

Pieces of UGC shared on Facebook in one year

360 billion

Photos uploaded to Facebook per year, at the current rate

36 billion

To Flickr

130 million

Number of videos watched per month on YouTube

60 million

Hours of video uploaded to YouTube every minute

84%

Millennials reporting that UGC influenced their purchasing decisions

74%

Boomers who responded similarly

Sources:

<http://www.poynter.org/latest-news/top-stories/241949/who-owns-ellen-degeneres-oscar-selfie>
<http://www.fastcompany.com/3021749/work-smart/10-surprising-social-media-statistics-that-will-make-you-rethink-your-social-strategy>
<http://socialnewsdaily.com/1185/infographic-revenue-from-user-generated-content-on-social-media>
<http://video-commerce.org/2012/02/how-user-generated-video-reviews-are-convincing-millennials-to-buy-more-of-your-stuff>
<http://blog.bazaarvoice.com/2012/01/24/infographic-millennials-will-change-the-way-you-sell>

It's Your Selfie...But Is It Facebook's Property?

Most companies agree that user generated content (UGC) is the posters' intellectual property, but users often do not understand that many companies also have explicit rights to use, alter, or even sell that content once it has been posted.

Are you oversharing with your favorite social media site?

You own the content you post on the site, as long as it is your intellectual property.

And, technically, you can control how the content is shared on the site.

But does the site have the explicit right to adapt your content? Can it redistribute it?

facebook



Yes, both. Any material you post in publicly accessible areas can be sub-licensed by Facebook, including to sites other than Facebook, and may be adapted.

flickr



Yahoo!, owner of Flickr, can distribute and adapt your images "solely for the purposes for which Content was submitted" but that right applies only to Yahoo! sites. Yahoo! does not grant the right to third parties to use your content.

Google +



Yes, Google has the right to adapt your content for "the purposes of operating, promoting and improving [their] services and to develop new ones" and they can continue to do that even after you stop using the service. Google does not claim the right to redistribute your content.

Instagram



Instagram may "use" your content, including via sub-licensing agreements, though the terms of service do not explicitly say your content may be adapted.

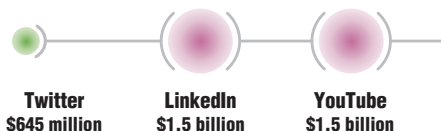
twitter



Yes, both. Twitter can sub-license and adapt your content, including to third parties.

Source: Data are from Kathy E. Gill, spreadsheet associated with the article "Who Really Owns Your Photos in Social Media? (Updated 2013 Edition)." Mediashift, PBS.org <https://docs.google.com/spreadsheet/ccc?key=0AnXSzUz7nXdfD6UIBkTjd4MWRKU3J0T2kWHdQVE#gid=0>

Revenues from User Generated Content



Sources: <http://www.statista.com/statistics/271582/revenue-of-selected-social-media-companies>
<http://www.businessinsider.com/youtubes-2013-revenue-2014-7>

25%

Facebook users who don't bother using privacy settings