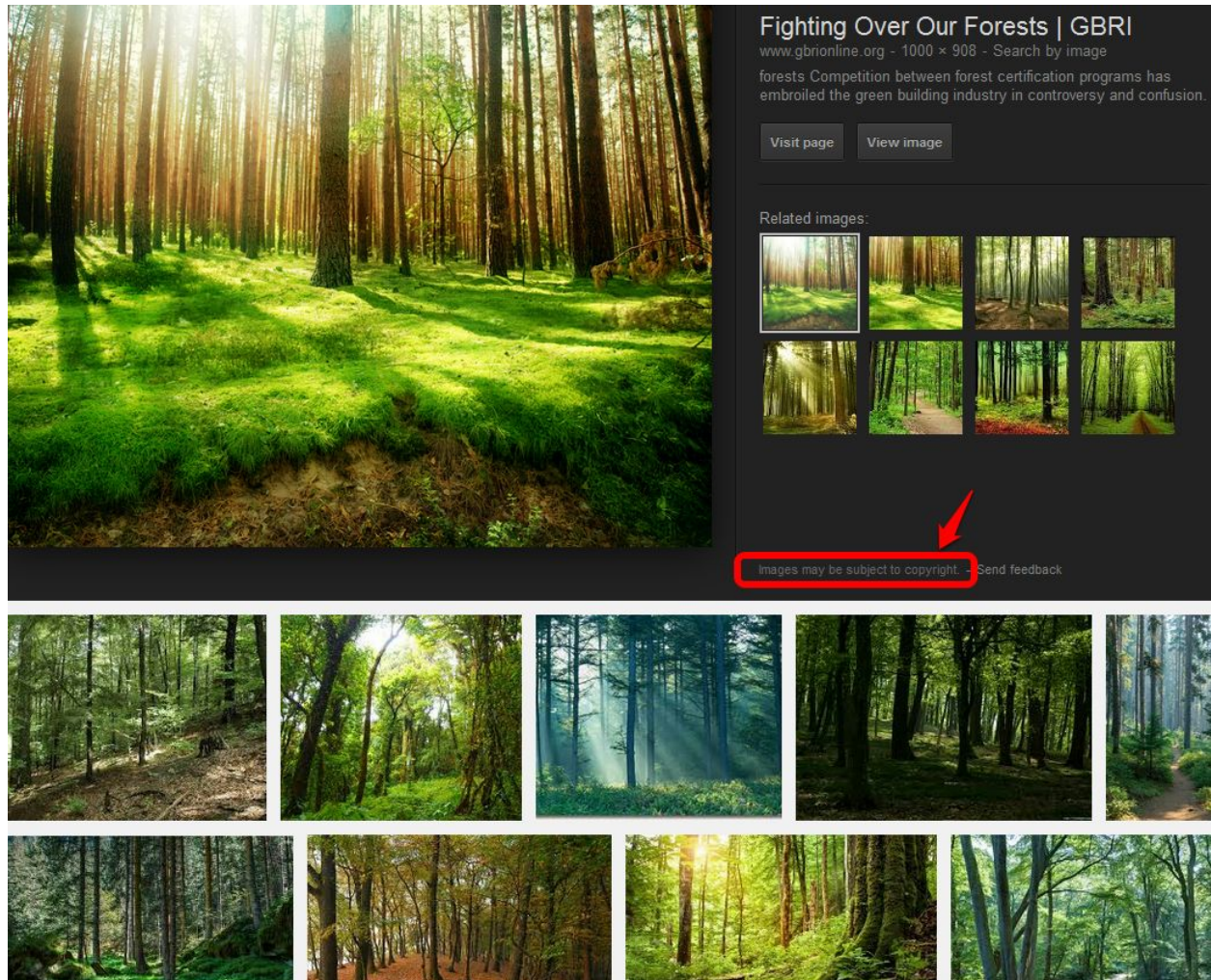


## Using Images in Blog Posts

Some people mistakenly believe that any image found online is available for their use. In fact, many images that turn up in internet searches are copyrighted and NOT available for use without permission and/or a licensing fee.

Look what happens in this search for “forest” in Google: many beautiful photos, but all with the warning that “images **may** be subject to copyright.”



How do you tell which are copyrighted and which are not? It's a challenge, and not worth the risk of using a photo you do not have the right to use.

Some companies pursue copyright violations. Here is a response by Getty Images in which the company explains why it does so:

## Comments on Remedies for Small Copyright Claims

Getty Images

October 19, 2012

### BACKGROUND

Getty Images is a leading creator and distributor of still imagery, video and music content. Getty Images represents more than 150,000 individual contributors (photographers, videographers, and musicians), and owns or represents more than 80,000,000 unique works. Our award-winning imagery can be seen at [www.gettyimages.com](http://www.gettyimages.com), as well as our other websites, including [www.iStockphoto.com](http://www.iStockphoto.com), [www.wireimage.com](http://www.wireimage.com) and [www.thinkstock.com](http://www.thinkstock.com).

We have been licensing imagery online since 1998, and our license information is clearly available linked from each and every page of our websites. Neither customers nor casual viewers on the site are permitted to use imagery without obtaining a license. Notwithstanding the license requirement, like other digital media companies, Getty Images does fall victim to tens of thousands of parties pirating intellectual property belonging to Getty Images and its thousands of contributors. To combat this, and to facilitate enforcement of our rights and the rights of our varied contributors, Getty Images uses contractors, employees and digital image recognition software to locate companies that have used Getty Images' photographs without paying a license fee.

In the most recent 12-month period, Getty Images identified and pursued over 40,000 instances of infringement in the United States alone. These cases involved over 60,000 images available through Getty Images' platforms, belonging to Getty Images, its partners or contributors. The harm to our business of such widespread copyright infringement cannot be overstated. Instead of competing with other image providers, we must now compete with free unauthorized use of our own images as well as those of the contributors and image partners that we represent. The individual photographers whose content we represent and whose livelihoods depend on generating income from their photographs face a double penalty of lost revenue and devalued content. If an image is widely used without payment, there is little incentive for the next user to pay for the same image.

For cases of identified infringement, Getty Images typically attempts to recover damages in the form of lost license revenue and enforcement costs. Damages sought vary depending on the image used, and the nature and duration of use. Typical damages range from several hundred to several thousand dollars. While many of these cases are resolved amicably, many others are not. For those cases that are not resolved, litigation is available, but is prohibitively costly for either Getty Images or its individual contributors. The costs associated with litigation far outweigh the damages sought, and render litigation a completely ineffective option, unless a rights holder elects to make the investment to make an example of an infringer, regardless of the economics of the process. Unfortunately, the current

...

Full text of Getty document available [here](#).




Fortunately for bloggers and other “creatives,” a license has been developed that allows you to use many images without obtaining specific permission and without paying a fee:

## THE CREATIVE COMMONS LICENSE

<http://youtu.be/8YkbeycRa2A>


The video explained the types of CC licenses. All of them have three requirements in common:



Attribution 2.0 Generic (CC BY 2.0)

This is a human-readable summary of (and not a substitute for) the [license](#).

[Disclaimer](#)



**You are free to:**

**Share** — copy and redistribute the material in any medium or format


**Adapt** — remix, transform, and build upon the material

for any purpose, even commercially.

The licensor cannot revoke these freedoms as long as you follow the license terms.

