



TRELLIS

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Social Media Tips and Protections

DISCLAIMER: This outline is a general guide. Be sure to contact an attorney if you have questions or specific issues that need to be addressed.

Many small business owners are running their own social media accounts on top of their other responsibilities. You're not alone! We've put together some tips and tricks to help make social media feel more manageable and how to keep your intellectual property protected online.

Apps:

Here are some apps that Courtney uses for the Trellis socials and finds helpful in general.

- **Lightroom:** The Lightroom app makes editing photos easy when on the go or with little time to spare. You can also use the desktop version. You can create presets for your business/brand or buy presets on Etsy. Presets are like filters, but you can make them yourself. If you typically use the same editing steps for your photos (always up the exposure and vibrancy for example), then you can save those changes as a preset. That way you don't have to do it all manually each time for every photo and can just click one button to apply all of the changes. You can also select multiple photos at once and apply a preset to all of them at the same time. This makes editing much faster and easier!
- **Canva:** Canva makes it easy to be an amateur graphic designer. There is a template for everything! Instagram posts, story slides, blog headers, youtube thumbnails, and more. You just replace the template info with your own information and you're good to go! You can change these templates in any way that you want to make them more brand true like changing the colors or the fonts to those of your brand. You can also make things from scratch without a template. You can also use Canva to make infographics, remove the backgrounds of photos, make promo materials, invoices, resumes, forms, and more. Canva also provides copyright free graphics and photos for public use.
- **CapCut:** This is an easy to use video editing app. You can also add sound effects, filters, text, copyright free music, auto-captions, and more!

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- **Later:** Later is a popular scheduling app. It allows you to schedule your content to auto-publish and go live without you having to physically press “post.” You can schedule for multiple different social media platforms and schedule videos with original audio this way as well.

Practices:

Here are some practices that will help make social media management easier

- **Consistency:** Consistency is everything on social media. One of the biggest mistakes people make is giving up so soon. If growth is your goal, you have to post regularly and hunker down for the long haul. If you’re just starting your account, give the process at least 6 months until you start seeing growth results. If you’re starting a new series or implementing a new story, give it three months before you write it off.
- **Batch Content:** Work a month ahead of time by planning a day/week to create all of your content for the next month.
- **Schedule Content:** You can use Later, mentioned above, to schedule your content to auto-publish. This process is also made easier by planning a month ahead. You can also schedule Instagram Reels in the Instagram App. This is the best way to schedule videos with trending sounds and IG music.
- **Engagement:** You get back what you put in when it comes to socials and appeasing the many algorithms. Spend time on your business profile scrolling, looking for accounts in your field to follow, and commenting on and interacting with their content. An easy way to find new accounts is to search for a keyword that you would use yourself and look through that hashtag’s posts.
- **Create Once, Post Twice:** Creating content takes time! Save everything that you make and post it across multiple platforms. You can also post the same video or photo again in a month or two. You don’t always need to have something fresh and new to post. Most of the time, the second time that you post will be the first time some of your followers will see it anyway!

Legal Considerations:

- **Using Copyright Free Photos, Graphics, and Music:** Make sure that the graphics and photos that you use on all platforms (including your own blog or newsletter) are copyright free. This is why Canva is such a great resource. Everything they provide is copyright free. Depending on your industry, you may have to use copyright free music as well. This can make it hard to participate in trends. Courtney’s favorite loophole is to find “original audios,” especially on Instagram and Tiktok. These are audios made by creators on the app that are copyright free.

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- **Consider Registering images or content with the United States Copyright Office:** Under U.S. Copyright laws, an original work is owned by the creator upon being fixed in any tangible medium of expression, so for the purpose of this resource, you are the owner of your photo/content once published on your blog or posted on social media. However, without being registered with the U.S Copyright Office, you are limited in enforcing your rights and the amount of damages you could collect. For this reason, it is important to consider registering photos//content you plan to aggressively promote or upon an increase of viewership. The more your content or photo circulates, the higher the chance it will be copied or used by another user.
- **Trademark:** It is important to register your brand name, logo, and/or slogan with the United States Patent and Trademark Office so you have the highest form of rights to send cease and desist to others using your brand's name, logo, and/or slogan as their social media handle, picture, or domain name.
- **Having a Social Media Policy for Employees:** This could be a whole different resource, but it can be important to have an internal company policy if you have any employees with access to your company's social media. This way they are also aware of the rules, laws, and best practices to ensure they don't post anything in violation of the intellectual property rights of anyone else or something you don't want posted on behalf of your company!

You can find our downloadable resources on intellectual property here:

- [Intellectual Property Toolbox](#)
- [Art Licensing Resource](#)
- [Understanding Different Types of Intellectual Property](#)
- [You Down with IP\(P\)? Yeah, You Know Me](#)

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