COPYRIGHT QUICK GUIDE

Blogging

IMPORTANT NOTE: Public blogging on external sites such as blogger.com, word press, typepad and alike offer effortless access for students, greater public exposure, plus also a higher risk in relation to using copyright works.

Using text, short quotes

Short text quotes are fine, a quote of a few sentences to a paragraph from a given source is ok to include when blogging. A quote larger than a paragraph to 1% of the total number of words in a work would probably be considered too much – a substantial amount of a work. Reproducing a substantial amount requires permission.

Using Images

Think about using creative commons images, or images that allow reuse. Google images sources copyright images and also creative commons images. Try searching for creative commons images rather than just undertaking a general Google image search. Try searching using the one of the creative commons search engines below.

- Everystockphoto
- Compfight
- Fotopedia
- Pixabay
- More image sites...

View the images guide for more information on photographing people, scanning, downloading or using images.

Film, TV, YouTube

Embed is key when using film, TV or YouTube on public or internal blogs. Recording, copying, clipping, taking snippets, downloading and uploading are high risk activities – which could be considered infringing activities. When using YouTube, or Vimeo source materials that have been placed online by the copyright holder. Establish that the video is not an illegal copy of a work. It must be a video that has been placed online by the copyright holder. To find the copyright holder of the video you need to click on details for the uploader of the materials.

THINK ABOUT – using open resources or creative commons film/video for snippets.

SEARCH:

- ABC Open Archives
- Creative commons film
- Internet Archive – Moving Image
- Use the creative commons search engine for searching YouTube
- Search wikimedia commons film & animation
- iTunes U

View the film, TV & YouTube guide for more information on using films, TV programs and YouTube.

Posting, linking, embedding

Embedding and linking are key when blogging. Most content sites such as news media, YouTube, Vimeo, TV & radio media, contain a ‘share’ or ‘embed’ function. This function allows you to either embed, or copy a link to the work. The share/embed function is an explicit licence from the owner of the content for you to share it on your blog, via Facebook or twitter. Look for and use the share or embed function for content you wish to repost.
Posting content raises copyright issues such as establishing if permission is required, or if the work can be used under licence. Generally, you should not post copyright material unless you have the permission of the copyright owner to do so, or where the licence specifically allows you to do so such as creative commons.

Linking to material is fine, unless the website explicitly states linking is not permitted [which is rare]. It is fine to link to articles, reports, webpages etc. Take care not to link to material that would reasonably be regarded as being pornographic, racial vilification, cruel or violent, content which is defamatory, abusive, or harassing in nature, invades or interferes the privacy of any person or material that infringes the intellectual property rights of any person.

**Student works**

Students own copyright in works they produce whilst undertaking their course of study. It is always best to gain the permission of the student either by email or by way of a [permission form](mailto:permissionform) when posting student works online.

Using student works for marketing or promotional purposes does require students to sign a permission form. An email permission from students is fine when using student works as examples for educational, instructional or showcasing purposes.

**Getting advice**

The [Copyright Management Service](mailto:copyrightservice) can assist with further advice feel free to contact us with any query you may have.