

Active Images

Photo library toolkit



Overview

How it came about

During the pandemic Together an Active Future and Active Lancashire were asked to support Lancashire and South Cumbria Integrated Care System to deliver a social media campaign aimed to support vulnerable people to protect themselves against the Covid-19 virus and take action to manage their health and wellbeing. One key element of the campaign was the benefit of people being more active.

Knowing that people are more motivated by seeing people like themselves being active we wanted to use photos which represented the various demographics within our communities. We also wanted photos that showed people being active outdoors, as per the government advice at that time.

The reality of what wasn't there

We really struggled to find photos that represented the various demographics of our place and the majority of images we found were of organised team sports or in leisure centres.

When we asked our partners who we thought may be able to help, discovered that we all experienced the same challenge.

Doing something about it

We decided it would be good value for ourselves and our partners to use some of our capacity and resource and take action, by creating a photo library that can be used whoever needs it. A library we intend to grow and evolve based on need, that gives us the chance to represent the people in our places being active in a range of different and accessible ways.



Something for everyone

The images are available for you to download for free from www.activeimages.info.

If you have ideas for improving or expanding the photo library, please get in touch so we can ensure that this resource is making a real difference for partners.

How to use Active Images website

Register

Active Images offers you the ability to quickly find a range of sport, physical activity and active travel images. All our images here are free to use, whether it's for your social media, website, newsletters or even print material.

To access the Image Library, you'll first need to register an account. That way you will only need to log in once instead of having to provide your details for each individual photo you download. It also means we can contact you if we require you to stop using a particular image.

If you meet any problems, please get in touch with us by emailing either contact@activelancashire.org.uk OR team@iaaf.co.uk

First name	Last name
Username	
User Login ID	
Email	
Your Email Address	
Password	Confirm Password
Be Secure	Do Not Forget
☐ I agree to the Terms and Privacy Policy	
Register Now	
Already have an account? Login	

How to Use

Before looking through our image collection we encourage you to read our quick guide to how to use our images.

1. Find an image

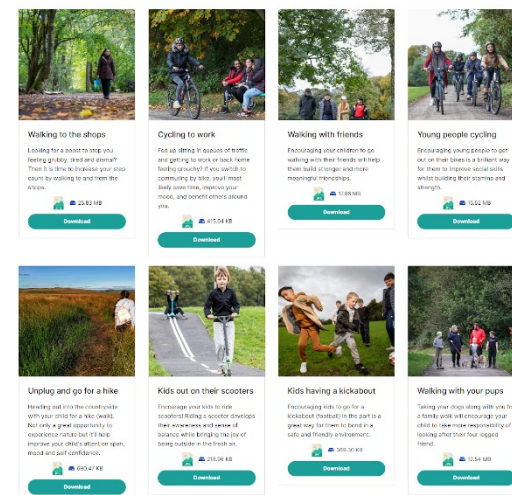
To help you find an image quickly we have created various categories however we've also given you the ability to view all images together. Just remember when it is important to choose an image that will reflect the audience you are trying to reach while commenting the message you are trying to tell.



01 Visit <http://www.activeimages.info> and register for an account to access our image library. Don't forget to read our Terms & Conditions.

