Generated Contentaa

Here is a list of our current affiliate partners and how we earn money

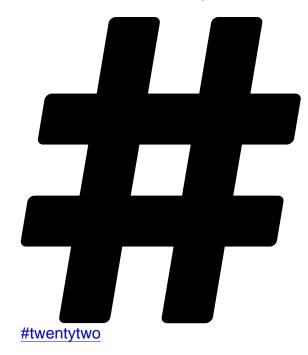
<u>User generated content</u> is one of the biggest benefits of running a social media contest. Today's consumers expect brands to create opportunities for them to interact and engage withthem. So a social media content that generates user-generated content (UGC) is a winwin forboth brands and social media contest participants.

In this article, we cover everything you need to know about UGC and social media contests. You'll learn why user-generated content is essential for marketing ROI, how to getcustomers tosubmit UGC, and how UGC helps you boost sales.

Let's do this!

IN THIS ARTICLE:

- Why are contests effective for UGC?
- What are the types of user-generated content?
- What do brands need for permission to use UGC in their marketing?



What Is User-generated Content (UGC)?

User-generated content (also known as consumer-generated content or UGC) is original content that is created by your customers and social media contest participants. UGC is published to social media and other marketing channels.

UGC can be created in many forms including photos, views, reviews, feedback and testimonialsor even a voice message or song.

How Do Social Media Contests Create UGC?