**Three requirements of using Creative Commons images:**

**Under the following terms:**



**1.** **Attribution** — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

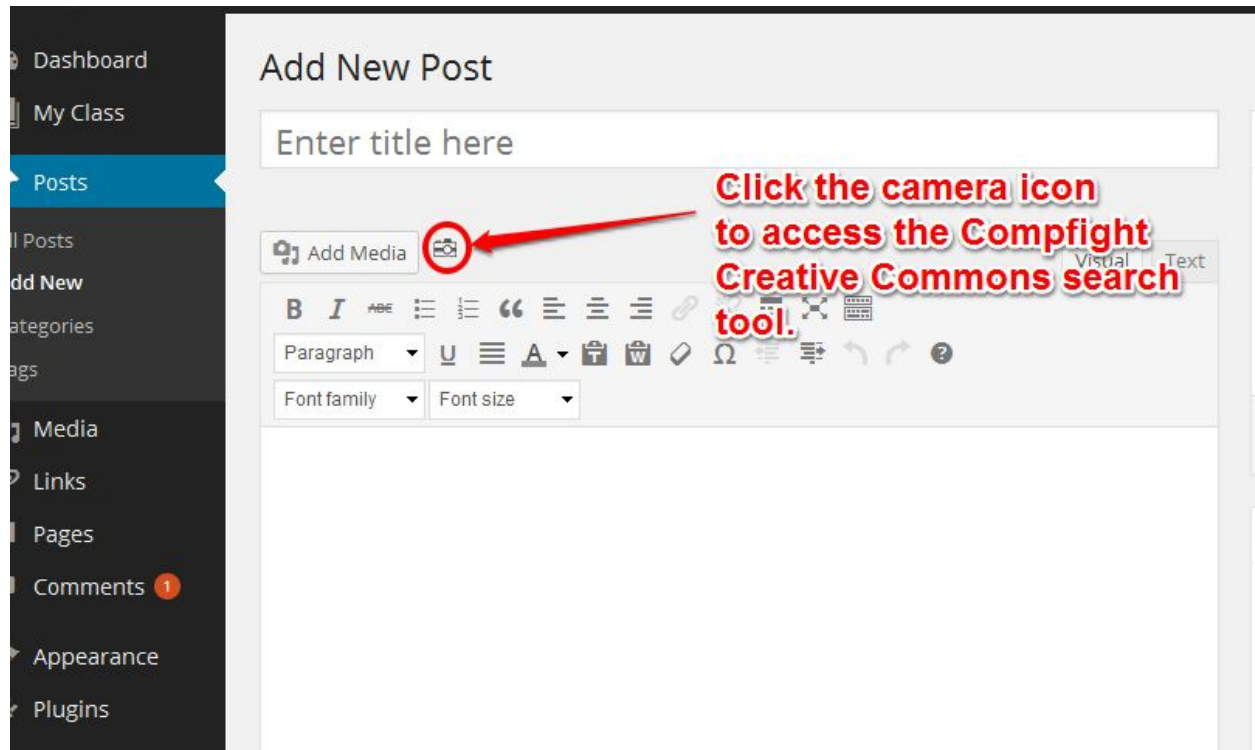
**2.**

**3.** **No additional restrictions** — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

How to find CC images and accomplish those first two requirements? Edublogs has provided a tool that will do it all!

Go to **DASHBOARD>PLUG-INS** and activate the **Compfight Plug-In**.

Your post box will now always have the little Compfight camera icon above it:



Place your cursor where you want the image to appear in your post.

Then click the icon and search for your image. Click the S/M/L size of the photo you want to use.

COMPFIGHT

forest

**1. Type in search term.**

Locate the visual inspiration you need. Super fast!