02 Once registered please read through the 'How to use' section before proceeding.

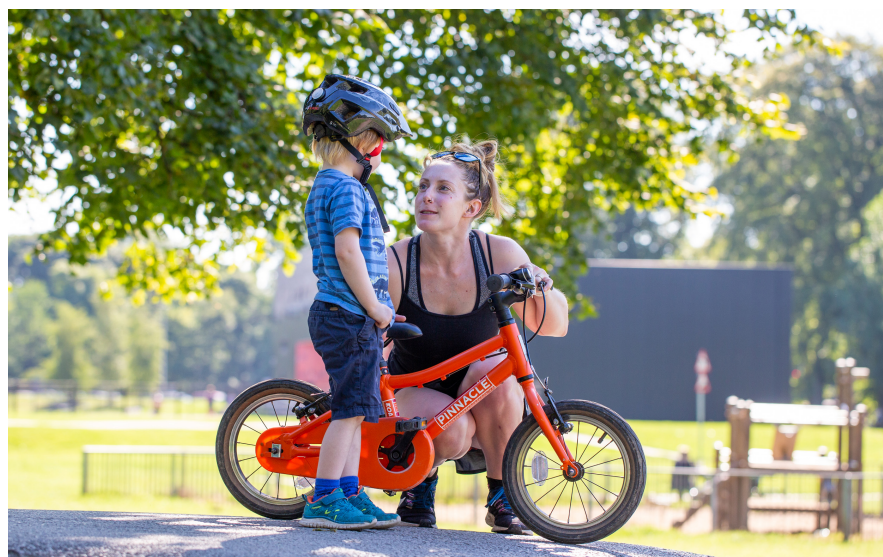
All Images



03 Now it's time to take a look around our image library.

Active Families

Photos that show different families enjoying physical activity



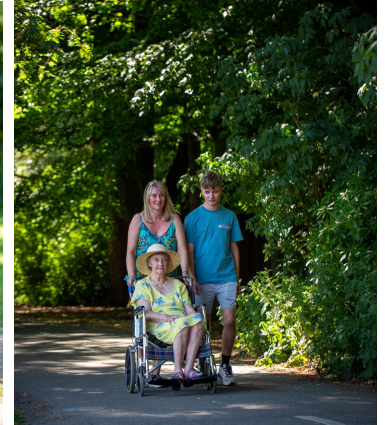
[Click here to access all photos and suggested social media messages](#)

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Active Families

Activities include walking, running, cycling, cricket and football



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Active Adults



Photos that
portray adults
being active

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Active Adults



Activities include walking
hiking, yoga, stretching
cycling and football



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Active Adults



Images include
adults with
disabilities



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Active Children & Young People



Photos of young people and teens taking part in various outdoor activities



[Click here to access all photos and suggested social media messages](#)

Active Children & Young People



Activities include:

- Walking
- Cycling
- Scooting
- Cricket
- Football
- Hiking



[Click here to access all photos and suggested social media messages](#)

Active Wellbeing



Photos that show
different wellbeing
activities



[Click here to access all photos and suggested social media messages](#)

Active Travel

Photos that show
Various ways people
are actively
travelling



[Click here to access all photos and suggested social media messages](#)

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How to use our images

When using Active Images, the most important thing we'd ask you to do is ensure the image you choose is relevant and suits your audience. Alongside each image, you will notice we have provided example social media messages to give you some inspiration.



01 Think of your audience and purpose when picking an image.

02 Crop the image to suit various social media platforms' ideal image sizes.

03 Don't be afraid to modify the image or add some text to give it more relevance.



Your Twitter Account
@YourTwitterAcc

Going for a walk is one of the easiest ways you can be more active and it can benefit your physical and mental health in many ways.

If you'd like to start walking to improve your health visit:
www.nhs.uk/live-well/exercise/walking-for-health/



04

Add your message and don't forget to add a link to a website or resource.

We've learnt that positive framing of physical activity messages are the most well received and acted upon. For your ease we've included some suggested text for social media with links to trusted sources of information for you to use if you wish.

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Social Media Examples



Your Twitter Account
@YourTwitterAccount

...

Being active is good for our body and mind. [#Walking](#) is simple, free and one of the easiest ways you can get more active.

A brisk 10-minute daily walk can help you build stamina, burn excess calories and make your heart healthier.



12:00 PM · Nov 3, 2021

2 Retweets 2 Quote Tweets 3 Likes



Your Twitter Account
@YourTwitterAcc

...

Being active with friends can be lots of fun but also really beneficial for each other too - you are more likely to stick to a routine and achieve your goals.

If you know someone who struggles to find the motivation, please offer them support and encouragement.



12:00 PM · Jun 1, 2021

21 Retweets 4 Quote Tweets 18 Likes



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Your Twitter Account
@YourTwitterAcc

Local parks are great places for you and your family to spend time together and be active.

Whether you go for a walk, cycle, scoot or simply go to the playground, being outdoors & connecting with nature can help you relax and recharge.



12:00 PM · Feb 3, 2022

21 Retweets 4 Quote Tweets 18 Likes



Your Twitter Account
@YourTwitterAcc

Being active with your children can be lots of fun and has many health benefits. Being active helps your child's physical health and improves their brain function and emotional wellbeing.

To help you and your family live a healthier lifestyle visit:
nhs.uk/change4life



12:00 PM · Mar 2, 2022

5 Retweets 5 Quote Tweets 4 Likes



Your Twitter Account
@YourTwitterAcc

Going for a walk is one of the easiest ways you can be more active and it can benefit your physical and mental health in many ways.

If you'd like to start walking to improve your health visit:
www.nhs.uk/live-well/exercise/walking-for-health/



12:00 PM · Apr 2, 2022

6 Retweets 3 Quote Tweets 6 Likes



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Suggested messaging

Apart from the previously mentioned messages, we've prepared a document with examples of text that can be used on social media to promote physical activity and healthy living. Categories present in the document correspond to each of the categories present in the toolkit.

Examples of messages

Active Wellbeing

Whether you are strolling through your local park or hiking up a hill, walking can benefit your mental health and wellbeing. Find Lancashire walking routes here - <https://www.visitlancashire.com/things-to-do/walking-routes>

Active Families

Local parks are great places for you and your family to spend time together and be active. Whether you go for a walk, cycle, scoot or simply go to the playground, being outdoors & connecting with nature can help you relax and recharge.

