3.) Indicate whether this request is for a squadron and if you need more than one gallery for your event. For example, encampment will likely require one gallery per day, while a cadet color guard competition may only need one gallery for the entire event.

Is this for a squadron? \*

Do you need more than one gallery for your event? (IE one gallery for the entire event, or a gallery for each day/section)

- 4.) **Requested folder name:** Choose the name for your folder, e.g., 2025 IAWG Conference or 2025 COWG Encampment.

**Requested folder name \***

Folder = By this point, you have already chosen your region and wing (and specified a squadron, if applicable). Now, name the folder that will go within your region/wing folder for your event. Most wing folders already include subfolders such as Encampment, Squadrons, Wing Conference, etc. Choose the folder for your event, e.g. Michigan Wing Encampment, then specify the name for your folder, such as 2025 Michigan Wing Encampment.

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- 5.) **Requested gallery titles:** If you have a multiple-day event or want to have multiple topics for photo galleries for a single-day event, this is where you choose the gallery names. For encampment, this is likely to be “Day 1, Day 2, etc.” For a wing conference, it could be “Awards,” “Speakers,” “Banquet,” etc.

For squadron folders/galleries, there is a standard structure and naming convention as follows:

- A. Wing Folder
  - i. Squadron Folder
    - 1. Year Folder
      - a. Cadet Activities Gallery
      - b. Promotions Gallery
      - c. Other Activities Gallery

- 6.) Finally, you have an option to make any additional comments or ask questions. Answer “yes” to the final question to indicate you understand the requirements for making a gallery request, then hit “Submit.” Your gallery request will be routed to the photos.cap.gov team and processed in the order received. Please plan ahead to make sure your galleries are set up well before your event begins.

When you receive the gallery links, there will be a separate upload URL to access each gallery and upload photos. Do not share these links publicly. There will be a different public link that you can share with parents or post in social media accounts.

- 7.) Now that you have your folder and galleries set up, here's how to upload your photos:

Before uploading photos, you must review all images, ensure correct uniforms, proper conduct, etc. These are published publicly, so we must present ourselves as the professional organization we are. Attempt to limit the number of photos of the exact same cadet doing the same thing. For example, if Cadet Smith is shown taking a written test, we do not need six photos of him taking the test – pick the best one to upload.

Step 1 – Your unique upload link(s) will be emailed to you in response to your gallery request. This is a private upload link, and anyone with this link can publish photos directly to the gallery. DO NOT share this link with anyone who should not have access to upload to the site.

Step 2 – Enter the link into your web browser.

Step 3 – Drag and drop or browse your computer to locate the photos you wish to publish. Before uploading, ensure that metadata has been entered for all photos including the date of the event, the name of the photographer, a caption identifying the people in the photo, and a CAP copyright.



Example of a photos.cap.gov upload screen.

To enter metadata for photo uploads on SmugMug:

1. Add titles, captions, and keywords to each photo.
2. Use the Lightbox, Library, or Organizer to edit details.
3. Separate Keywords with commas or semicolons.
4. Descriptive filenames become keywords automatically.
5. Learn more at [www.smugmughelp.com/hc/en-us/articles/18212448992660-Add-photo-titles-captions-and-keywords](http://www.smugmughelp.com/hc/en-us/articles/18212448992660-Add-photo-titles-captions-and-keywords).

Step 4 – Once all photos are uploaded, click “done.” You’ll be redirected to the public-facing gallery. Note the URL for viewing the uploaded images is different than your upload link. This is the public address you can share with your cadets and parents.

After you upload your photos, if there are duplicates or images you want to delete, you won’t be able to remove them yourself. You’ll need to contact [jhimes@cap.gov](mailto:jhimes@cap.gov) for further assistance. Lt. Col. Himes or another member of the photo working group will reach out, usually within 24 hours.

Questions? Please contact Lt. Col. Himes at [jhimes@cap.gov](mailto:jhimes@cap.gov) or [macstaff@cap.gov](mailto:macstaff@cap.gov).