



how to legally use images on social media

podcast episode 16 tip sheet

Whether you use Facebook, Instagram, Pinterest, Twitter or Snapchat, I get asked all the time: "I want to post someone else's quote or image on my social media page. I see other people do it all the time. Are they legally allowed to do that? Can I do that too?"

Such a great question! If you want to repin a pin on Pinterest or share a famous quote on Instagram or Facebook, are you violating copyright laws to do that?

What are copyright rights?

Copyright rights are intellectual property rights granted by law by a country to the AUTHOR of an original creative work. They give the author the exclusive rights to use, reproduce, duplicate, distribute, display, transfer, and sell the work – and more.

They cover literary works (like books and magazines), dramatic works (like plays), musical works (like songs and sound recordings), and artistic works (like photographs) and even covers things like computer software and choreography!

Social media companies expect you to respect others' copyright rights.

If you want to post an image of Beyonce, it's your responsibility not to violate Beyonce's copyright rights. You want to:

- do it right
- not get into legal trouble
- not create bad juju

Copyright snafus generally come down to these 3 areas: CREDIT, COPYING and CASH.

- People taking CREDIT for something that they did not create.
- People COPYING or stealing something that they didn't get permission to use (advertently or inadvertently).
- People trying to make some CASH from work that they did not do.

The BEST and safest way to use someone else's image on social media is to GET PERMISSION first.

How do you get permission to use someone else's image?

You ask.

If it's an image taken by a photographer, you can contact them directly to get written rights to use the image. You can purchase a limited license to use the image in exchange for a payment.

If it's an image from a book, you can contact the publisher.

If it's an image from a website, check the terms and conditions at the bottom of the site (where your own Website Terms & Conditions should be - if you need a refresher about that, listen to Episode 9 "How to Keep Copycats Away from Your Website" at lisafraley.com/episode9).

You'll often find a section called "Intellectual Property" or "Use of our Trademarks" that tells you what you can and can't do.

The Fair Use Doctrine which provides some exceptions to copyright laws extends to using other's images for satire, news reporting, education, research – and a few other areas. It usually doesn't extend to entrepreneurs who are using it to make money or for commercial use – and that includes social media.

Now, if you DON'T want to get permission to use an image, you have a few other options:

1. Pay CASH. Buy stock photos – or use free ones.

One of my favorite ways to stay legal is to use images that you have purchased through stock photo websites or gotten for free through FREE stock photo websites.

What are "stock photos"?

They're images that the photographers already have given you limited rights to use for your business or personal use and they generally are sold or given through a website. You can get stock photos on FREE stock photo websites – and others are PAID where you pay a few bucks to use an image.

Where can you find beautiful stock photos that are perfect for YOUR business?



My Top 11 Free and Paid Stock Photo Websites:

My Fave **FREE** Stock Photo Sites:

These FREE stock photo websites have photos that fall under the Creative Commons license which means that photographers specifically have given you a license to use these photos without payment or attribution/credit to them. You are being granted a limited license to copy, modify, distribute and use the photos for free - including for commercial and business use.

1. Unsplash.com
2. Pexels.com
3. FoodiesFeed.com
4. LifeofPix.com
5. StockSnap.io

My Fave **PAID** Stock Photo Sites:

When you buy a stock photo, the photographer is granting you a limited license to use the image for commercial use. Be sure to read the fine print on any stock photo site you visit, but it is **TOTALLY** worth the peace of mind to purchase an image for a few bucks and know you won't get into trouble for copyright violations.

1. Bigstock.com
2. Shutterstock.com
3. HauteStock.com*
4. WellnessStockShop.com
5. iStockphoto.com
6. Depositphotos.com



What you **DON'T** want to do is to just download some image you find in a Google search – no way, Jose! I've known of entrepreneurs who have had to pay \$800, even \$1400 to Getty Images or other legal owners of images for copyright infringements.

Another option that I **LOVE** is to purchase images directly from photographers.

2. Give CREDIT.

The next best thing to getting permission is to post an image giving credit to the creator.

This doesn't eliminate risk for you – you could still be accused of using an image without permission, but it does show your intent not to claim ownership and honors the creator. If you see a quote you like, then "share" the original post. This makes sure that ownership is attached to the person who did the original post and you can't be accused of taking or using it without permission.

In general, the law is all about minimizing risk. The best option is to get permission, but no matter what, give credit to the owner of the image or photo.

Do you have questions about Copyright or want to share some of your favorite stock photo websites that you adore, just send us a note at clientlove@lisafraley.com. We'd love to hear from you!

Thanks for joining me and being part of the Legal Love tribe. I'm excited to share more legal tips and connect with you in the next podcast episode. Here's to getting legally enlightened!

With Legal Love,



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For my full disclaimer, please visit lisafraley.com/disclaimer.



Lisa Fraley, JD, CHHC, AADP, is an acclaimed attorney, Legal Coach®, speaker and #1 Best Selling Author of "Easy Legal Steps...That are Also Good for Your Soul." With her unique blend of coaching, legal expertise, and spirituality, Lisa has supported thousands of heart-centered entrepreneurs and small business owners to protect themselves, their businesses and their brands through DIY legal templates, online legal courses and one-on-one services.

From sharing international stages with thought leaders like Kris Carr and Gabrielle Bernstein to being featured on hundreds of podcasts, webinars, radio shows and bonus calls, Lisa has made it her mission to help every single small business owner understand that the law can be accessible, empowering, loving, and even spiritual. When she's not saving the world (with Legal Love) one contract at a time, she's posting free legal tips and connecting with her tribe at lisafraley.com.