

permissions when they explained how sharing fit into what they do. I was thinking about sharing too narrowly, and as a result, I was missing vast swaths of the meaning packed within Creative Commons. Rather than parsing the specific and narrow role of the copyright license in the equation, it is important not to disaggregate the rest of what comes with sharing. *You have to widen the lens.*

Being **Made with Creative Commons** is not just about the simple act of licensing a copyrighted work under a set of standardized terms, but also about community, social good, contributing ideas, expressing a value system, working together. These components of sharing are hard to cultivate if you think about what you do in purely market terms. Decent social behavior isn't as intuitive when we are doing something that involves monetary exchange. It takes a conscious effort to foster the context for real sharing, based not strictly on impersonal market exchange, but on connections with the people with whom you share—connections with you, with your work, with your values, with each other.

The rest of this section will explore some of the common strategies that creators, companies, and organizations use to remind us that there are humans behind every creative endeavor. To remind us we have obligations to each other. To remind us what sharing really looks like.

Be human

Humans are social animals, which means we are naturally inclined to treat each other well.⁴² But the further removed we are from the person with whom we are interacting, the less caring our behavior will be. While the Internet has democratized cultural production, increased access to knowledge, and connected us in extraordinary ways, it can also make it easy forget we are dealing with another human.

To counteract the anonymous and impersonal tendencies of how we operate online, individual creators and corporations who use Creative Commons licenses work to demonstrate their humanity. For some, this means

pouring their lives out on the page. For others, it means showing their creative process, giving a glimpse into how they do what they do. As writer Austin Kleon wrote, *"Our work doesn't speak for itself.* Human beings want to know where things came from, how they were made, and who made them. The stories you tell about the work you do have a huge effect on how people feel and what they understand about your work, and how people feel and what they understand about your work affects how they value it."⁴³

A critical component to doing this effectively is not worrying about being a "brand." That means not being afraid to be vulnerable. Amanda Palmer says, "When you're afraid of someone's judgment, you can't connect with them. You're too preoccupied with the task of impressing them." Not everyone is suited to live life as an open book like Palmer, and that's OK. There are a lot of ways to be human. The trick is just avoiding pretense and the temptation to artificially craft an image. People don't just want the glossy version of you. They can't relate to it, at least not in a meaningful way.

This advice is probably even more important for businesses and organizations because we instinctively conceive of them as nonhuman (though in the United States, corporations are people!). When corporations and organizations make the people behind them more apparent, it reminds people that they are dealing with something other than an anonymous corporate entity. In business-speak, this is about "humanizing your interactions" with the public.⁴⁴ But it can't be a gimmick. You can't fake being human.

Be open and accountable

Transparency helps people understand who you are and why you do what you do, but it also inspires trust. Max Temkin of Cards Against Humanity told us, "One of the most surprising things you can do in capitalism is just be honest with people." That means sharing the good and the bad. As Amanda Palmer wrote, "You can fix almost anything by authentically communicating."⁴⁵ It isn't about trying to satis-