

UF/IFAS Image Guide For Social Media, Blogs and Web

Compelling visuals are a great way to attract viewers to your content. Sometimes if the perfect photo is hard to find, it can be tempting to grab one off the Internet. But if done incorrectly, the consequences can be severe, including hefty fines.

**DO USE PHOTOS THAT ARE MADE AVAILABLE BY UF AND UF/IFAS OR FALL INTO THE CATEGORY OF ROYALTY-FREE OR PUBLIC DOMAIN.
DON'T USE PHOTOS YOU DO NOT HAVE THE RIGHTS TO USE.**

Helpful Resources

Available from UF and UF/IFAS

- The UF/IFAS photo database stores more than 20,000 images and can be found at photos.ifas.ufl.edu.
 - » Download high-res images from here using your Gatorlink.
- If given enough advanced notice, the UF/IFAS photo department might be able to assist with your photo needs.
 - » Contact: tylerljones@ufl.edu
- UF Stock Photography: <http://identity.ufl.edu/resources/stock-photography>

Royalty-free / Public Domain

- If you can't find an image, please consult with ICS staff so we can assist you in finding a royalty-free images.
- Only certain photos on the Internet are considered creative commons and often you still need to provide a very specific attribution along with the photo, including a link to the creative commons license.

Photos to Avoid

- Do not take photos off Google images or any other search engine results page.
- Be careful when you re-post something to ensure it's coming from a reputable source like another UF/IFAS account, UF account, news outlet or government organization.
- Stay away from any websites offering free images unless listed above. If you have a question about a site, contact: socialmedia@ufl.edu

Citations

Whenever possible, you should credit a photograph to its author, as well as UF/IFAS possibly even the department.

- Credit UF/IFAS photo as follows: UF/IFAS Photo by Jane Smith
- If you want to include a department designation, credit the photo like this: UF/IFAS Agronomy Photo by Jane Smith

If the credit is not included on or immediately next to a displayed photograph, then the credit should be embedded in an image's digital metadata using software such as Adobe Bridge or Lightroom. Using the UF/IFAS credit links your photo with the University of Florida and the Institute of Food and Agricultural Sciences.