

# Europeana Sharing Content Guidelines for Professionals

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## 1. Sourcing content through Europeana

Do you want to use content from Europeana in your professional presentations, exhibitions, galleries, blogs, campaigns, social media or other activities? Here is what you need to know to do it respectfully and legally.

## 2. If you remember anything, remember these points

- You can **promote** and **share 'freely reusable'** content (labelled with PDM, CCO, CC-BY, CC BY-SA) in all of your activities including commercial platforms.
- You can use content labelled with **'limited reuse'** statements for Europeana Collections, thematic collections and associated exhibitions, galleries and events, run by Europeana or our partners, **but not on commercial platforms** (e.g. Facebook, Twitter, Tumblr etc.)
- If you want to use content labelled with **no reuse** statements you must **seek permission** from the rights holder.
- **Remember:** Please follow best practice and attribute the creator and the holding institution whenever you reuse content.

## 3. Why do we have sharing content guidelines?

We want Europe's cultural heritage to be found and shared as widely as possible, in social media campaigns, reuse projects, exhibitions and galleries either on the Europeana Collections or on external platforms. Each platform has its own terms and conditions, which have to be taken into consideration in addition to the rights statements of the content. This can often create grey zones in which doing the right thing is not clear.

These guidelines have been created to provide professional users with a consistent and clear approach to sharing content.

## 4. Understanding which content you can use

Before you decide which collections or objects you want to use, it's a good idea to take time to understand [which rights statement enables the type of sharing](#) you have in mind.

- Content labelled with the **Public Domain Mark** (PDM) or **CCO** is free from any reuse restrictions.
- The **Creative Commons licences** CC BY and CC BY-SA enable free reuse on any platform as long as you provide attribution, and in the case of BY-SA, share the content under the same terms.

- Content labelled with statements that indicate **limited reuse** can not be used on commercial platforms such as Facebook, Twitter or Tumblr as the permissible uses granted conflict with the terms of those platforms.
- If you want to use content labelled with **no reuse** rights statements then you must contact the rights holder to seek permission.

As professional users we must ensure that the rights we have to share a digital object are appropriate to the platforms we want to use. In social media campaigns, for example, we cannot use content that is restricted to non-commercial use, because platforms such as Twitter, Facebook and Pinterest are commercial enterprises.

## 5. How Europeana shares content

When Europeana shares content with our audiences we aim to reinforce the [benefits of opening data](#) for the greatest discovery of cultural heritage. By default, we use freely reusable data in everything that we do. We attribute the content we use according to what is appropriate for each platform.

On platforms that Europeana manages, such as Collections, we share a wide variety of content from that which is freely reusable to those with limited or no reuse statements. If we want to use the content in a way that is not clearly permitted in the rights statement then we only share it having obtained the prior permission of the rights holder.

## 6. Best practice for sharing content

Always [give credit where credit is due](#) wherever you share content online:

- Provide a url to the original source.
- Where possible, provide the title and author.
- You can go two steps further by supporting the cultural heritage institutions that shared the object online by mentioning them, as well as sharing the rights statement to tell others how they can reuse the content.

You can find examples of how to attribute content on any of our social media channels - below is an example from our Facebook page.



Europeana.eu

June 2 at 8:13am · 🌐

Trying to make life look more exciting for Instagram? It's nothing new 😊

#EuropeanaPhotography

Image: Båttur i fotografens atelier, Oslo Museum, CC BY-SA

Source: [bit.ly/2qJRv2k](https://bit.ly/2qJRv2k)



685 Likes 2 Comments 40 Shares

## 7. Top tips for sharing content

- **Familiarise yourself with the [rights statements](#)** and what they mean to best manage how the content you want to share can be accessed and reused. Do you expect your user to remix the content, does the rights statement allow that?
- **If you use restricted or no reuse content, think carefully** about how and where you share it. For example, will your user understand that you have obtained specific permission from the rights holder to use the content? Have you been transparent about this? Will users know how they can reuse the content?
- **Allocate time to check the permissions you have or need** to share content online. Making these checks correctly the first time you share content, will make it easier to reuse the content in the future, and should be part of your activity planning.
- **We always recommend that you follow the rights and permissions explained in the rights statement. If you spot an error** such as if you think a rights statement may be incorrect, you can bring it to the attention of Europeana Foundation's Data Provider Services team at [content@europeana.eu](mailto:content@europeana.eu). **If you are not sure if you can use content**, ask the institution that shared the content.