

# BEST PRACTICES & TIPS

## Photography rights when posting on social media.

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### WHAT TO KNOW

- Copyright laws dictate that whoever took the photo owns the photo.
  - Even if you're simply using it on your Instagram, the owner has the right to sue you if they wish.
  - Therefore, explicate permission is required to avoid any issues.
- \*\*Always ask for permission and give credit.

Photo Usage  
SOCIAL MEDIA

### USING A PHOTO YOU TOOK OF SOMEONE ELSE

- Consider the person or people in the photo's expectation of privacy.
  - Think about how you are using the photo and ask permission of those in the photo.
- \*\*Always ask for permission and give credit.

### USING ONLINE STOCK IMAGES

- Online stock image sites operate on a "Rights Managed" system, meaning they will sell you different usage rights at different prices. Examples: Getty Images, Adobe Stock, iStock, Flickr, Shutterstock, Burst
  - Free online stock image sites that let you modify, use, and distribute both commercially and non-commercially at no cost. Examples: Pixabay, Unsplash, Negative Space, PicJumbo, Freerange, Stocksnap.io
  - Check your brand's standards for using free and stock image sites.
- \*\*Make sure to double-check the terms before you use or purchase a photo.

### SHARING A POST TO YOUR PAGE WITH A PHOTO

- Thanks to the [Digital Millennium Copyright Act \(DMCA\)](#), everything that's published online is automatically copyrighted by the original creator. This includes music, written text (including blog posts, ebooks, and more), images, and videos.
  - You can't just share a copyright-protected image on your brand's social media account without acknowledging where it came from or (if appropriate) paying for the rights to use it.
  - Reposting work is also a common practice in the social media world. Giving credit for work may not always be enough to avoid copyright infringement on social media. Giving credit is not the same as receiving permission to repost an author's work.
- \*\*Always ask for permission and give credit. In some cases, obtain written permission.