



PRESS RELEASE

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AFP LAUNCHES ITS TUMBLR AND TWITTER PHOTO ACCOUNT

AFP STRENGTHENS ITS PRESENCE ON THE SOCIAL NETWORKS WITH THE LAUNCH OF A TUMBLR AND TWITTER ACCOUNT DEDICATED TO THE WORK CONDUCTED BY ITS PHOTOJOURNALISTS.

Tumblr gives Web users a chance to view a selection of AFP photos chosen by the Agency's photo department. From sports to the hottest international news, from cultural topics to the most outlandish, these shots reflect the entire range of topics the Agency's photo-reporters cover every day:

<http://afp-photo.tumblr.com/>

Twitter @AFPphoto selects a portion of the pictures headlined by the media subscribing to the agency's photo production. It offers an opportunity to quickly access the most popular images recognized by the media around the globe: <https://twitter.com/AFPphoto>

"Whether impacting, emblematic, enigmatic or historical, a photo can become a hit on the social networks within minutes. With the launch of these two photo platforms, AFP shares the wealth of its content and once again demonstrates the excellent work of its photojournalists," says AFP CEO Emmanuel Hoog.

With its network of 500 photographers, regular winners of the most prestigious international awards, and over 2,500 photos distributed per day, AFP is a major reference in expertise and photo coverage. [The AFP image bank](#) includes 40 partners who enrich the offer to total nearly 23 million images. Created in 1985, the international photo department has increased its production seven times since 2000.

With these two new, daily-enriched accounts AFP confirms its ambition to grow on social networks. The two key AFP Twitter accounts ([@afpr](#) & [@AFP](#)) are followed by over 180,000 people, while the Facebook pages in [French](#) and [English](#) total nearly 110,000 members.

About AFP

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,260 journalists spread across almost every country, AFP covers the world 24 hours a day in six languages. AFP delivers the news in video, text, photos, multimedia and graphics to a wide range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.

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