



Creative Commons Integration Toolkit



CC and your Terms of Service ↗

CC in your User Interface ↗

Upgrading to 4.0 and later versions of the CC suite

Enabling CC search and discovery ↗

Attributing authors of CC content ↗

Communication and Education

Model Platform

Final checklist

Beyond this Toolkit

About this toolkit

What: This toolkit covers the elements for a basic Creative Commons platform integration, including aligning legal terms to CC tools; installing the CC license chooser; displaying CC licensed content with the correct logos and links; and how to communicate CC to your users. See the [Table of Contents](#) above to skip to the topic you need help on. **What this is not:** Legal advice. There may be unique issues that apply to you that aren't considered here. See [Beyond this Toolkit](#).

Who: User-generated content platforms that want to address the increasing public demand for sharing under CC licenses and public domain tools. Think of it as an onboarding tool – everything you need to know to get from zero to basic CC integration. Who this is not designed for: Organizations or individual licensors looking to apply a CC license to their own publications or other materials. Though helpful, most of this toolkit will not apply to you. Please refer to our [best practices for marking and attribution](#) instead.

Why: Creative Commons works to create easy, clear, and enjoyable ways for users to contribute to the commons on web platforms they already know and use. Many platforms already allow easy sharing under CC tools, allowing their users to share and remix millions of freely licensed works. This toolkit will help you join the network of major platforms like Flickr, Wikipedia, YouTube, and Medium with engaged and creative communities that benefit from the rich universe of content under Creative Commons licenses.

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Learn more: This toolkit is part of a larger initiative to transform platforms into vibrant, creative spaces for the commons. If you would like to get involved with these aspects of our work, [visit this page](#).

The different types of content on your platform ↑

The primary focus of this toolkit is to help you enable CC licenses for user-generated content (UGC) on your platform. However, you probably have other types of content on your platform as well. We have categorized the main types of content most platforms deal with:

1. content owned by your users;
2. content owned by you, the platform provider; and
3. third party content contributed to your platform.

All CC-licensed content functions the same for your users once it is published on your site – they can use the content freely under the terms of the relevant Creative Commons license. But for you as the platform provider, there are a few things to consider that are specific to each category of content.

1. Content owned by your users:

If you enable your users to apply CC licenses to their content on your platform, your primary goal should be ensuring they understand the basics of how the licenses work, especially because the licenses are irrevocable. You can decide which of the [six license types](#) and two public domain tools you want to enable users to apply and then make sure to mark the content to identify which license applies to which content. In nearly all cases, this content remains owned by the user, and the platform gets the rights to host it via the CC license that is applied or via a separate license in the terms of service. (More on that below.)

2. Content owned by the platform:

As the copyright holder for this type of content, the world is your oyster! If you choose to apply a CC license to any of it, just be sure to mark which license applies (type and version) and mark any content that is not covered by the license, such as company logos or other trademarks.

3. Third party content contributed to the platform:

If you allow your users to upload content created by others, it is important to be clear about what permissions they need to have from the author before doing so. Many platforms permit users to upload content they do not own so long as it is available under a Creative Commons license (or one of some particular subset of CC licenses). The decision to allow users to upload third party content, and if so, which particular Creative Commons licenses are permitted, comes down to how the content on the platform is and could be used by both the platform itself and other users. In some cases the platform will specify the particular types of CC-licensed content that are permitted (1) and in others the platform puts the onus on the uploader to make the determination