COMMUNICATING WITH INTEGRITY
STAYING ON THE RIGHT SIDE OF COPYRIGHT LAW
TAKE-HOME MESSAGES – February 2020

- **CONTACT US ASAP IF THERE'S A PROBLEM:** Copyright problems arising from UF/IFAS communications need to be addressed by the ICS office, ASAP. Contact Diana Hagan at **dihagan@ufl.edu** and we will help you.

- **NOT ALL PHOTOS ARE FREE:** Do not assume that every photograph you see online is free for the taking. Either take your own photos or use the UF/IFAS photo archive as your image source – **http://photos.ifas.ufl.edu**

- **QUOTED MATERIAL:** Use quoted material only when it's truly needed, and use it in small amounts.

- **PARAPHRASED MATERIAL:** Paraphrasing is expressing information in your own words. You need to do more than reword/rearrange an existing piece of text.

- **SOURCING PARAHRASED MATERIAL:** Use multiple sources when you set out to paraphrase material.

- **NO CITATIONS NEEDED FOR...:** You do not need to provide citations for blog posts that promote a single EDIS document, that promote an upcoming event, or that recount a personal experience. For just about everything else, you need to provide citations — even if you don't directly quote material from your sources.

- **CITATION FORMATS:** When providing citations, you may use any format you like (MLA, APA, Chicago, etc.), but please use the same format throughout your post.

- **CITATION GENERATORS:** There are numerous online citation generators that will format citations for you. We don't have a specific recommendation, but a search for "citation generator" will yield dozens of options.

- **QUESTIONS?** Please feel free to contact Diana Hagan at **dihagan@ufl.edu** if you have any questions about copyright or other legal issues that relate to our UF/IFAS communications efforts. We want UF/IFAS personnel to set the standard campuswide for copyright awareness and compliance.

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PHOTOS & FAIR USE – February 2020

PHOTOS THAT ARE "SAFE TO USE" CAN BE FOUND AT...

UF/IFAS Photo Archive - **http://photos.ifas.ufl.edu**

UF Stock Photos - **http://identity.ufl.edu/resources/stock-photography/**

UF Entomology Photo Archive - **http://entomology.ifas.ufl.edu/imgs/**

Q: CAN I POST A PHOTO THAT WAS TAKEN BY A UF/IFAS EMPLOYEE?

A: You can post the photo IF the employee was 1. On the job when they took the photo; 2. Someone who was expected to take photos as a part of their routine job duties. Under these circumstances, the copyright for the photo would belong to UF and, thus, the photo is "safe" to use in a UF/IFAS blog post.

Q: CAN I POST A PHOTO THAT I TOOK WHILE I WAS NOT ON THE JOB?

A: Yes, you can. Furthermore, if you were not using UF equipment or shooting on UF property, you will most likely retain copyright in the photo and not need to share it with UF. However, keep in mind that if you use a personal photo in a UF/IFAS blog post, the photo will then be considered a public record, and UF will be obliged to keep it on file for several years, and provide it to anyone who requests it.

Q: CAN I POST A PHOTO THAT WAS TAKEN BY A NON-UF EMPLOYEE?

A: We advise against it, due to the potential copyright issues that could arise.

Q: UNDER WHAT CONDITIONS IS IT FAIR TO USE COPYRIGHTED MATERIAL WITHOUT WRITTEN PERMISSION?

A: The Fair Use Doctrine permits unlicensed use of copyrighted materials for things such as criticism, comment, news reporting, teaching, scholarship, and research. Your use should **COMFORTABLY** meet the following criteria:

Gregory Johnson, **https://www.resourcesforlife.com/docs/item6247**, CC Attribution-ShareAlike 3.0

SEE OTHER SIDE FOR LIST OF TAKE-HOME MESSAGES →→→