

# SOCIAL MEDIA PERMISSIONS

Issues surrounding the use of social media are complicated and constantly evolving. Though social media exists in a public format, most social media sites, including Facebook, Instagram, and Twitter, do not assert ownership over content created by individual users, meaning individuals own their content.

Please use discretion and limit the use of social media to include only what is essential. Any content used must be analyzed in the text and an integral part of the scholarly argument.

Authors are responsible for securing permissions from individuals whose content is being quoted, with few exceptions. In general, permission will not be required for the following types of accounts or situations:

- Public figures (politicians, celebrities, influencers, etc.)
- Verified accounts (accounts determined to be of public interest)
- Promotional accounts for organizations, books, or causes
- Anonymous or parody accounts
- Public comments made on articles or in online forums
- Public posts containing hashtags

Please note there may be exceptions depending on the context and usage. Each instance should be assessed on a case-by-case basis. Some questions to consider when quoting social media posts:

- Who posted and for what purpose?
- Was the post made from a public or private account?
- Was the post promotional in nature?
- Was any third-party material included in the post?
  - Was any copyrighted or trademarked material included?
- Can the source be identified or is it an orphan?
  - Has there been a good faith effort made to identify a source?
- Is the post analyzed within the manuscript and an integral part of the scholarly argument?
- Is there any financial or reputational damage done to the source by quoting the post?
- Is the quote being used in an ethical way?
  - Is the quote misrepresented or misinterpreted to bolster a claim?

When in doubt, permission is preferred. If you have specific questions, please be in touch with your editor.

## Formatting and Citing

Text-based content should be run into the text as normal whenever possible. Visual content must adhere to the requirements stipulated in our [Illustration Guidelines](#).

Links, if considered necessary, should be added in the notes instead of in the body of the manuscript.

Our house style is Chicago, and details about citing social media can be found on the [CMOS website](#). If you are using a different style, please follow the corresponding instructions consistently.

Keep a screenshot of anything you cite, as social media content is subject to editing and deletion.

A completed **Permissions Grid** must be submitted with the final manuscript, along with all necessary permissions documentation.

---

**FOLLOW US ON SOCIAL MEDIA!**

Twitter: @upmiss // Instagram: @upmississippi // Facebook: University Press of Mississippi