

Our Content Usage Guidelines – www.cauldronsandcupcakes.com

Thank you for your interest in spreading the word about our Content! Please take note of our rules for using it. We've tried to make things simple for you by giving examples below of the right way to attribute Nicole's work.

What Content can you use? And how?

Always attribute Nicole Cody as the source of the Content you wish to use.

Please feel free to share the **full URL link** to any **free content** by email and social media. Nicole created it for everyone to enjoy.

If you'd like to share any **downloadable content**, do not link directly to the downloadable content itself. Instead, link to the landing page URL with the form for the downloadable content.

Feel free to republish in full any original **images** (such as photographs) and **downloadables**, by copying or embedding them, and including them in your content (the way to do this is shown below). (*Note: This does not include any stock images we've purchased for use in our Content.*)

You can reference or quote up to **75 words** of any of Nicole's **text content** (quotes, etc.) in your own blog articles, presentations, documents, books, courses etc.

Unfortunately, you **can't republish in full** any of Nicole's text-based content (blog articles, PDFs, eBooks) on the web. Why? We need to protect Nicole's copyright, and through it, our team's livelihood. Also, duplicate content is really bad for SEO, and Google will punish us for it.

You also can't republish all or any part of Nicole's **audio content** (such as Nicole's guided meditations).

You can use snippets of Nicole's **video content** (but no more than 6 seconds).

Unfortunately, we cannot fulfill requests for original files (e.g. PDFs, or original audio and video files). Sorry!

Most importantly, ***you cannot:***

1. ***make money off of Nicole's content; or***
2. ***claim any of Nicole's content as your original content or ideas.***

Publishing Nicole's content on any website, blog, social media channel, etc. under your name or in violation of these Content Usage Guidelines is strictly forbidden. We love that you want to share Nicole's work, but please respect our rules.

ATTRIBUTION GUIDELINES

If you want to quote from or share ...

Type of Content and Use	Example
a blog post, online article or other online content <i>and use it online</i>	<p><i>"The biggest problem with psychic anxiety is this unshakable feeling of impending doom, dread and unease, that sensation of icy chills and 'something crawling over your grave' as my Nana used to call it.</i></p> <p>https://cauldronsandcupcakes.com/2019/02/05/do-you-have-psychic-anxiety/"</p> <p>Nicole Cody, www.cauldronsandcupcakes.com (Follow her on Instagram)</p>
a blog post, online article or other online content <i>and use it offline</i>	<p><i>"The biggest problem with psychic anxiety is this unshakable feeling of impending doom, dread and unease, that sensation of icy chills and 'something crawling over your grave' as my Nana used to call it.</i></p> <p>https://cauldronsandcupcakes.com/2019/02/05/do-you-have-psychic-anxiety/"</p> <p>Nicole Cody, www.cauldronsandcupcakes.com (Follow her on Instagram at CauldronsAndCupcakes)</p>
<u>offline</u> articles, books, planners or other written content <i>and use it online or offline</i>	<p>Written Articles:</p> <p><i>"quote"</i></p> <p>Nicole Cody, "Article Title" Periodical Name, Month, Year, page numbers</p> <p>Books:</p> <p><i>"quote"</i></p> <p>Cody, Nicole. (Year of Publication). <i>Title of Work</i>. Publisher City, State: Publisher.</p> <p>eBook on an eReader:</p> <p><i>"quote"</i></p> <p>Cody, Nicole. (Year of Publication). <i>Title of Work</i> [eReader Version]. Retrieved from //www.[website]</p>
content from Facebook	Use Facebook's "Share" button to share content appearing in someone's feed. Facebook does the hard work for you by providing Nicole's name and the URL for www.cauldronsandcupcakes.com .
content from Instagram	Use Instagram's share function by clicking "..." next to "cauldronsandcupcakes" and selecting "Share to ..." or "Copy Link". This will copy the URL for the content you wish to share.
downloadable content	Do not link directly to the content itself. Instead, link to the landing page URL with the form for the downloadable content.
images (including photos) <i>and use them online</i>	<p>Include the URL of the image in your work using an embed code (if possible) <u>and</u> a caption or note with the URL and Nicole's name at the end of your work AND</p> <p>Include the URL and Nicole's name in (a) the image alt tag and (b) the image title tag, so that readers can see the attribution when they hover over the image.</p>

infographics or presentations (slide decks) <i>and use them in an infographic</i>	Create a "Sources" listing at the end of the infographic or presentation and provide URLs which link directly to the original content.