



Sourcing pictures for your marketing/ advertising/communications

Finding suitable pictures for your marketing materials can be difficult.

Pictures seem readily available but there are many restrictions on their use, whether that is quality, licencing or permissions.

This is the BCA's handy guide to image use...

What might I use pictures for?

Website, Twitter/Facebook/Other social media, blogs, leaflets, newsletters, magazines, emails, adverts, brochures, business stationary etc In short, anything and everything you use to publicly promote your business.

What kind of restrictions are there?

Quality – Pictures you use will be of varying resolution. Low resolution pictures (those that are of a small file size - say 200kb or less) are great for use on social media, electronic newsletters or websites, in fact, you will find that these sorts of mediums will not accept large resolution, high file size pictures. For printed material you produce yourself, medium resolution (say file sizes of 200 – 500kb) should be sufficient. If you use small file size pictures, they are likely to look pixelated and grainy on the print. The same is true of professionally printed material and for this, you will certainly need large resolution, high file size pictures (minimum 500kb) in order for the printed image to be sharp and appear to be of good quality.

Licensing – Many pictures you find on the internet are likely to be restricted by copyright. Just because an image is posted on a website, does not mean it is fine for you to download and use it. The original owner or photographer of the image can pursue you for damages (there are ways for people to track image use, especially on the internet, so it is possible for people to track down unauthorised use). Unless you are sure that you are within the

licencing requirements of an image, it is best to procure something with the correct licencing via a stock website or direct from a photographer. If in doubt – don't use a picture.

Permissions – You may have pictures you or someone you know has taken and, therefore, there are no licencing issues. However, if these pictures include other individuals or are on private property, you must be sure that the correct permissions have been sought for the usage planned for the picture. When taking pictures or using pictures taken by others, ensure there are written permissions to cover the intended usage of the pictures. If in doubt don't use a picture.

Options for photography

Stock photography -Sites such as www.istockphoto.com and www.shutterstock.com offer low cost single royalty image use. For a single payment, you can 'buy' the rights to use an image on your promotional materials or website. The advantages are that you have access to an enormous range of images that are suitable for use when trying to convey a concept, product or service. and you know that images will have the correct permissions from the models or locations.

For example, on istockphoto, blocks of credit are purchased (currently around £7 per credit –less if you buy larger packages of credit). A great many images cost just one credit.

Pay attention to limits to the licence and you should read these in full but, in general, images can be used in leaflets and other promotional settings. You may not share images with other organisations/businesses (they must buy their own!) The single payment allows you to download any file size of the image. Don't forget that for use on a website you need a small file size and for a leaflet or other printed matter, a much larger size is required.

Take photos yourself - For print use, you should make sure the picture file resolution is high. Most smartphones and digital cameras will have settings that allow image resolution to be adjusted. It is advisable to set it at a higher resolution as it is easier a picture's resolution/ file size for use on the web and impossible to raise the resolution/file size to make something print-friendly. Try taking test shots to see how they come out. If you are using a designer for printed materials, ask their advice. Don't forget to get the permission of anyone in the photographs, making sure they are aware of their usage. Written consent is best. Same if you are taking pictures inside private property.

BCA photography- The BCA has a selection of treatment oriented pictures which members are free for members to use in their promotional material/websites. These are available on via **Dropbox** using this link <http://bit.ly/bcaphotos>. You can crop/edit these pictures as required.

OR, TO BE SENT A CD, EMAIL contact@chiropractic-uk.co.uk