Picaroons
USER GENERATED CONTENT
HOW TO ENCOURAGE YOUR AUDIENCE TO CREATE AND SHARE CONTENT
Set You Up For Success

Create Content

Ongoing Health Check
Brands The Crew Have Worked On

- Google
- NBA
- ecover
- NFL
- DAZN
- yahoo!Sports
- SOCCER AID
- Hartley's
- PATCH
- YouTube
- BBC
- UNICEF
- Kenya Red Cross
- Nike
- Nokia
- Movember
- sky
- NSPCC
- BREWDog
- Comic Relief
- Greenpeace
- Phillips
- Samsung
- Acer
- Mastercard
- Nelsons
- Adobe
- Itch.
- Diabetes UK
- Microsoft
- Whirlpool
- Nissan
- Pfizer
- L’Oréal
- Sugru
- Global Citizen
- Airbnb
- NBC
- Always
- Ford
- Oracle
- Booking.com
- Nikon
- The Open University
- UNION
- Hand-Roasted Coffee
- UNIQLO
- Playtex
- sky
- For Business
- Well
- IBM
- Premier League
- The Children’s Society
- SSAFA
- The Armed Forces charity
- Caner Research UK
- Hain Daniels Group
- Invictus Games
- RNIB
- See differently
- Wedgwood
- Procter & Gamble
- Kempinski Hotels & Resorts
- Levi’s
- Bacardi
- Bupa
- Oakley
- SEAT
- Ariel
- heads & shoulders
- femail
- Malaria No More
- Land Rover
- AXA
- TalkTalk
- Unilever
- Matches Fashion.com
- Quorn
- KitchenAid
- BRAUN
- GSK
- GlaxoSmithKline
- Vogue
- Matches Fashion.com
- Red Bull
This document

- Introduction
- How to encourage your audience to create content for you
- How to get started
- Best practices
- How to curate
My aim is for you to leave ready to turn your audience into active referrers of your organisation.
How do you use social media to increase your sales, donations and leads?
Be interesting
Your audiences life

That thing you do
Be interesting
Be interesting
Social media

YouTube  Facebook  Instagram  LinkedIn  Twitter  Snapchat  Pinterest  TikTok
CURATE
Curate

Examples here from my book.

Idea 9

READ INDUSTRY NEWS AND SHARE INTERESTING CONTENT

This is also a great way to educate yourself on the news in your industry

WHY
Interest and Desire

HOW

Follow industry related social media pages and/or check the websites. Save the websites in a bookmark folder on your computer. Alternatively, if following them on Twitter add them to a Twitter list.

Feedly is an online tool and app that shows all the stories from different sites in one place.

You can post the headline yourself, or share the articles from using the above two techniques. On most online pages, there will be a link to share the article to your own social media page. Or, you can simply copy and paste the link from the search bar into your post.

Idea 76

SHARE AN INFLUENCER’S CONTENT

WHY
Interest

HOW

Check the blog post 'Identifying and monitoring influencers' on picaroons.co.uk to learn how to set up an influencer monitoring list. Even if you do not have a Twitter profile, I would recommend getting one just to do this.

Reading what the industry/influencers are talking about will also educate you on industry news.
THE DREAM
Is to have your audience created user-generated content for you to share
User-generated content refers to content related to your brand that's created by someone who's not an official representative of your business.
User-generated content refers to content related to your brand that's created by someone who's not an official representative of your business. It could be a social media update, a review, a video, a podcast, or a number of any other types.
People are **2.4 times more likely** to view user-generated content as authentic compared to content created by brands.

A full **92 percent** of people trust recommendations from people they know, and **70 percent** trust online opinion from others.

Nearly **80 percent of people** say UGC has a high impact on their purchasing decisions.

When surveyed, **85% of users** find visual user generated content (UGC) more persuasive than brand photos or videos.
How do you encourage your audience to create content for you?
BE INTERESTING
Starbucks
Heritage
#AdventureQuest
"All to ourselves." Caption + photo by @mr_brandonbaker on a recent visit to Halfmoon Bay on the Sunshine Coast. Eclectic, artsy oceanside villages dot the Sunshine Coast, the 180-km (112-mi) stretch from Howe Sound to Desolation Sound northwest of Vancouver, an area known for its mild weather and forested mountains. Popular pursuits are paddling, mountain biking, hiking, boating, and diving, or an afternoon gallery hopping, at a farmers market, or on a secluded beach.

We love seeing all your adventures around BC! Share your moments with us (and tag #exploreBC) so we can follow along. #exploreBC #exploreCanada #sunshinecoastbc
Ask the audience to tag you

Been out and about in Somerset? Upload your photos with #VisitSomerset for your chance to be regrammed.
Awareness days
GoPro Rewards Its Best Creators

GoPro Million Dollar Challenge

Grab a HERO9 Black and submit your best videos to be part of the GoPro Million Dollar Challenge. If your clip makes the cut, you'll get your share of $1,000,000 and be featured in front of our global audience.
LEARN FROM THE CONTENT

(even if you don’t share it)
York Art Gallery
Curated A Collection
Share your art
Competitions
One survey found that only 32% of consumers created and shared UGC because they wanted to win a prize. Instead, 60% said they shared UGC to get more likes, or to have their content featured by a major brand.
MUSEUMS ASSEMBLE! It’s time for #CURATORBATTLE! 🤑

Today’s theme, chosen by you, is #CreepiestObject!

