

PRISCILLAOWUSU.COM

Little Book of...

DIVERSE STOCK IMAGE SITES TO ENHANCE AND
UPLIFT YOUR DIGITAL MARKETING

in

About this Little Book

Hello!

Welcome to the first in a series of toolkits to help communications and marketing professionals to create and deliver fresh, engaging content for their organisations and clients.

This Little Book highlights a range of stock image websites, both free and subscription based, that not only provide good quality and vibrant imagery but are also recognised for producing diverse content.

As social media, digital and content marketing become the norm, the need for stock imagery is an increasingly essential marketing component. As is capturing true reflections of the world we live in and finding images that communicate and resonate with the audience we are trying to reach.

I hope you will find the contents of this book useful and please do get in touch if you have any comments or feedback.

Priscilla

Stock image websites

One of the most common struggles I've experienced as a communications professional, is finding that perfect stock image photo to illustrate my content. And when looking for diverse and inclusive photos the struggle can be very real.

Although in general stock image websites have come a long way from the cheesy, outdated imagery of the past, they still have some way to go in being fully representative of the world in which we live.

Luckily there are some websites out there, that have stepped up their game and make it a matter of practice to supply diverse images to refresh and update your content. Best of all some are even free!

Why use stock images?

There are a number of reasons, but quite simply using stock images saves money on hiring a photographer to shoot bespoke photos. Even if you pay for a stock image subscription, it will still cost less than bespoke photography. Stock images also save time. Images are created, post-edited for immediate use, and can be resized and customised to suit your preferences. So unless you have a strong preference (and budget!) for bespoke photography, there's no reason not to use stock images.

Some terms

Creative commons? Royalty free? Can I modify, reuse, redistribute? Do I have to credit the photographer? These are questions that get asked frequently when using stock images and the rules on copyright can be daunting. The two types of licenses that you are most likely to come across are Creative Commons and royalty-free, which I've summarised below.

Creative Commons

You may have seen several definitions of a Creative Commons license as there are different types that are used for various purposes. But to summarise, Creative Commons is a set of public copyright licenses which enable content to be shared and used. You can freely use a Creative Commons image, however in some cases you are required to give credit to the photographer.

Royalty, royalty-free

This type of licence means that you pay once but can use a particular image forever in different ways (as long as they are permitted by the license holder) without having to pay for further usage. Typically you cannot share or distribute images under this license, so make you check the license terms.

Free websites

[WOCinTech](#)



One of my favourite go-tos for simple depictions of the office environment, this Flickr site almost exclusively depicts women of colour (you might find the odd man in the background). The images are very natural and positive. Photos from this site are also available on Unsplash, and are on a Creative Commons Attribution License, which means you can copy, distribute and display the images so long as you attribute #WOCinTech or wocintechchat.com.

Free websites

The Gender Spectrum Collection



This site features bold and positive images of trans and non-binary models to help media better represent members of these communities as people with careers, relationships, talents, passions and home lives. Images are made available through a Creative Commons license. The site even provides [guidelines](#) to help content creators to use the images widely and responsibly

