

REUSING & RECYCLE

[Tips for tired content producers.]



Feeling worn out by producing so much original content? Consider reusing and repurposing others' work. Here's a quick guide to the models of content reusing, and how to be sure you do it legally and ethically.

SYNDICATION

Content syndication is an agreement between a content producer (e.g. blogger or brand publisher) and a publisher or syndicator to reusing content, often in a consistent, ongoing agreement. You can syndicate full-length content (e.g. a blog post), just a headline and first paragraph or even just a thumbnail with a link—the tactic you choose depends on your overall content marketing strategy. Syndication options include:

- ▶ **PAID SYNDICATION:** Syndication platforms get your content on major and niche publishers' sites in a recommended-links window.
- ▶ **NON-PAID SYNDICATION:** You can arrange one-off agreements with publishers to automatically pull your content from your RSS feed on a pre-arranged schedule. Seeking Alpha and Instapundit, for example, have one-to-one relationships with bloggers to republish their content.
- ▶ **OTHER OPTIONS:** Consider manually cross-posting content on platforms like Medium, Reddit or Storify—sites that aggregate contributed content.

LICENSING

Often confused with syndication, licensing allows companies to republish an article that casts them in a good light or republish online content that is particularly germane to their business. By licensing the content, companies pay for the right to reusing it in some pre-agreed fashion. Examples include:

- ▶ **CONTENT REPRINTS:** A technology company republishes or reprints a *LAPTOP* magazine article that features its product.
- ▶ **RE-USING LOGOS AND BADGES:** A hospital pays to use the *US News & World Report* Best Hospitals logo on its website or a tech business pays *Fast Company* to use a Most Innovative Company badge in its email signatures.

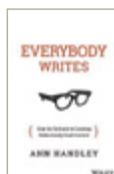
- ▶ **OTHER OPTIONS:** Interesting new models include IPTV (Internet Protocol Television) licenses, in which media companies license their content to IPTV broadcasters to create highly specialized cable channels. In a novel collaboration between broadcasting, media and brands, IPTV channels run video content on a niche topic (e.g. automotive repair) paired with in-stream “clickable” product offerings (e.g. supplies from PepBoys.)

CURATION

Using curation, brands collect other publishers' content to republish on their own site; however, rather than republishing it in full, they present a summary or short excerpt with a link to the publisher's original content. Because they don't publish content in full, companies don't pay for the content. Companies may choose to curate manually or leverage scale by using one of the large content-curation platforms.

PERMISSIONS

What if you want to publish an excerpt from a book, report or blog post, but worry whether you have permission to do so? The “fair use” rule of copyright law isn't always clear, but common sense should guide you. Pulling a short quote, with proper citation, from a longer document is typically OK. But if you're pulling a long excerpt or if your quote represents a significant portion of the entire work (for example, a pull quote of 100 words from a blog post that's only 400 words), you should seek permission from the source. Keep in mind, attitudes about digital content are generally more lax than print. But when in doubt, ask.



Want more advice about permissions? Ann Handley's new book, *Everybody Writes*, includes a chapter about the basics of copyright, fair use and attribution.