

Using Images in LWV Publications

August 21, 2023



Web Crawlers are Big Business.

How "Copytrack.com" works:

1. Upload your images
2. Confirm your stolen images when Copytrack finds them.
3. Sit back and earn money: *"Our international team will take care of your case immediately. We are by your side in the fight against image theft and will fight for fair payment for your work. You don't need to do anything but let our global legal network handle it for you."*



Using Legal Images is Easier Than You Think

1. Use sites that are free
2. Avoid random images on the internet
3. Avoid images in other online publications--- magazines, websites, advertisements, etc.
4. Avoid images with watermarks.
5. When in doubt, don't use it.





Some Good Free Sites



Pixabay: As stated on their website, all images are released under Creative Commons CCO into the public domain and can be used royalty-free, including for commercial purposes. Attribution is not required.

Pexels: Attribution is not mandatory.

Canva: Use this design platform for more than finding an image. Most are free, but some require attribution.

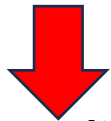
Microsoft 365: (With subscription) Online photos free, mostly without attribution. Avoid if in doubt.

What is *FLICKR*?

Flickr is one of the biggest photo-sharing platforms/storage in the world.

Free to join.

Pictures are copyrighted, so you must ask permission to use **EXCEPT...**



LWVUS has Flickr site!!! All those photos are free to use:

<https://www.flickr.com/photos/leagueofwomenvoters/albums>

Also check out **Flickr Commons** – collections with no known copyrights.



What is Public Domain?

- Not protected by copyright
- Copyrights either expired or were never copyrighted
- All work created by the US Government is public domain
- If creators died more than 70 years ago, their work is ok to use



What is Creative Commons?



Creative Commons is a not-for-profit organization that allows photographers and artists to share their work for reuse. However, the creators can control the conditions over how their images are used through different types of licenses.

Most Licenses: You have the freedom to redistribute, modify, and even build upon the original work as long as you credit the author.

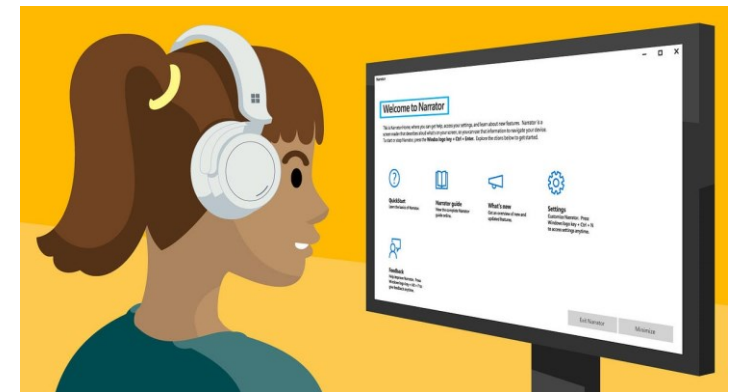
Best License for us: CC 0 (zero) – allows free use without attribution.

What is “Alt Text?”

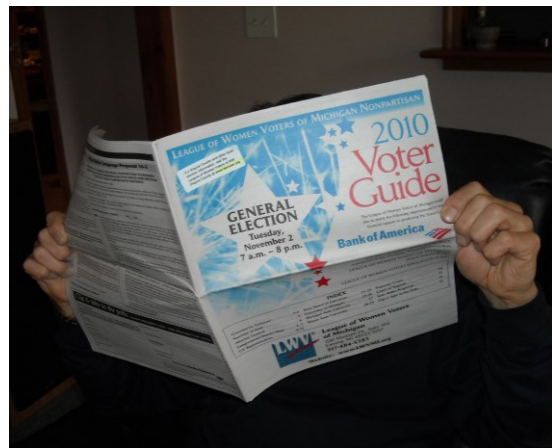
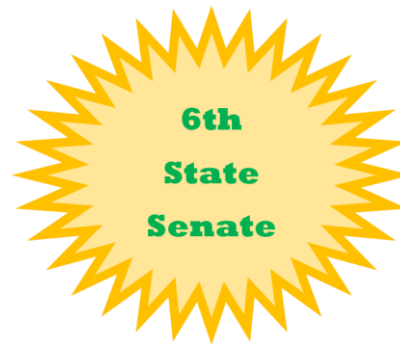
Alt text is a description of an image. If an image fails to load, the text can be read, but most importantly, it is a valuable DEI tool. The text is read aloud to users by screen reader software.

According to the Americans with Disabilities Act (ADA), creating and optimizing alt text is an essential part of accessible web design standards.

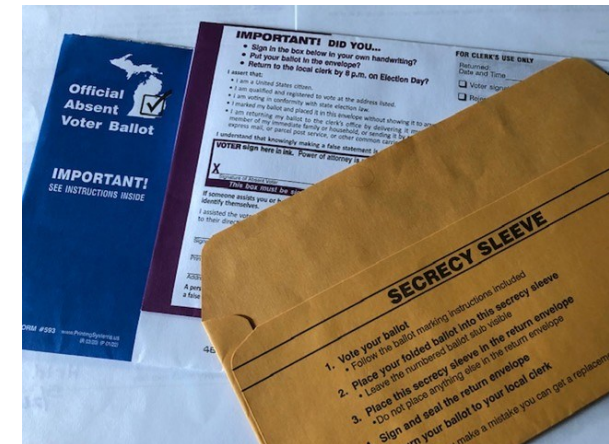
How to do it? Right click on image. Click View Alt Text. Write short description.



Take your own photos
or make your own
graphics.



Thank you
Candidate Forum
Experts!



Other Resources



1. LWVUS' Image Use Guidance (Search Bar on LMS: Image Use Guidance)
<https://www.lwv.org/league-management/templates-graphics/image-use-guidance>
2. Library of Congress: <https://www.loc.gov/free-to-use/#:~:text=These%20sets%20are%20just%20a,films%2C%20sound%20recordings%20and%20more.> (Google: Library of Congress Free Images)
3. Smithsonian Institution: (Google: Smithsonian Open Access)