Free websites

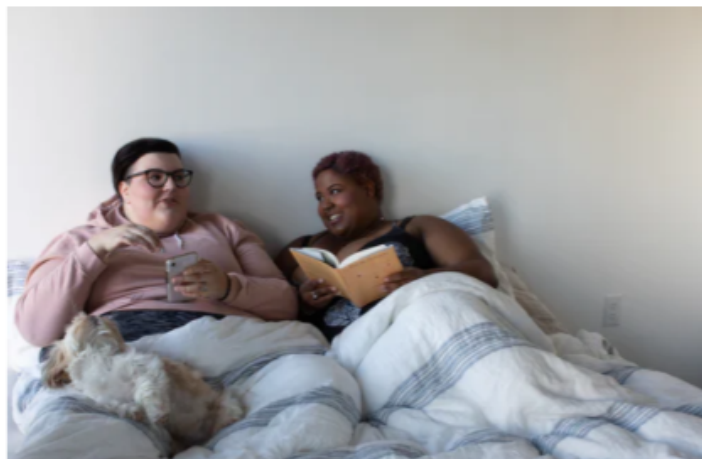
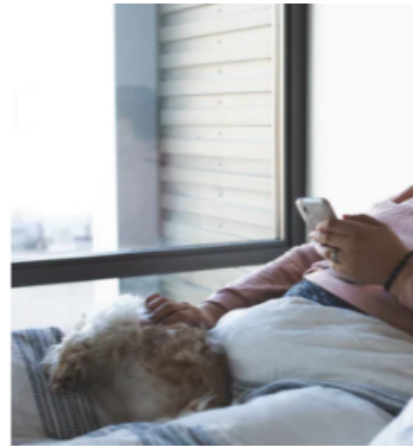
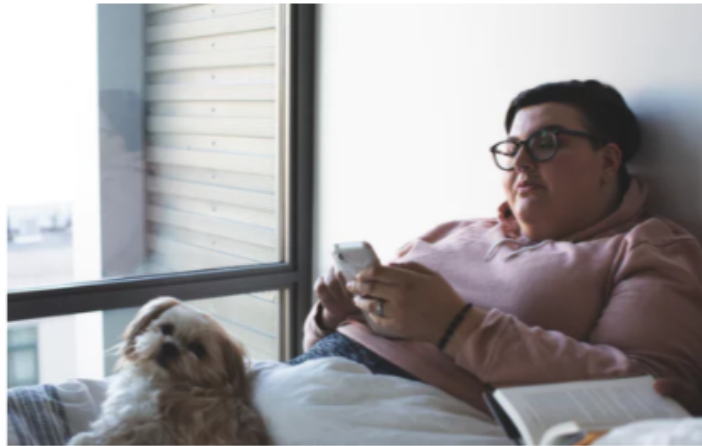
Nappy



Nappy exclusively features Black and brown people doing everyday things, like making coffee, cooking, going to work, socialising and generally having a good time - images that you rarely find of people of colour. The only downside to using this site is that it's not that easy to navigate and the search function isn't that great. All the photos are under a Creative Commons Zero license, which means you can download, modify, share, distribute images for free.

Free websites

AllGo



Allgo is actually a tech company which is focused on serving the needs of plus-size people. They created their image collection primarily for their Instagram account but also to increase the representation of plus-size people in all their diversity. While attribution is not required to use the photos, they do ask that AllGo and photographer Michael Poley of [Poley Creative](#) are credited.

Free websites

[Unsplash](#)



Unsplash is one of my favourite go-to resources for attribution-free, no cost, stock photos that can be used commercially. The images are of a very high quality and professional with a good range of editorial images. However, it can be hard work finding diverse images but searching by ethnicity can generally yield some good results. Although you are not required to credit the photographers, it's considered good practice to do so.

Free websites

Pexels



Pexels is another of my favourites for free stock images. Image searches for diversity or people of colour produces some pretty decent results, as do searches by ethnicity. The images on this site are very high quality and professional looking. With its vibrant mix of photo styles and everyday life scenarios, Pexels has that little extra edge over some of its competitors. Like Unsplash, you are not required to credit the photographers but you are encouraged to do so.

Paid-for websites

CreateHERStock



This is a subscription-based photo library of images featuring Black women, created specifically for bloggers, content marketers, designers and other creative professionals. Not sure if you want to subscribe? You can download the freebies image collection to give you a taster of what you could get as a subscriber.

