

Social Media Monday: Meme Machine FTW



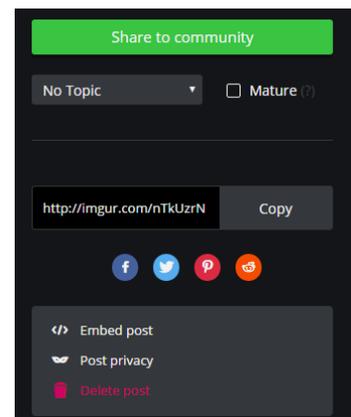
A meme is a funny image, typically paired with bold white capitalized text. They are often used online to make a joke or to make a point in a discussion. There are a number of websites that make it easy to create and share memes on social media and elsewhere. For this class we will use Imgur's meme generator (<http://imgur.com/memegen>.) You can also use <http://www.memes.com/generator>, <http://www.memecreator.org/create>, or search for "meme generator" to find a variety of options.

Memes can be created using existing meme "characters" like the examples above. You can also create memes using your own photos, or by finding re-usable images online. The term "meme" refers to an idea that carries on culturally, similarly to the way a gene carries on biologically.

Creating a meme

First, let's create a meme using an existing meme character. Click on Select a Default Meme at <http://imgur.com/memegen>. Choose a character. Use the Top Text and Bottom Text fields at the right to type in your text, or click on Top Text or Bottom Text in the image itself to edit it. The font size will adjust automatically to fit in the image. Click and drag the text to move it up or down. Resize the text box by clicking and dragging the green and black arrow icon at the bottom right corner. When you are satisfied, click on Make This Meme!

You can share to social media directly from this page by clicking on the Facebook, Twitter, or Pinterest icons. Click on Copy next to the link to copy it. You could then paste the link into an email or chat. Click on Embed Post to get code to add the image to your blog or website. Right click on the image itself, then click on Save Image As to download the image to your computer. Click on the green Share to Community button if you wish to share your meme with other Imgur users.



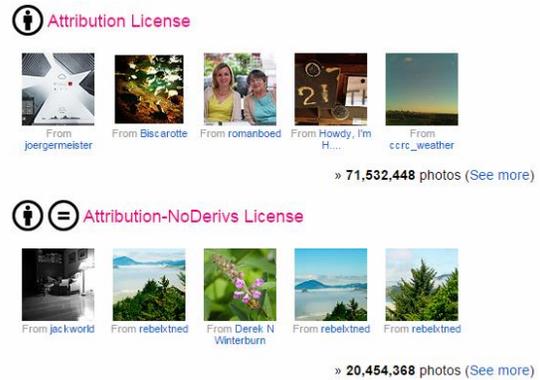
To create a meme using your own photo, return to <http://imgur.com/memegen>. Click on Upload New Background, then click on Browse. Find the photo in your files and double click on it. The rest of the process is the same as above.

Finding re-usable images

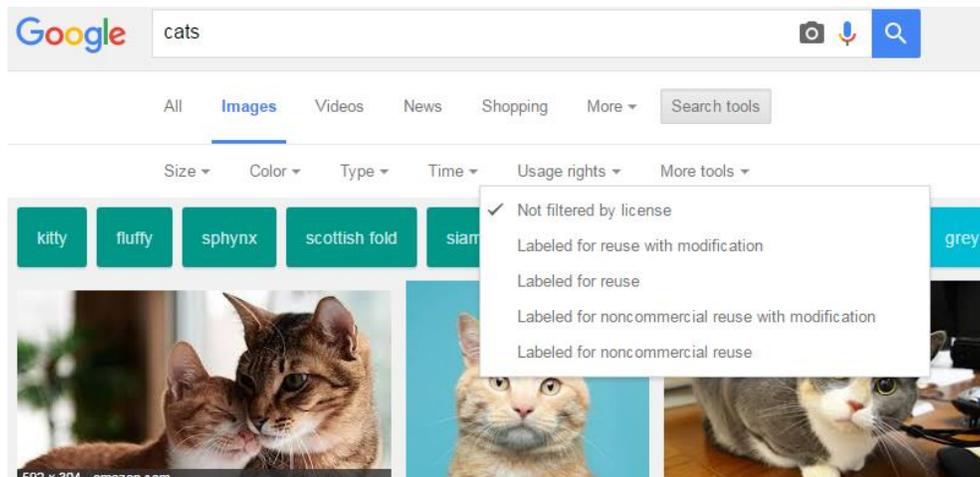
Many memes online include copyrighted material. This does not necessarily mean they are infringing on that copyright. Many memes may be viewed as a transformative use, or a fair

use of a work. If a use is fair, no permission is needed and it is not an infringement of copyright. If the copyright holder does not agree that it is a fair use, the only way to have the use officially ruled as fair or not fair is to go to court. For more information about fair use, visit Stanford’s website: <http://fairuse.stanford.edu/overview/fair-use/>. You can read the actual part of copyright law that describes fair use here: <https://www.law.cornell.edu/uscode/text/17/107>.

If you find images that are issued with a Creative Commons license, they are free to re-use. In this case, fair use is not in play because the work is licensed for re-use. There may be requirements, such as attribution or a prohibition of changes to the original work. You can find many of these images on Flickr, along with a description of various types of Creative Commons licenses: <https://www.flickr.com/creativecommons/>. Browse by license or search for something specific.



Google also has a search tool to help find re-usable images. After you do a search, click on Search Tools, then click on Usage Rights. Select a type of re-use label to filter your search results. Google does not guarantee the accuracy of this search filter, so it is a good idea to click through to the website for details about the image.



Questions? Contact Adult Services at askref@elmwoodparklibrary.org or 708-395-1217.