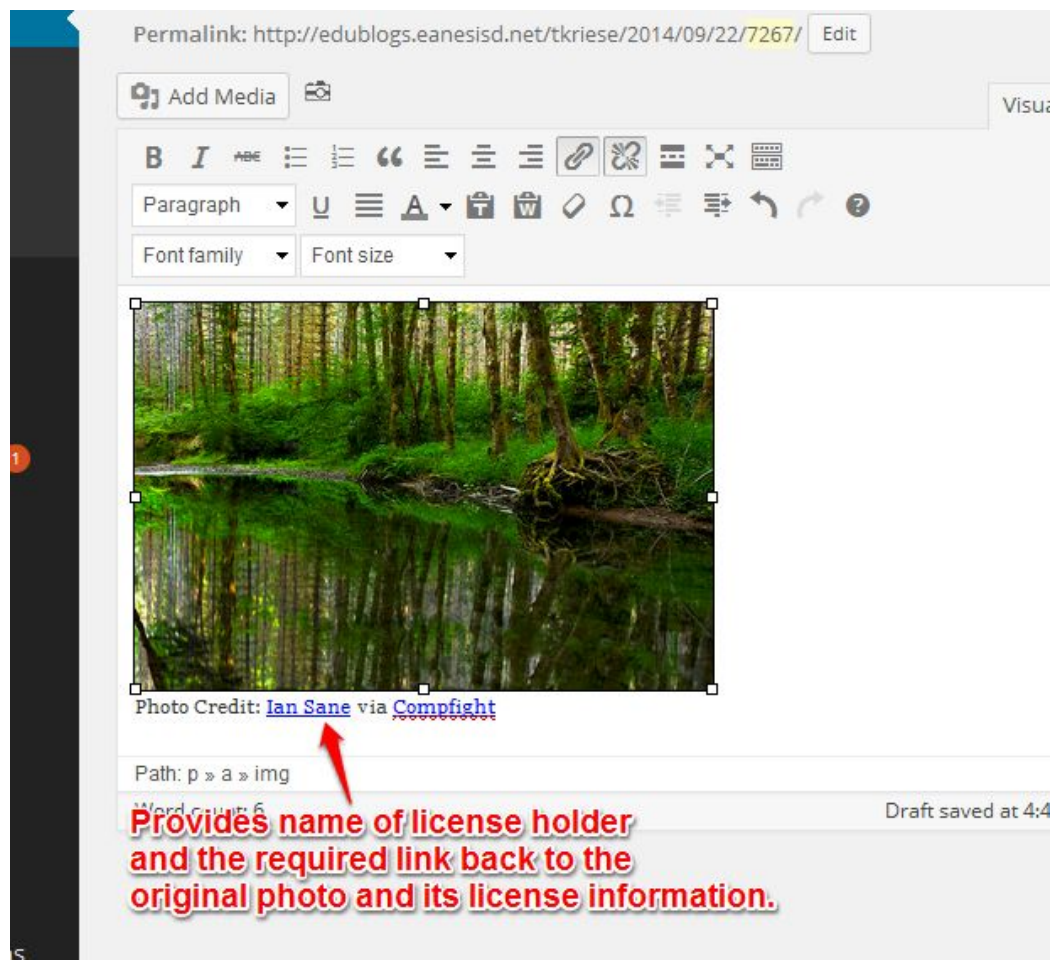
**2. Select the photo by clicking the size you want.**

The screenshot displays the COMPFIGHT website interface. At the top, the word 'COMPFIGHT' is visible. Below it, a search bar contains the text 'forest'. To the right of the search bar, a red-bordered box contains the text '1. Type in search term.' Below the search bar, a yellow banner reads 'Locate the visual inspiration you need. Super fast!'. The main area of the page is a grid of 16 photo thumbnails arranged in 4 rows and 4 columns. Each thumbnail is a square image with a white border. Below each image are three small squares labeled 'S', 'M', and 'L', representing different sizes. A red arrow points from the text '2. Select the photo by clicking the size you want.' to the 'M' size option for the second photo in the bottom row.

You may type in a common noun like dog, forest, sunset, football...or you may type in an adjective like quiet, peaceful, spooky...

The result will be an image in your blog that A) gives attribution to the photographer and B) links back to the photo in its original photo stream, where you can then click on the CC license and read its specifications.

Note that even if you did an “advanced” Google search looking for only Creative Commons images, you would still have to do some work to create the attribution and link back to the original photo and its licensing. With the Compfight photo tool, that work is done for you!



You may re-size the image by clicking the photo icon that appears when you hover over the photo with your mouse, and you may delete the image by clicking the red delete icon that appears.

**NOTE:** On rare occasions, you will select an image only to find out that the photographer’s USER NAME (the link that appears under the photo) is inappropriate for school. If that happens, please select a different image.