

FINDING IMAGES FOR NEWSLETTER / WEBSITE / SLIDES



Only use images that you own, or whose usage license can be verified.

Images found by searching Google Images (including those filtered for safe usage) are often under copyright. So are images you find on someone else's website. Helpful article:

<https://www.theedublogger.com/copyright-fair-use-and-creative-commons/>

1) Free for download and website use (please use these sites):

- <https://www.nappy.co/> - goal = "to provide beautiful, high-res photos of black and brown people to startups, brands, agencies, and everyone else.... let's tackle diversity and representation one photo at a time."
- <https://pixabay.com/> - free images that require no attribution
- <https://www.pexels.com/> - good site for more culturally diverse photos
- <https://unsplash.com/> - recommended by Andrea Echelberger & Cathy Grady
- <https://www.freeimages.com/> - requires free account (easy to set up) & photo credit (for example: "FreeImages.com/Julia Freeman-Woolpert")
- <https://ccsearch.creativecommons.org/> - BUT check license type; some do not require citation/attribution, others have restrictions ([example](#))

2) For newsletter articles, please avoid using images from these sites:

- <https://www.gettyimages.com/> - free images that may be embedded (requiring embed code) rather than downloaded; BUT it's best to avoid embedding this kind of code if possible
- <https://www.photosforclass.com/> and <https://www.photosforwork.com/> - linked to Creative Commons; downloads automatically contain proper citations, BUT this restricts sizing
- <https://openclipart.org/> - now requires paid subscription
- <https://commons.wikimedia.org/> - free images that may or may not require attribution; BUT it's time-consuming to gather the correct attribution information

3) Screenshots of websites you are writing about are OK, since you are citing/commenting on that website for educational purposes and encouraging people to visit it (rather than profiting from it).

NOT FREE FOR USE:

(Note: these entities often put ADS on the free sites [often labeled "Sponsored Images"]; **don't confuse which images are really free!**)

- Shutterstock
- iStock
- Adobe Stock
- 123RF
- Downloaded Getty Images (must be embedded)
- Images found on other organizations' websites
- Many images found through Google Images searches