

Using Images Responsibly

Using supporting graphics or icons your work can enhance their impact, but it's crucial to do so legally and ethically to avoid copyright infringement. Follow these recommended dos and don'ts to ensure you're using images responsibly.*

+ Dos



Utilize Free Stock Photo Resources:

→ Use free sites like [Unsplash](#), [Pexels](#), and [Freepik](#), and follow their licensing terms, including proper attribution.



Use Your Own Photos:

→ Use photos you have taken yourself to avoid copyright issues.



Use Paid Stock Images:

→ Get images from paid sites like [Shutterstock](#), [Getty Images](#), or [Adobe Stock](#) for legal use.



Check Licensing Agreements:

→ Read and understand image licensing agreements, noting any usage restrictions.



Be aware of limits for allowed use, including news reporting, teaching, scholarship, or research.

× Don'ts



Avoid Unverified Images:

→ Do not use images from **Google searches** without verifying their usage rights.



Don't Assume Exemptions:

→ Respect copyright terms even for educational or non-profit use.

How to Tell if an Image is Copyrighted



Use Reverse Image Search:

Trace the image back to its source using tools like [Tineye](#) or [Google's Image search](#).



Look for Watermarks:

→ Check for visible watermarks or copyright notices.



If in Doubt



icons by Icons8

Leave It Out:

If the image lacks clear usage rules or copyright information, assume it's not safe to use.

Consult a Professional:

Seek advice from a graphics, marketing, or legal expert if you are unsure about an image's copyright status.

*The information on this tip sheet does not, and is not intended to, constitute legal advice; instead, all information, content, and hyperlinks available are for general informational purposes only. Readers of this document should contact their attorney to obtain advice with respect to any particular legal matter.