



## GFAN Speakers Bureau - Users Guide to Advocacy Videos & Photos

- ▲ View our [We need the Global Fund](#) webpage.
- ▲ Find out more about our Speakers Bureau – what it is and how it works - and its members [on our website](#).
- ▲ [Download our toolkit for more general information](#) on how to use the Speakers Bureau for your advocacy and in media.

### How to use our videos and photos

We welcome all of our members and partners to use these videos and photos for your Global Fund-related campaigning.

- ▲ **Tell us if you use the videos or photos in any of your communications – [we love knowing](#) what you're doing with them and how they are helping your organization!**

Here are some ideas for how to use these assets:

- As visuals for reports, case studies, info sheets, and any other Global Fund-related publications;
- As a complement to newsletters, blog posts, print articles, and editorials related to the Global Fund and your campaigning;
- As part of pieces you write about any of these featured Speakers;
- As a preview to any in-person visits of any of these featured Speakers;
- Screening at in-person meetings, conferences, etc.

If you would like to use quotes from our Speakers, would like suggestions on how to use these images and videos for your social media campaigns, or have any other questions: please [reach out](#) to us!

What we would prefer you DON'T use the assets for (unless with permission):

- Your organization's general promotional materials;
- Any content not related to global health issues;
- Any commercial use (see below).

## Copyright

We want to ensure that all GFAN members and partners have the opportunity to use our campaign and advocacy materials in support of resource mobilization for the Global Fund and adapt them for their own context. We can collectively make a stronger statement and a greater impact when we work together.

These videos and photos will follow the [Attribution-NonCommercial 4.0 International](#) licence. Under use of this licence, anyone is able to:

- **Share** – copy and redistribute the material in any medium or format;
- **Adapt** – remix, transform, and build upon the material;
- The licensor cannot revoke these freedoms as long as you follow the license terms.

Under the following terms:

- **Attribution** – You must give [appropriate credit](#), provide a link to the license, and [indicate if changes were made](#). You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- **NonCommercial** – You may not use the material for [commercial purposes](#).

Read the full legal code [here](#). NOTE: This licence is irrevocable once applied.

## Icons

For insertion into publications, download images and icons [here](#). These are the relevant icons:



## Photos

You will find *copyright information and captions* for each photo by viewing its [IPTC Photo Metadata](#) in your photo viewing/editing program. You can find this by going to the image properties or information option in your program's menus. If you are unable to view it in your program, download one of the [programs listed here](#).

