What should you pay attention to in the social media field from a legal viewpoint?

Before publication, please clarify whether you are authorised to publish this material. For this purpose, you must have a written agreement or licence from the following possible rights owners.

Overview of rights and rights owners

_Texts
Possible rights owners: authors, translators, publishing houses, collecting societies

_Music, audio material
Possible rights owners: lyricists, composers, music publishing houses, artists (singers, musicians, narrators), producers (record companies), collecting societies

_Videos
Possible rights owners: see text, see images, see music, producers (film producers/directors), collecting societies

_Images
Possible rights owners: photographers, photo agencies, artists, museums, (graphic) designers, illustrators, collecting societies, depicted persons, trademark rights owners

Basic laws to be complied with in the field of social media:

_Rights to your own image
§§ 22, 23 KUG (Law on the Protection of Copyright relating to Works of Art)

_General right of privacy
Article 1 I, 2 I Basic Constitution (GG), protection of personality, protection of identity, protection of self-determination (regarding personal data), protection of dignity

_Commercial property rights (trademarks)
MarkenG (Trademark Law) (trademark protection, company names, work titles)

_Copyright and neighbouring rights
UrhG (Copyright Law)

_Competition law
UWG (Unfair Competition Act), PAngV (Price Indication Ordinance)

The corresponding paragraphs and their contents are available at:
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