Paid-for websites

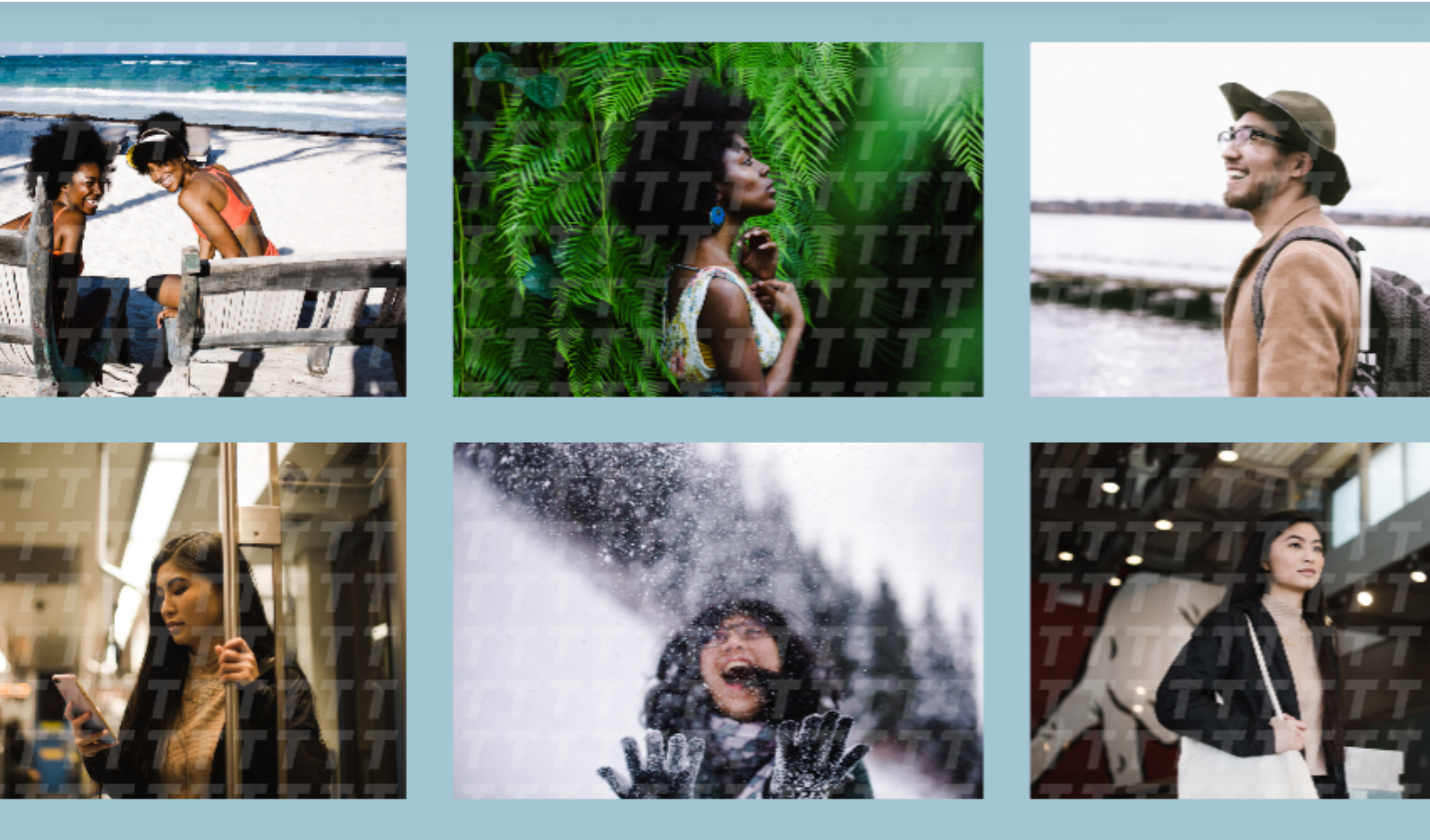
[Getty Images](#)



Getty is a global leader in stock photography and is often the image provider of choice for businesses and corporations. Their content includes creative and editorial images as well as music and video stock resources and recently they've been making strides in producing richly diverse image content. The pricing structure is quite expensive, so if your budget is limited you may want to consider other options.

Paid-for websites

Tonl



Tonl is a new culturally diverse stock photos site I recently discovered, and at first glance I'm quite impressed and have high hopes that it will really deliver. The search experience is pretty simple with a bar across the top of the site leading to topics like travel, tradition, trust and trend (Note: everything starts with a 'T'). Also has a flexible monthly subscription plan which caters to various needs and budgets.

Paid-for websites

Diversity Photos



Another fairly new stock photos site, Diversity Photos prides itself on 'not only respecting but celebrating the nuances and complex layers of the human race'. Each month, Diversity Photos provides a collection of images exclusively to its subscribers for a limited time period, before making them available to its partner sites. The pricing options range from paying per image to a monthly subscription. A custom subscription is also available for larger businesses.

About Priscilla Owusu



I have 20 years of experience working in communications and marketing within a wide range of sectors, both commercial and nonprofit.

My passion is writing and creating website content and/or print and digital materials, to help you create clear, fresh and effective comms to engage with your key audiences. Making sure that content is diverse and inclusive is a key priority and an important part of what I deliver to my clients.

If you're interested in working with me, you can get in touch via my website at www.priscillaowusu.com or email me at p.owusu56@gmail.com.