Can you create your own media?

Yes

Do you want to allow reuse?

Yes

Reuse media, adhering to any terms

No

Search for media to reuse. Is there a copyright notice?

Yes, there is a licence or terms that allow my reuse, or public domain material

No, or there is a notice saying all rights reserved

Is there an exception in law that you can use?

Yes

Reuse media, adhering to any terms

No

If none of the above apply, write to the owner/creator of the content to ask for permission to use.

Leave plenty of time for a response, and keep a record of correspondence.

A lack of response does not equate to consent.