

Picaroons

USER GENERATED CONTENT

**HOW TO ENCOURAGE YOUR AUDIENCE
TO CREATE AND SHARE CONTENT**



**Set You Up
For Success**

**Create
Content**

**Ongoing
Health Check**

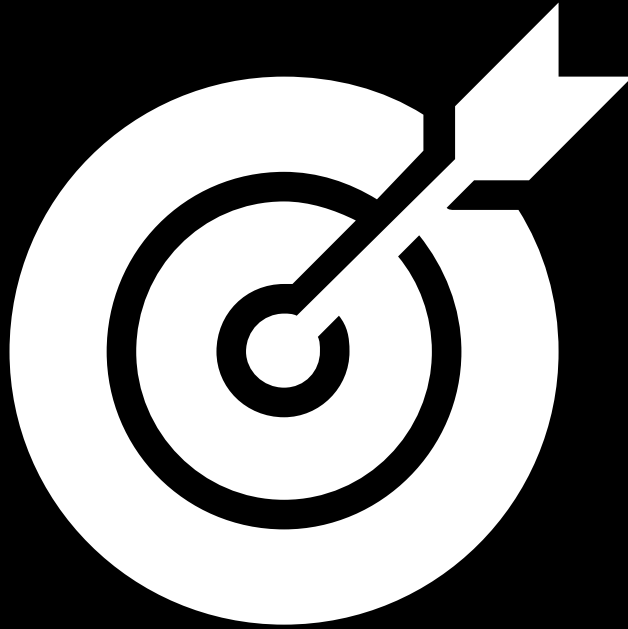
Brands The Crew Have Worked On



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?**

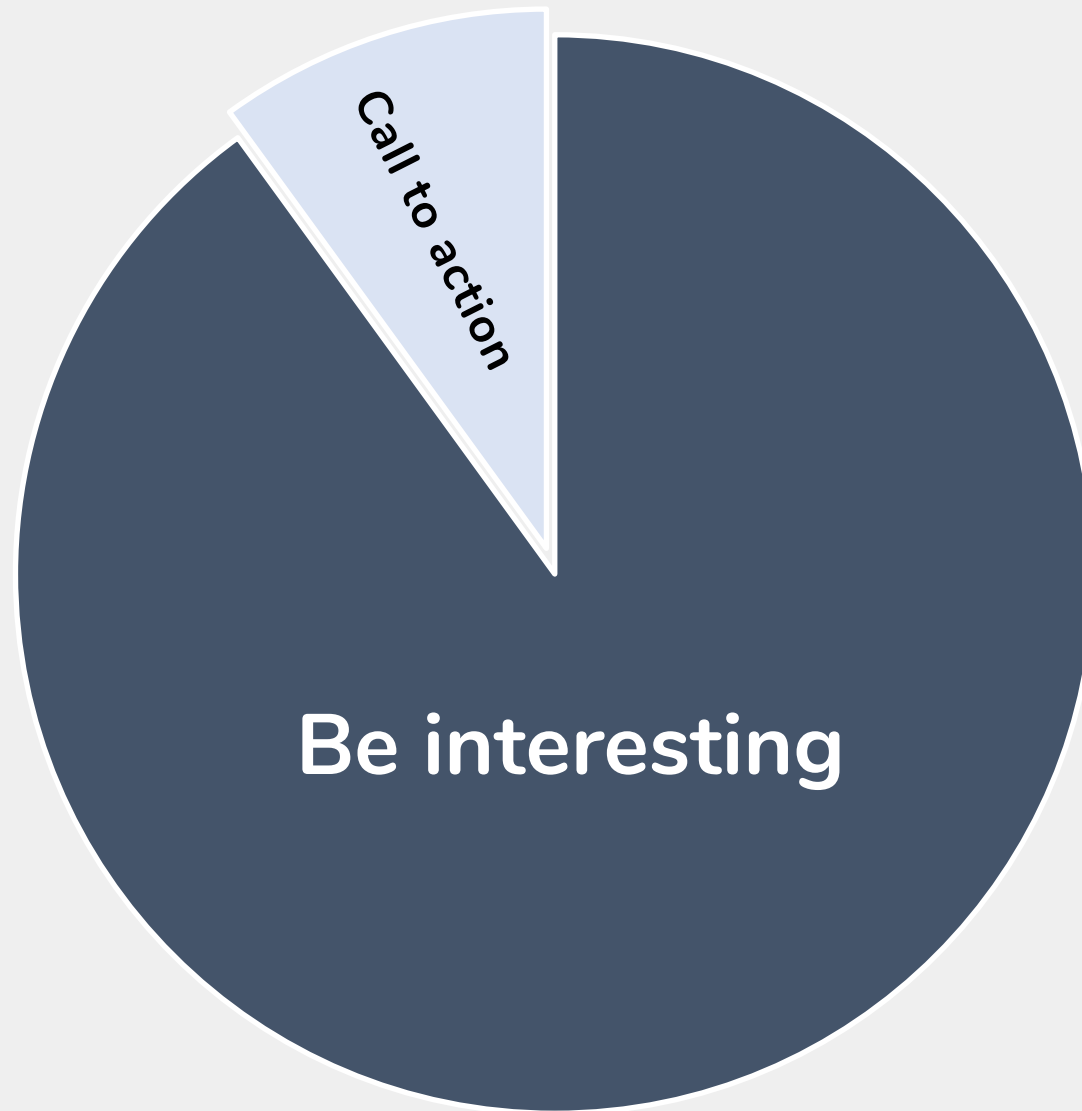
Be interesting



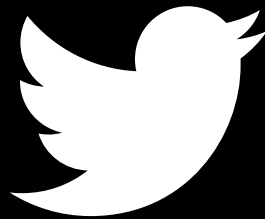
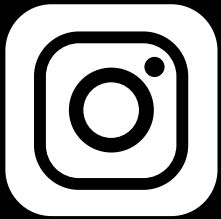
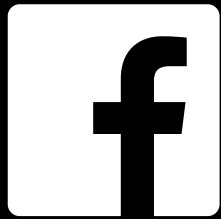
Your audiences life

That thing
you do





Social media



CREATE

CURATE

COLLABORATE

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 9

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.

Idea 76

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



English Heritage

#AdventureQuest



jasperthecornishbeagle Blowin' a hoolie down at Pendennis Castle doesn't stop me sniffing out clues 🕵️
#englishheritage #pendenniscastle #bankholiday #treasurehunt #castle #sniffingoutclues #falmouth #beaglelife #beaglesofinstagram #beaglemania #beaglesrule #dogs #beagleboy #beagledaily #beagledogs #ilovemybeagle #cornishdog #cornwall #christmasadventurequest #adventurequest

