Indianapolis Museum of Art
IMA

Social Media Policy... Code...

They're more like

"Guidelines"

Anne M. Young
Manager of Rights and Reproductions
ayoung@imamuseum.org | @AYoungRandR
Always Saying: “DON’T POST THAT!”
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Fine. Maybe Not ALWAYS...

No chance of infringing anything on this one!
Sometimes, It’s “Take That Down!”
More Recently – Post with Care

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Indianapolis Museum of Art
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IP Considerations

- Copyrighted works?
- Public domain works?
- Licensing images?
- Visible trademarks?
- Privacy?
- Publicity?
- Fair Use?

SAME CONSIDERATIONS AS WITH ANY USE!

Drawing courtesy of John ffrench.
Fair Using or Use Fairly

Does your institution consider social media fair use?

• Perhaps, if you consider:
  – Social media as satellite “branded” institution sites
  – Images are relatively low resolution
  – Inclusion of caption and credit information, including copyright notices where applicable

Do YOU consider social media fair use?
Photo Policies & Social Media

MAKE IT CLEAR!

MAKE IT SIMPLE!

MAKE IT VISIBLE!

MAKE IT RELATABLE!

MAKE IT HASHTAGABLE!

Personal, non-flash photography is permitted in this exhibition.

Share on:

#IMAdreamcars
All About the Attribution

Challenges:

- Placement?
- How much info to include?
- Link back to main website?
Credit Unto Others...

- Object Title (noting image detail)
- Artist Name and Acknowledgement
- Link to Object in the Collection Page on Website
...As They Would Credit You

Scott Stulen and 1 other favorited.
Lori Byrd-McDevitt @LoriLeeByrd Jun 20
Ted contributing his One Minute Sculpture to the @imawurm exhibit Erwin Wurm: Euclidean Exercises. #imawurm

- Institution
- Provided Hashtag
- Exhibition Title

A+ &
Indianapolis Museum of Art at Indianapolis Museum of Art
April 23 - 24

Going up...

#IMAdreamcars
Responsibility & Restrictions

Safety & Security First

Don’t try this at home!

Suggested Best Practices Guidelines

• Include full caption and copyright information when possible.

• Try to provide some context for the image being posted.

• Link back to relevant information on the institution’s website, i.e. – object or exhibition page.

• Take note of automatic cropping or resizing when posting to outlets.
Suggested Best Practices Guidelines

- Add borders or padding to the images if automatic cropping occurs to reduce the chance of the work within the image being cropped or resized.

Hang the code and hang the rules!
They’re more like guidelines anyway.
Suggested **Best-Practices Guidelines**

- Add borders or padding to the images if automatic cropping occurs to reduce the chance of the work within the image being cropped or resized.

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Thank you

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