You take the most amazing photo of your friend riding a unicycle, and you put it online. Suddenly, strangers want to use it in books, on websites, everywhere! You start to consider:

- Will my friend’s identity be safe?
- Will people claim they took my photo?
- Can someone else make money using my photos? Wait, can I make money using my photo?

Because you are the image copyright holder, your concerns must be respected.

You must also respect the rights of others who make the creative works you want to use. Creative Commons can help.

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What is Creative Commons?

Creative Commons licenses allow creators to make their works available for people to use for free under certain conditions.

Four elements determine how you can use a CC-licensed work and are represented by these symbols:

- **Attribution** – cite the name and creator of the work
- **Non-Commercial** - the reusing may not be sold for profit
- **No Derivative Works** - no “remixing” of the original
- **ShareAlike** - can edit or “remix” only if you allow others to “remix” your version

Notice that in all of these cases, you can use a work at no cost if you follow these rules.

How Do I Find CC-Licensed Works?

Most search engines have a “find licensed works” option in their advanced search. However, the easiest way to find licensed material is on the Creative Commons website:

[www.creativecommons.org](http://www.creativecommons.org)

Find the “Find the CC-licensed works” button on the right side to go to the Creative Commons portal.

There, you can choose a major search engine (Google Images, Flickr, Youtube, Soundcloud) and type your search at the top to pull up licensed works that you can use!

How Do I Cite These Works?

In academic papers and presentations, you will need to cite everything following normal citation guidelines!

Beyond basic citation, you will also often need to attribute the work. Attribution is needed mostly for images. Most of the time, you will just need to add the following details near the image:

Rainbow Sandwich by D. Sharon Pruitt on Flickr.com (CC BY 2.0)

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