13w



igcornwall Cute! 🍷

13w 1 like Reply



helloimbuga thefrenchbulldog Hold



111 likes

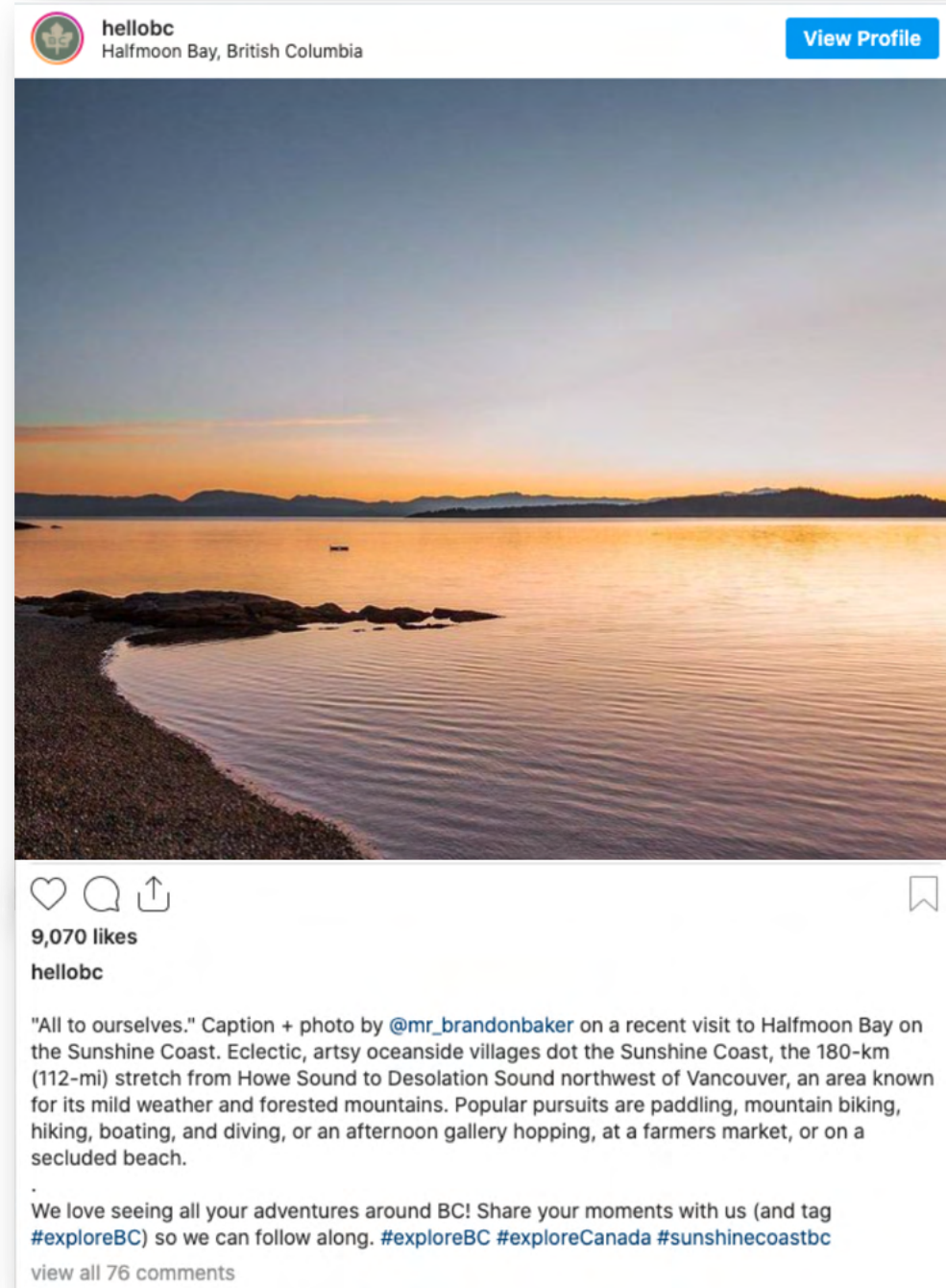
DECEMBER 28, 2020

[Log in](#) to like or comment.

