

Image Resources for Social Media

Using relevant images on social media allow you to gain attention, build loyalty, communicate vital information, and increase engagement.

Ensure that the imagery you use on social media are reflective of the six image themes—people, technology, knowledge, connections, global, and historical—that are part of the visual brand identity of IEEE.

All photographs are potentially subject to copyright, and the use of photographs without appropriate licenses or permission is prohibited. Using images obtained from search engine results (i.e. Google Image Search) is unacceptable. Using images without permission/license may violate the rights of the copyright owner and subject IEEE to liability.

Ideally, use of real imagery is most engaging, but you must obtain approval from each individual featured in the image to use it. See the Social Media Operations and Best Practices Guide for more information. When real images are not an option, there are trusted stock photo resources you can access for high-quality imagery.



To assist you in finding appropriate visuals to use on social media, below is a listing of photography stock websites where royalty-free images, illustrations, video, etc. can be sourced and purchased.

- [Adobe Stock](#)
- [BigStock](#)
- [Getty Images](#)
- [iStock*](#)
- [Shutterstock](#)
- [ThinkStock](#)

* The Digital and Creative Innovations team (MSD) manages an enterprise license with iStock that IEEE staff can leverage. To learn more, email creative@ieee.org.