

Content Creation



The Hubbard Radio Seattle Way

Overview

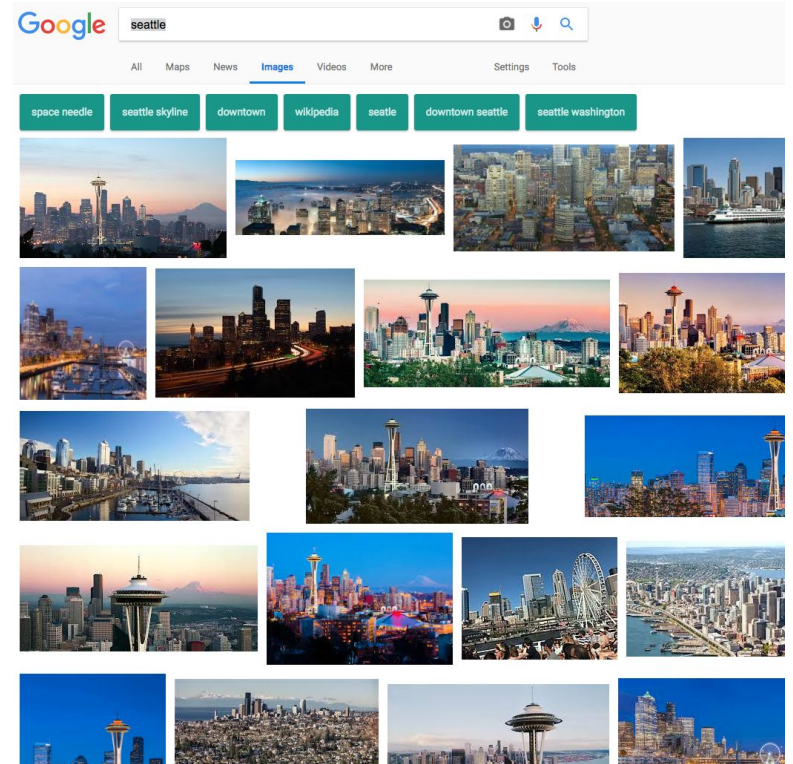
Everyday we create digital content, from blog posts to social media. Unfortunately, doing this incorrectly can open us up to a lot of legal liability.

Today we'll learn not only how to post to our station websites and social media sites, but also to do it in a way that won't get us sued.



Understanding the Problem

A lot of other places you've worked may not have been as cautious regarding copyright as Hubbard Radio is.



Do's and Don'ts

DO:

- Get photos from BigStock
- Use your own photos
- Give attribution for photos
- Use video screenshots from YouTube
- Use album covers
- Share others posts on Facebook
- Retweet on Twitter
- Use the built in tools on social platforms for gifs and embeds
- Use and link to outside articles with proper attribution



Do's and Don'ts

DON'TS:

- Use photos from Google
- Use Creative Commons photos
- Use screenshots from YouTube or album covers when not talking about the video or album
- Download and use memes
- Make memes that use copyrighted content
- Use outside articles without attribution
- Use large amounts of text from outside articles
- Link to outside articles without your own take



Bigstock

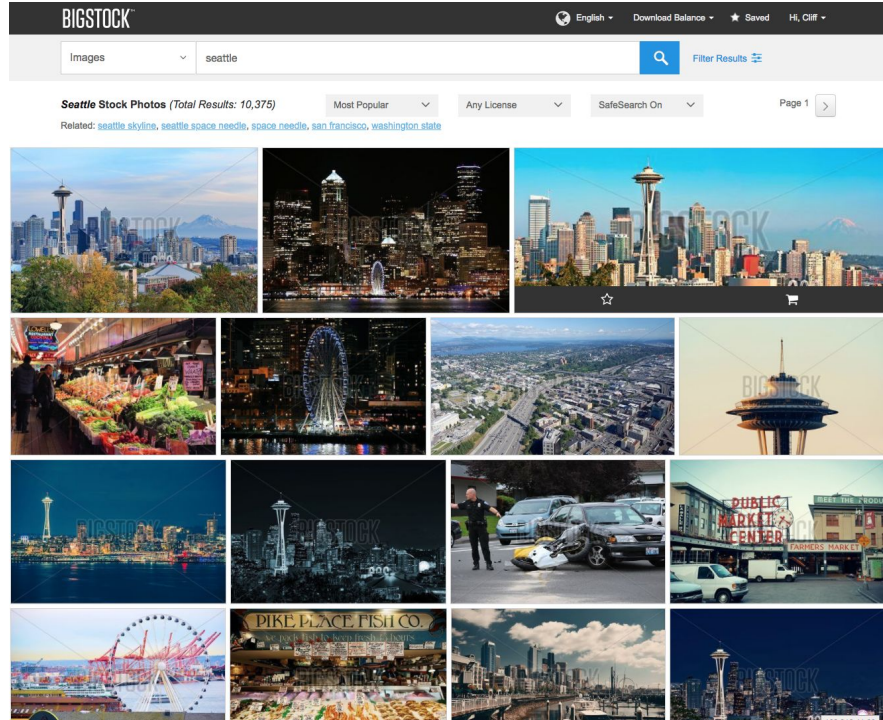
We can download up to 50 images from Bigstock every day.

<https://www.bigstockphoto.com/>

User: seattledigital@hbi.com

Pass: photos4Seattle

All photos need attribution. [Find out more!](#)



Mememes

Everyone loves mememes!

Except for the Hubbard Legal Department.

Don't make them using copyrighted images or download them and post them.

Do share them on FB and Twitter from other sites that aren't competitors.

Do use your own/Bigstock photos to make them!

Don't post them to your personal feed and then share them.

Boss: This is the third time you've been late to work this week. Do you know what that means?

Me:



Reposting Articles or Videos

Reposting articles or videos from other sources is a great way to supplement original content we create. When we do this though, please make sure:

- That we are creating additional content around the article or video, not just a sentence and linking to it.
- If you are paraphrasing, don't use more than two paragraphs.
- Be generous in your attribution and linking

More info here:

<https://www.websitemuscle.com/dos-donts-reposting-articles-blog/>

