Guidelines for using images

Images can greatly enhance the look of your website, social media posts or newsletter but there are some simple rules that should be followed.

What is the image being used for?

This is the first question you should always think when considering adding an image to your story.
Is it to enhance the story?
Is it relevant?

For example, if you are writing a news article about a successful fundraising event, a photo to accompany the story will help bring it to life – "*a picture is worth a thousand words.*"

Who does the image belong to?

This is extremely important. It is always preferable to use images that have been taken by your branch or group or by the Association.

All of the images used by the Association are stored on a private Flickr account. If you have seen an image on our website, social media channels or in one of our publications that you would like to use, please contact the Volunteering Team.

If you do need to source an external image, please seek permission to use it first.

Do not search the internet for images, as they may come from a website where you have to pay for a license.

Why do I need to get permission to use an image?

Without getting permission for using an image, we are putting ourselves at a reputational and legal risk.

These risks will include financial penalties if we use images without permission as we are technically "in breach of copyright". There are a number of companies that search the internet solely to find such breaches of copyright. Unfortunately, even if the image is removed, we may still be charged.

Please also remember if you are using images you have taken at your branch/group events and activities, then you do need to obtain permission from those featured before you use the image on your website or in your newsletter.