Active Adults

Having a healthy lifestyle will help reduce your risk of developing long term conditions, incl. diabetes, heart disease and some cancers. Now is a great time to kickstart your health by visiting www.nhs.uk/better-health

Active Travel

Cycling is one of the best ways to be regularly active. Why? Because it can be built into your daily routine, whether that's cycling to work, the shops or school. Swopping just one journey a day can make a big difference to your health. #cycling

Active with Friends

If you have a friend struggling to find the motivation then offer to go out for a little walk with them. Not only will it help them to improve their mood, it will also help strengthen your friendship.

Active Children & Young People

Encourage your kids to ride scooters! Riding a scooter develops their awareness and sense of balance while bringing the joy of being outside in the fresh air. Discover awesome places to scoot - <https://best-scooters-for-kids.co.uk/awesome-places-to-scoot>

[Click here to access all photos and suggested social media messages](#)

Social Media Dimensions

You will find all the photos have been in their original 'raw' state. This is to provide you with the ultimate flexibility to modify these photos for us across social media platforms and other comms/marketing purposes. To help, here are the latest image dimensions for Facebook, Instagram and Twitter.



Facebook Image Sizes

Landscape: 1080 x 630px

Portrait: 1080 x 1350px

Square: 1080 x 1920px

Stories: 1880 x 1920px



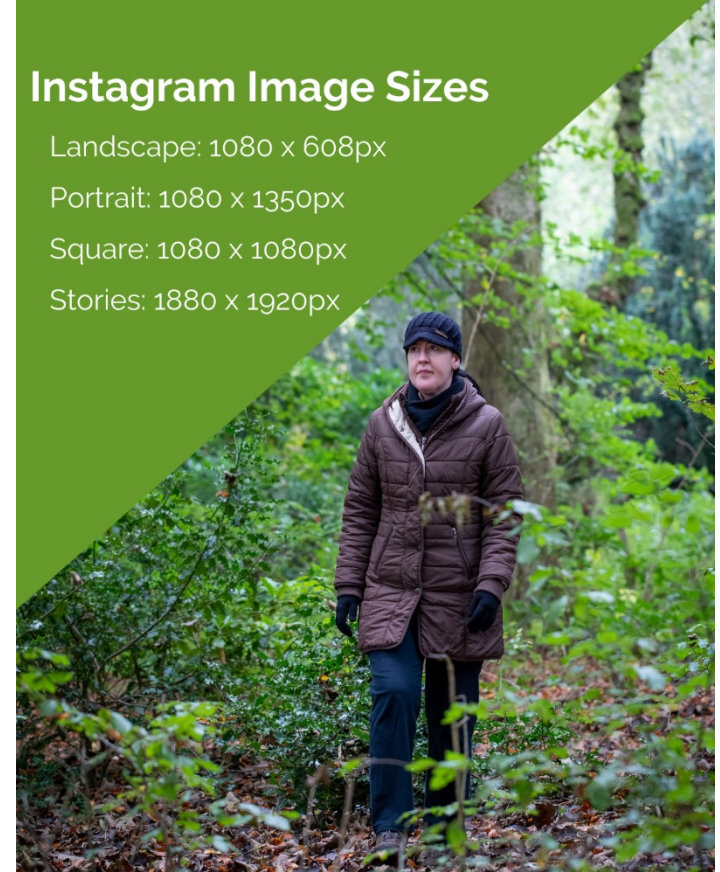
Instagram Image Sizes

Landscape: 1080 x 608px

Portrait: 1080 x 1350px

Square: 1080 x 1080px

Stories: 1880 x 1920px



Twitter Image Size

600 x 335px



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Access images

Register on the website



License

Upon registering an account with Active Images, you'll be granted a copyright license to download, copy, modify, distribute, perform, and use photos from Active Images. These photos are free, including for commercial purposes, without having to seek permission from or attributing Active Images, Active Lancashire, TaAF or the photographer.

This license does not include:

the right to compile photos from Active Images to replicate a similar or competing service
photos cannot be sold

Please note, that there may be occasions when you are required to stop using a photo from our library. You will be notified if you have downloaded any photos that have been removed from the library and that we require you to stop using them.

Additional resources list

OHID Better Health

10 min Shake Up

Sport England

Active Travel England



Together an Active Future and Active Lancashire hope you find this toolkit and the Active Images website a useful resource to help promote the benefits of people being active.

We'd love to know how you've used the images and welcome any suggestions you may have for future photoshoots.

Contact us

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Thank you

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