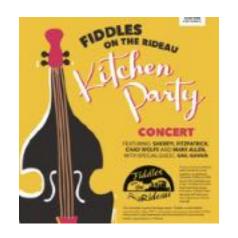# Using Images to Promote Your Events
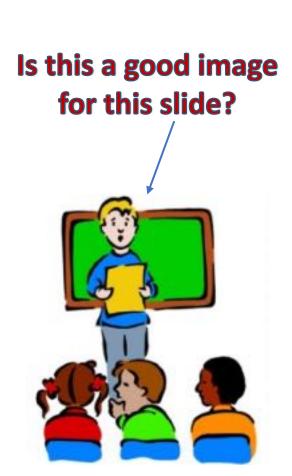
Anita Jansman
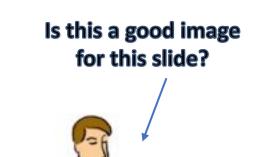EOORC Communications
2022 Fall Meeting

Today I will discuss

- Choosing Images
  - Where to find images
  - Using images of people
  - Using reverse image search
- Copyright laws
- Adding an event on EOORC Website

Is this a good image for this slide?

Where to get your images

- Use your own photos or congregation members' photos
- Media kit from performers
- Free image photo bank online (Pexels, Unsplash) https://www.pexels.com
- Paid photo banks online (iStock, Shutterstock) https://www.shutterstock.com
- Free clipart http://clipart-library.com

Is this a good image for this slide?

Is this a good image for this slide?

Using people in your images

- Aim for diversity (gender, age, ethnicity)
- Choose the people in your images to reflect the event you are promoting
- It's important to get permission to use images of people, particularly children
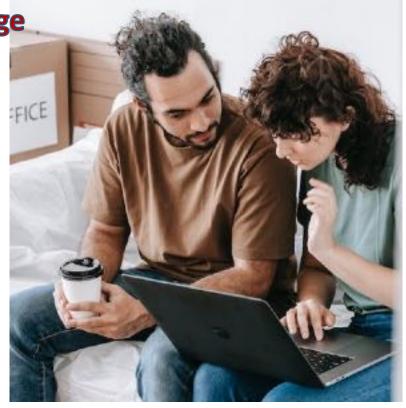- Always remember your message and your audience

Is this a good image for this slide?

Reverse Image Search

- Google search: "Reverse image"
- https://www.labnol.org/reverse/
- Upload your image
- Click on "show matching images"
- Select the search item that provides copyright/usage information
- If you can't find the copyright information, it's best not to use the photo

Is this a good image for this slide?

Copyright Laws

- In [Canada](), any original work is automatically copyrighted when it comes into existence

- Copyright lasts for the life of the author, to the end of the calendar year in which they died, and 50 additional years

- Don't use an online image without first checking the copyright

- If you can't find the original source, it is best not to use the image (unless you're sure the copyright has expired)

Submitting an Event on EOORC website

Which one is better?

- Go to Add a Community Event under "Events" Tab
- Enter information as requested (Tags, venue, organizer, website, cost are optional)
- Whenever possible, include an image
- Click on "Submit Event" and your event information will be sent by email to Anita, who will approve it
- Contact ajansman@united-church.ca if you have any problems

Questions?

Contact Anita Jansman

ajansman@united-church.ca

Thank you!