

## **Can you use that image?**

Do you share images on your website or social media pages?

Do you double check first that you're not violating copyright laws?

You should assume that all images found through a Google search or that you otherwise locate online are protected by copyright unless you find out otherwise.

Social media is just the same. You can share an image within a platform such as Facebook but you cannot save that image and use it elsewhere, without the correct written permission.

If you go ahead and use the image anyway this may lead to a dispute and you could be fined or even sued.

**Yes** you can use:

- ✓ Your own photographs
- ✓ Images you create yourself in Canva or similar
- ✓ Images from the SIGBI Flickr account
- ✓ Images from a royalty free website
- ✓ Purchased images (there may still be restrictions as to how you can use the image – sites will give you this information once you have chosen an image)
- ✓ Toolkit images and infographics made available to promote advocacy such as UN special days

**No** you cannot use (without written permission):

- ✗ An image found on a website
- ✗ An image found through a Google search
- ✗ An image taken from a social media platform
- ✗ Infographics found on social media or online

Take a look at this [infographic](#) to help determine if your content is fine to use.

Individuals and organisations are clamping down on this and a Soroptimist Club has recently been fined for using an image on their website without the correct permission.