GUIDE TO USING COPYRIGHTED IMAGES IN YOUR PRESENTATIONS

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.

- In Canada, an image generally enters the public domain 70 years after the creator's death, after which it can be used freely without attribution.

- If you cannot find information about copyright restrictions for an image found online, **don't use it.**

Image Sources & Additional Resources

Free Stock Photography Websites:
Unsplash
New Old Stock
Little Visuals

NOSM U Library Copyright Subject Guide

If you cannot find an appropriate photo, please submit a request to the Communications Unit online.

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