We’re kicking things off with this 3rd/4th century hair bun from the burial of a #Roman lady, still with the jet pins in place...

CAN YOU BEAT IT? 🤑
UGC Inspires the Products of Threadless
Work with Influencers
Ask for opinions?

Museum Freelance @museumfreelance - Dec 2, 2020
The findings of our poll on the impact of Covid-19 on the museum freelance community are out now, based on 305 responses.

You can view the full report here: bit.ly/3luex4L and see highlights in the thread below #MuseumFreelance

Impact of Covid-19 on freelancers: Poll results, December 2020

Findings from freelancers working in museums, libraries, archives, galleries and heritage sites in the UK.
...but be prepared for the internet to be silly
Designer @emmacarlow shows us how to make her favourite lockdown project, which will be particularly helpful when the next heatwave comes round! If you have a go remember to show us by tagging #CreateToRelate, and if you can, donate to support the museum during this very challenging time. You can find info on making a donation on our website. Thank you everyone for the ongoing support, from the artist’s making videos to our followers, supporters and Friends, we are getting through this with your help!

DIY #DiyProject #FanTutorial #CraftProject #JapaneseFan

1,879 views
This #WholeFoodsHaul from @lunchbylliz is the definition of #cartgoals. 🛒 What are you stocking up on this week? Tag us with #wholefoodshaul and we'll share our faves. #MealPrep #MakesMeWhole
Congratulations to our oldest son diaogegevera on today's Virtual Commencement at UW-Madison. We are extremely proud.

A very happy #UWGrad to the smartest, most brilliant master of teaching I know.

It wasn't the commencement day we expected, but it was fabulous in its own special way. While the pandemic denied them the traditional celebration at Camp Randall with their entire Badger family, it did not and can not diminish the four years of hard work and dedication.

Not the ideal graduation, but happy to have completed my degree #wimanison #lucky #UWgrad
Greenham Control Tower using Geotagging
# B-Town Summer Challenge

For more information visit BtownSummerChallenge.com

## Let's Eat
1. Order your favorite dish from Taste to Go
2. Buy someone else a cup of coffee or tea
3. Dine outside on a restaurant patio
4. Get food delivered to your house
5. Eat a new dish at a 4th Street restaurant
6. Order from a food truck
7. Drink a local beer, wine, or cocktail
8. Dine on a classic: the breaded tenderloin
9. Devour donuts, cookies, or ice cream
10. Order a round of appetizers to share

## Shop Local
1. Purchase a new or used book to read
2. Get a plant from a nursery or shop
3. Order online from a local business
4. Buy a new piece of clothing or accessory
5. Have the battery in a watch changed
6. Get some vinyl at a local music store
7. Buy new or vintage home decor
8. Grab a new accessory for a hobby
9. Support a minority, woman, or veteran owned business
10. Buy an IU shirt/hat

## Pamper Yourself
1. Enjoy a manicure or pedicure
2. Book a spa treatment
3. Work out at a gym or fitness center
4. Get a haircut and/or color
5. Participate in a yoga class
6. Relax in a salt cave
7. Practice mindfulness at a meditation session
8. Indulge in a facial
9. Splurge on a new skincare product
10. Enjoy aromatherapy with essential oils

## Do Something Fun
1. Watch a movie at the drive-in theater
2. Take a self-guided historic walking tour
3. Go to a Bloomington Speedway race
4. Enjoy a game of laser tag
5. Play a board game with friends or family
6. Watch or stream a live music performance
7. Go bowling or roller skating
8. Book a game at an escape room
9. Play a game of pool
10. Drive through the Cedar Ford Covered Bridge

## On the Go
1. Explore our town on a scooter
2. Book an oil change
3. Replace the tires on your vehicle
4. Take your car in for a tune up
5. Put on new windshield wipers
6. Get a bicycle tune up
7. Get new sneakers and go for a run
8. Take a ride on a City bus
9. Get your car washed
10. Zoom around on a skateboard or rollerblades

## Explore the Outdoors
1. Find a new trail and go hiking
2. Explore a new city or county park
3. Take binoculars and go bird watching
4. Take your pup to a dog park
5. Go for a solo or family bike ride
6. Reserve a tee-time and go golfing
7. Fly a kite or toss a frisbee
8. Boat or kayak at Monroe or Griffy Lake
9. Visit the Hoosier National Forest
10. Walk through IU's campus
IRREVERANCE WORKS WONDERS
Camping with dogs
The details
A Unique Theme
How to get started
1. Start by creating the posts yourself
2. Put a post out asking for content
3. Create a great hashtag that the audience can use
4. Put up a poll
5. Create a competition
6. Offer rewards
7. Ask questions
8. Look through posts that have tagged you
9. Look through posts that have tagged your location
Best practices

• Always request permission
• Credit original creator
Best practices
Campaign

- Define objective, type, and timing of a contest
- Be specific in what you require to avoid any confusion
- Use an eye catchy image / graphic to promote (see Canva)
- Make your contest mobile-friendly
- Incentivize the sharing
- Add an urgency factor (time)
- Always ensure you're adhering to platform rules around such promotions
How to curate
FIND
Social Media Platforms
Email

SAVE
Save to bookmarks
Screenshot
Save to files on social media

SHARE
Scheduling tools