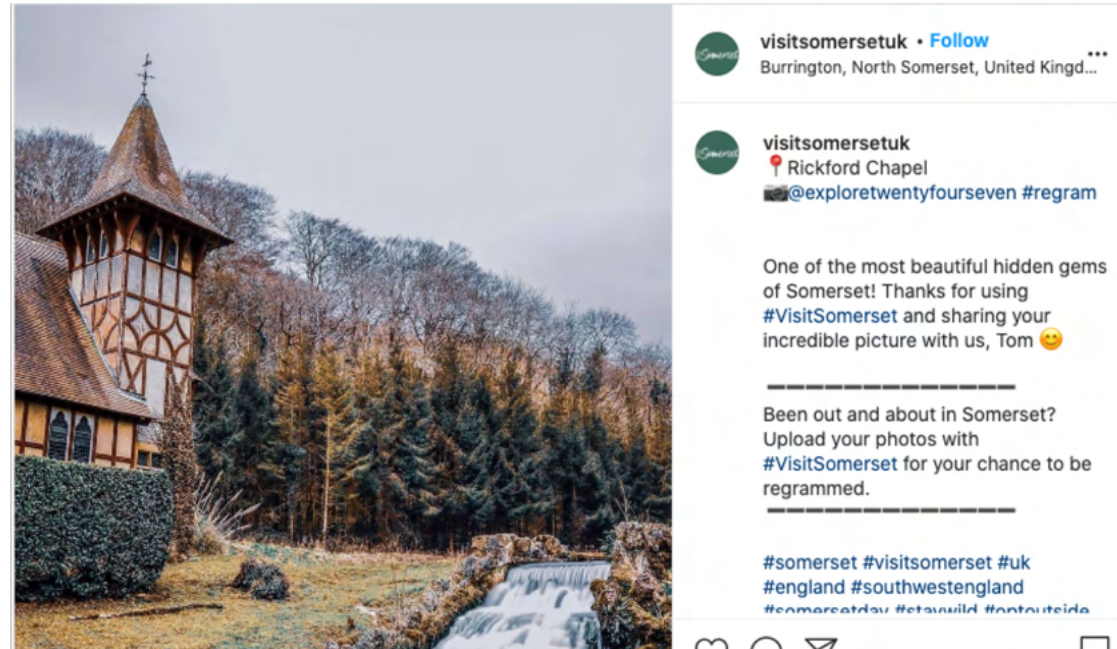
National Trusts Blossom Watch



BC Tourism Board



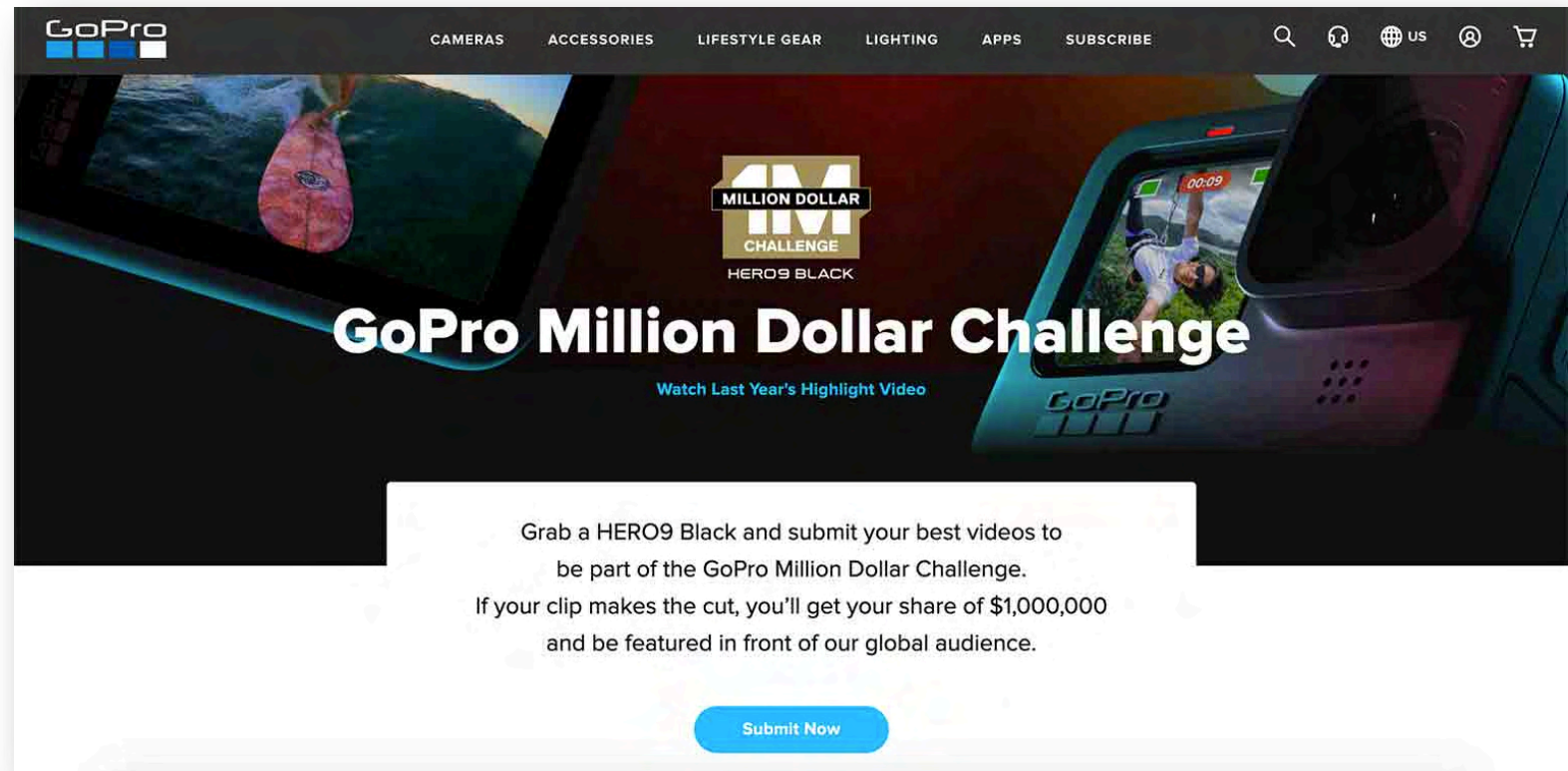
Ask the
audience to
tag you



Been out and about in Somerset?
Upload your photos with
#VisitSomerset for your chance to be
regrammed.

Awareness
days

GoPro Rewards Its Best Creators



The banner features a dark background with a GoPro camera on the right and a surfboard on the left. In the center, a gold 'M' logo contains the text 'MILLION DOLLAR CHALLENGE' and 'HERO9 BLACK' below it. The main title 'GoPro Million Dollar Challenge' is in large white font, with a link 'Watch Last Year's Highlight Video' below it.

GoPro

CAMERAS ACCESSORIES LIFESTYLE GEAR LIGHTING APPS SUBSCRIBE

Q US

MILLION DOLLAR CHALLENGE
HERO9 BLACK

GoPro Million Dollar Challenge

[Watch Last Year's Highlight Video](#)

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.

[Submit Now](#)



The image shows a screenshot of an Instagram post from the official GoPro account. The main image is a 360-degree panoramic photo of three cyclists in a field of yellow flowers, creating a circular horizon line. The post includes the GoPro profile name, location (Girona, Spain), a 'Photo of the Day' announcement, a weekly challenge description, and engagement metrics (137,242 likes).

gopro • Follow
Girona, Spain

gopro • Photo of the Day: Wheelie into the week with @alexpeace + #GoProMAX

A new week means new #GoProAwards. This week, our favorite 5 submissions to the #GoProLiveIt challenge on GoPro.com/Awards will earn \$250 + a #GoPro Sports Kit.

