



# What can you do on SOCIAL MEDIA?



Most of the content that you will come across on social media is protected by copyright (e.g. pictures, videos, music). The fact that it is publicly available online, does not automatically make it free to use. At the same time, keep in mind that social media are often used by companies as one of their main marketing tools. For this reason, you will find many posts on social media promoting clothes or tech items that are related to trademarks (some of them genuine, others not). Knowing what you can do with online content (and what you should avoid) will help you stay away from potential intellectual property (IP) infringement.

- Copyright** prevents anyone from using content that belongs to someone else; you cannot post, alter or use a photo, video or song without the author's consent.
- Using the **repost/share/retweet** button, when available, allows you to share a post while preserving the identity of the author and the integrity of the work.
- Otherwise, you cannot publish a photo that does not belong to you (see the case of **Gigi Hadid**) or use a song in a video promoting your business without authorisation of the author.
- Although you are not allowed to use the entirety of a work, you are allowed to use fragments. Make sure you properly quote, give due credit to its author and indicate the source.
- To create your own content, use your original work or you can use images that are free of rights or licensed under Creative Commons.
- Check the terms and conditions to use third-party content. When in doubt, check the page's legal notice or ask the author directly.
- Hyperlinking: You can share a link to content that is already legally available online.
- Brands rely on social media to boost their sales. But so do counterfeiters. Identify the fake items and only follow official accounts and share original content.