# Get Permission to Use User-generated Content from UGC Contests and Sweepstakesaa

With [user-generated content](#) (UGC) making it cost-effective to personalize marketing,brandsuse social media contests and giveaways to create UGC content on-demand.Consumerssharing UGC increase brand awareness and sales so it's no wonder thatbrands are leveragingthis powerful form of [social proof](#).

## Boost Your Marketing With UGC From Contests and Sweepstakes

User generated content contests deliver high quality [marketing assets](#) that you can useagain and again. Furthermore, UGC is created in all forms including photos, video,audio, product reviews, testimonials, and written content. UGC is so valuable that [93% percent of consumers](#) say that UGC guides their purchasing decisions.

via [GIPHY](#)

## You Need Permission to Use Contest User-generated Content

However, before you can use contest UGC in your marketing strategy, you need tomake sure that your company obtains usage permission. Consumer consent is requiredto use UGC. Here's what you need to know about sweepstakes and contest marketingand UGC usage rights and permission.

Read on to learn why you need consumer consent for UGC, how to obtain permission touse user-generated content legally, and how to collect and manage UGC usagepermissions for your participants and fans.

IN THIS ARTICLE:

- Do you need permission for user-generated content?
- What are user-generated content examples in sweeps and contests?
- Who owns social media contest user-generated content?

## What Is User-generated Content (UGC)?

A whopping [87% of brands](#) say that they use user-generated content for authenticbranded content that is both timely and free. This is because contests, sweepstakes,and giveaways provide a sustainable source of UGC that brands can leverage in theirmarketing after theyobtain permission from the creators.

UGC Rights Management can also help you to ensure that user-generated content isproperly and legally repurposed in your brand's marketing strategy so that you don'tface any legal consequences.

## What Are Examples of UGC in Sweepstakes andContests?

Examples of user-generated content that brands may generate during sweepstakes include: