



Copyright Health Appraisal: Is your organization *at risk* for a Copyright Crisis?

What healthy practices are in place?

1. We have a written Copyright Policy (Best Practices) relevant to our use of 3rd party content. Proper use of social media is included. All staff has training in, and access to, those procedures.
2. We provide training on copyright basics regularly to staff in order to promote consistent interpretation and application of the law within the organization. (Training refreshers are offered at least once a year.) New employees receive training on copyright as part of onboarding.
3. We have a department or person designated to review our content (our “public face”) for copyright compliance and to address copyright questions.
4. We review our license agreements annually so that we know what is permitted/not permitted. (Licenses trump copyright law.)
5. Our staff members know when and how to obtain permission from a copyright owner when required.
6. We maintain a centralized file of permissions and related correspondence.
7. When we sponsor events open to the public, we make sure that we have proper licenses in place for the use of 3rd party content: audio, visual, or print.
8. Recognizing that technology has far outpaced the 1976 U.S. Copyright Law, we acknowledge that even if something is *technologically possible* to do, it may not be legal.
9. While some of our proposed uses of 3rd party content may be permitted under “Fair Use,” we perform a careful Fair Use Analysis in each case.
10. We understand that our international offices may operate under different copyright laws.
11. We have written procedures in place to protect our copyrights in the original content we create. (Including how to license use of our content.)
12. We have written agreements with our sub-contractors, interns, and volunteers clearly stating that the copyrights for any content they create for our organization belong to our organization. We understand that we can be held liable for copyright infringement committed by those parties.
13. **We consider basic copyright skills as risk management tools to proactively protect our organization from ethical, legal and financial risks/damage. Training is an *investment*, not an expense. As both a *Consumer* and *Creator* of copyright-protected content, we *manage copyright* so that it doesn't manage us.**

These points become the basis for your customized Copyright Policy/Best Practices.

**If you have questions about any of the above practices,
please contact me for a 20 minute complimentary copyright health screening.**

Manage Copyright. Don't Let it Manage You!

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