@GoProES #GoProES #GoProMTB #FlowerFields #Summer

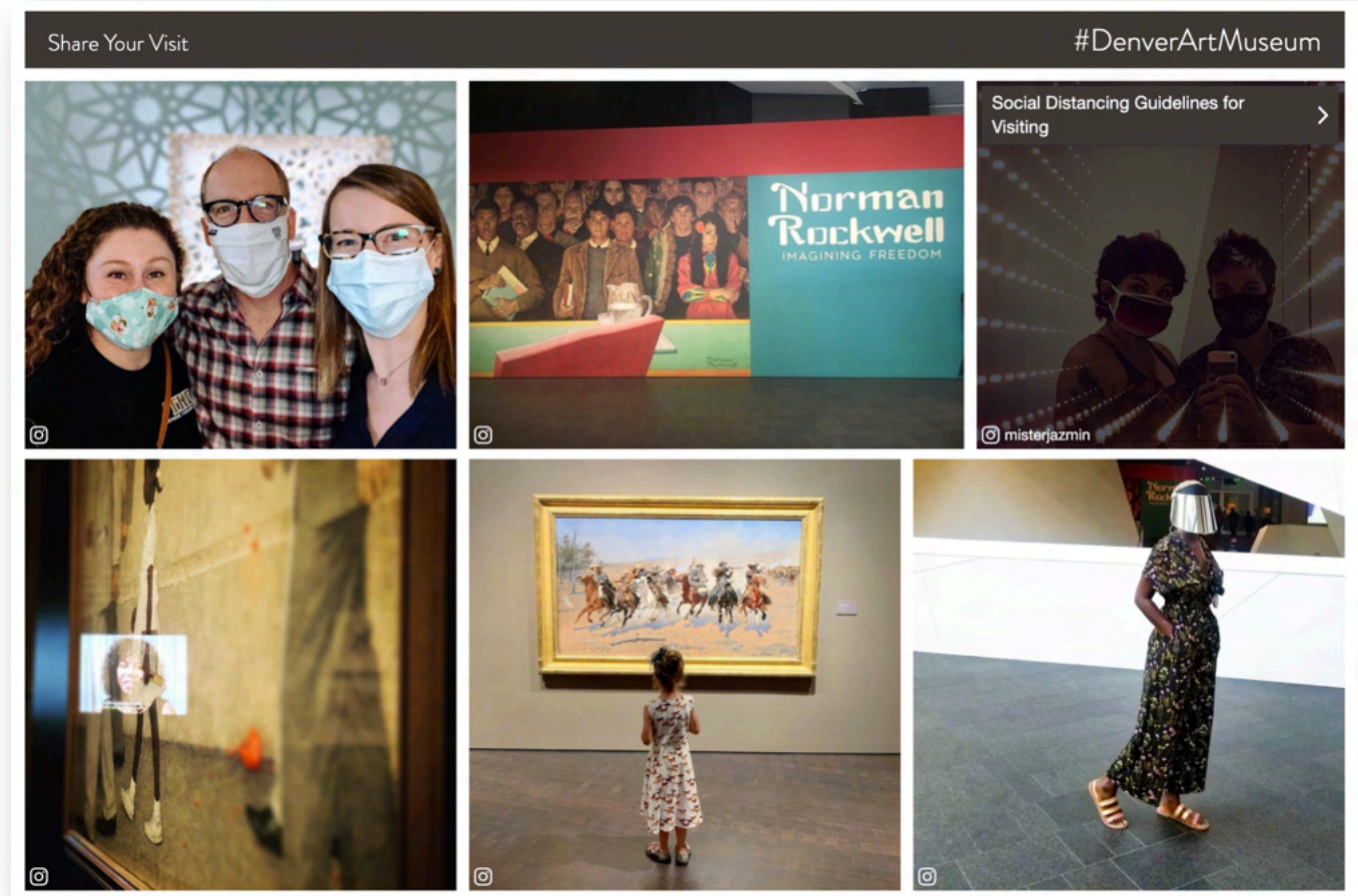
15w

137,242 likes

JUNE 23

Add a comment...

