

Social media allows us to communicate with each other, create communities based on shared interests, express our ideas, remain **informed**, and **share** content such as videos, music and images.



Which intellectual property rights protect social networks and their contents?



COPYRIGHT

Copyright protects the original creations of authors.

Examples of works include: blog articles, photographs, retouched images, music, song lyrics and videos.

Copyright is very relevant to social media, as the content shared on such platforms is primarily artistic / creative.



Did you know...?
Choreographies can be protected by copyright.

Russell Horning, known as "the Backpack Kid", along with the actor who played Carlton Bank in the series "The Prince of Bel Air" have sued the creators of the Fortnite video game for using their choreographies without permission.



TRADE MARKS

Trade marks are signs that help identify the entrepreneurial source of a product or service on the market.

You can find your favourite fashion or tech brands as well as their official accounts on social media. This way you can follow them and stay updated on the latest designs and products available.



INDUSTRIAL DESIGNS

Industrial designs protect the external appearance of a product, of an interface, and even certain icons.



Social media protection through patents



United States

In the U.S., social networks such as Twitter can be protected by patents because they either constitute a new way of doing business or involve a new type of software.

VS



Europe

In Europe, on the other hand, social networking software is protected by **copyright**. Interfaces and icons are protected by **designs** and corporate images (names, logos and slogans) are protected by **trade marks**.

GOOD
PRACTICES
ON SOCIAL
NETWORKS

INTERNET IS NOT THE WILD WEST

Unless otherwise specified, contents found on social media cannot be used freely.



IDENTIFY THE AUTHOR

You should never claim other people's contents as your own.



RESPECT THE INTEGRITY OF THE CONTENTS

You should never alter other people's photographs and images without prior authorisation.



QUOTE THE SOURCE

You may draw inspiration from other people's tweets, blogs and articles. However, if you wish to use fragments of their content, don't forget to quote the source and the author!



CREATIVE COMMONS OR ROYALTY-FREE CONTENT

You can use image libraries and legal platforms to download music, images, photographs, stickers or GIFs to create your own videos and content.



KEEP PIRACY AWAY

Follow your favourite brands via their official accounts. Do not share pirated content or posts that promote counterfeited products.



WHEN IN DOUBT... ASK!

If you have doubts about what you can or cannot do regarding specific content, check the legal notice or contact the content owner directly, if possible.

WATCH OUT!

It is important to bear in mind that, even if it is publicly available on the Internet, digital content is protected by intellectual property rights. You should always look for the author of the content and check the terms of use. You can share as much content as you wish, but you should always do so using the tools provided by social networks for that purpose.



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