

GUIDE TO USING COPYRIGHTED IMAGES IN YOUR PRESENTATIONS



NOSM U CEPD
TIP SHEET

Using images and photos in your work can add impact and keep your audience engaged. However, it is important to consider copyright considerations.

Every image - like those found through a Google search, social media, or a stock photo site - **gains copyright as soon as it is created**. It is up to you to find out whether you have the legal right to use the image. Including images in your presentations that you do not have the legal right to use can result in you or the University being fined or sued.

To avoid copyright infringement, do not use images directly from Google or other web pages. Use the guidelines below, ask for assistance, and remember: when in doubt, don't use it!

General Guidelines

- Obtain proper licenses and check the licensing restrictions and requirements for reproduction and/or attribution when using images from online sources.
- You may need to get written permission to use company logos or trademarks. Check company policies before using these images.
- Avoid using images taken from social media sites. If you do, make sure to gain permission for the creator and/or original poster.
- If you cannot find information about copyright restrictions for an image found online, **don't use it**.

Image Sources for Internal Users

NOSM U employees can find media using [Canto](#), the University's online digital asset management system. Canto is a web-based platform that includes a library of images, videos, and documents, as well as an online brand manual and customizable templates.

For information on how to login, use Canto, and search for media, explore [Canto Training Resources](#) developed by NOSM U Communications and External Relations.

If you cannot find an appropriate photo, please [submit a request to the Communications Unit online](#).

Additional Resources



**Free Stock
Photography
Websites:** [Unsplash](#)
[New Old Stock](#)
[Little Visuals](#)



**[NOSM U Library
Copyright Subject
Guide](#)**

