Best Practices For Using Copyrighted Images on Web and Social Media

This document provides guidance for Hillsboro School District staff and students on the best practices for using copyrighted images on the district and school websites and on social media.

Definitions
- **Copyright:** A legal right that protects the creator of an original work from unauthorized copying, distribution, performance, display, or creation of derivative works.
- **Public domain:** Works that are not protected by copyright and can be used by anyone without permission.
- **Fair use:** A legal doctrine that allows limited use of copyrighted material without permission from the copyright holder for purposes such as criticism, comment, news reporting, teaching, scholarship, or research.

Best Practices
- Only use images or graphics that you know you have the right to use. In the case of images and graphics, this means something that you have created or have explicit permission from the owner or copyright holder.
- Even if you make changes to a copyrighted image or graphic, you may still be in violation of copyright usage law.
- Give credit where credit is due. It's always a good practice to give attribution to the creator, regardless of if the image has a copyright or other type of license. But, if you use a copyrighted image, be sure to credit the copyright holder in a clear and visible way.

Tips for finding copyright-free images/graphics
- Use images you've taken or ask community partners if they have something that fills the need.
- [Communications](#) has a stockpile of various images that may suit your needs if you know what it is you are looking for and give us advance notice.
- Create your own - Tools like Adobe Express and Canva are great options to create your own graphics or add elements to your photos.
  *Note regarding using tools such as Canva - The terms and conditions of that software typically cover you for things that are <u>NOT</u> for sale. If you are creating any item that you are planning on selling, there may be additional fees and permissions required.
- If you are using the open internet to search for images/graphics, use terms like Public Domain, Royalty Free, CC0, Creative Commons 0, and copyright free.
- Some websites specialize in providing images, video, and other media that are copyright-free such as Pexels, Pixabay, and Wikimedia Commons. Others have a license type option built into their search.
- You can always pay for a stock image service, but be mindful of their terms of use (i.e. may be fine for use online, but not in print; or may have a limitation to the number of times it can be reproduced).

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Specific guidelines for using copyrighted images on the District's website and social media accounts

- **District staff:** District staff should only use copyrighted images on the District's website and social media accounts if they have obtained permission from the copyright holder.
- **Students:** Students should only use copyrighted images on their personal websites and social media accounts if they have obtained permission from the copyright holder. Students should also avoid using copyrighted images in their school work without permission.

Fair use

Fair use is a complex legal doctrine, and it is important to ask first about whether or not your use of a copyrighted image is fair use. However, some general examples of fair use include:

- Using a copyrighted image in a news article or documentary
- Using a copyrighted image in a classroom setting for educational purposes
- Using a copyrighted image to create a parody or satire

Conclusion

By following these best practices, Hillsboro School District staff and students can help to ensure that they are using copyrighted images in a legal and ethical manner.