

Standardized Image Crediting for Boston University

Editorial

Credit for University-branded materials should read “[Photographer Name].”
(Inclusive of alumni publications/deans’ reports, digital articles, etc.)

If produced by BU Photography *and* provided to channels outside Boston University, credit should read “[Photographer Name] for Boston University Photography.”
(Inclusive of images provided to outside media outlets, images being used by faculty, staff, or alumni for their own professional purposes, etc.)

Credit should identify clearly with which image it is associated.
e.g., “Clockwise from top right: [Photographer Name]; Courtesy of [Provider Name].”

“Photo by” can be removed whether the image is by a BU photographer OR a freelancer.

Credit Placement

For printed materials, crediting should appear on same or adjacent page as image when possible and should be clear with which image it is associated.

For digital materials, crediting should appear after image caption.

When a single photographer has contributed all images in a feature, photographer should be credited in byline of story.

When running a single image, or when multiple photographers have contributed images, photographers should be credited in gutter (print) or caption of image (digital).

Social Media Crediting

(e.g., Facebook, LinkedIn, X, Instagram, etc.)

When linking directly to original story where photo attribution is given, no additional credit required.

When sharing images independently, photographer should be credited as above or with social media handle. *Crediting with social media handle can create additional reach.*

Courtesy Images

Due diligence should be done to identify photographer and confirm copyright usage.

When using provided images, credit should read “Courtesy of [Provider].”

Stock Images

Requirements for stock photography crediting will be outlined in agency terms of service.

Marketing Collateral

When creative team (e.g., editor, writer, designer, etc.) is credited, photography should be credited similarly.