Denver Museum



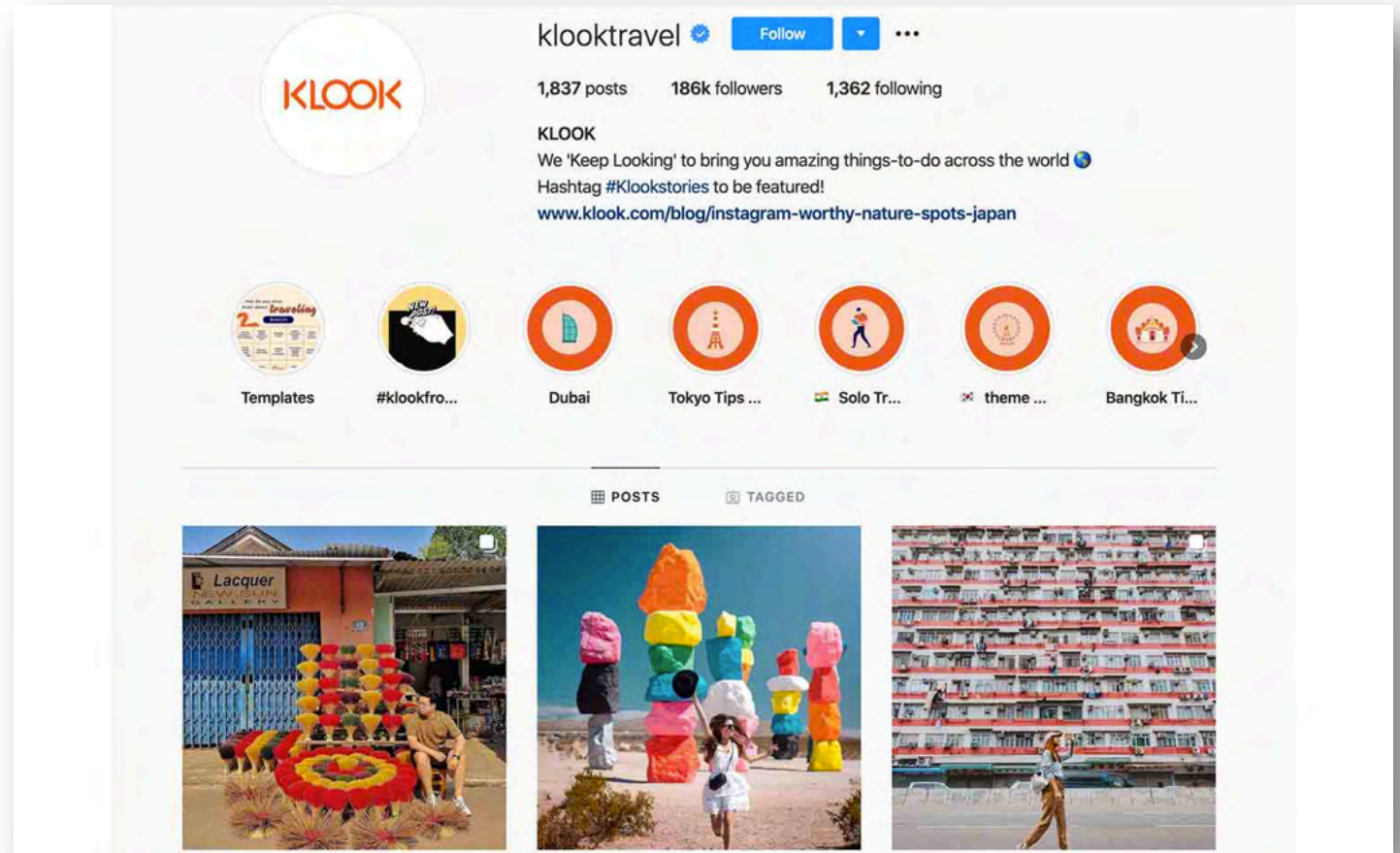
LEARN FROM THE CONTENT

(even if you don't share it)

York Art Gallery Curated A Collection



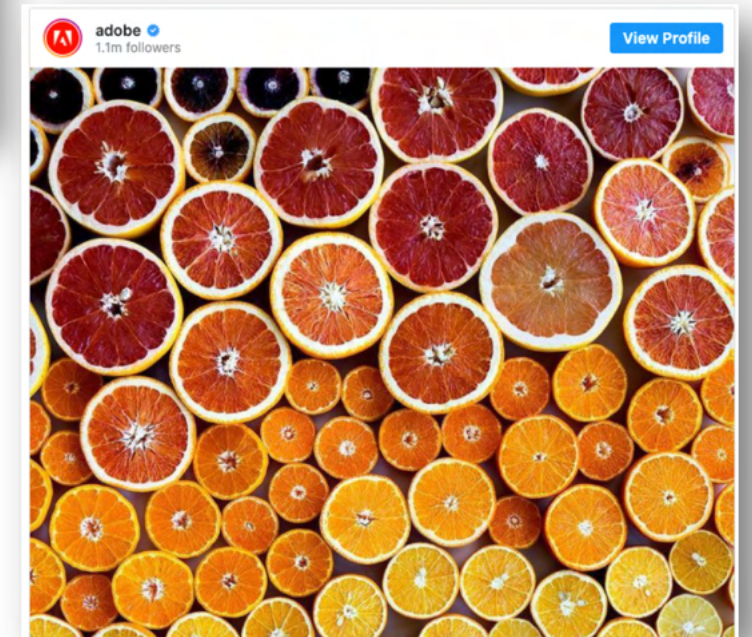
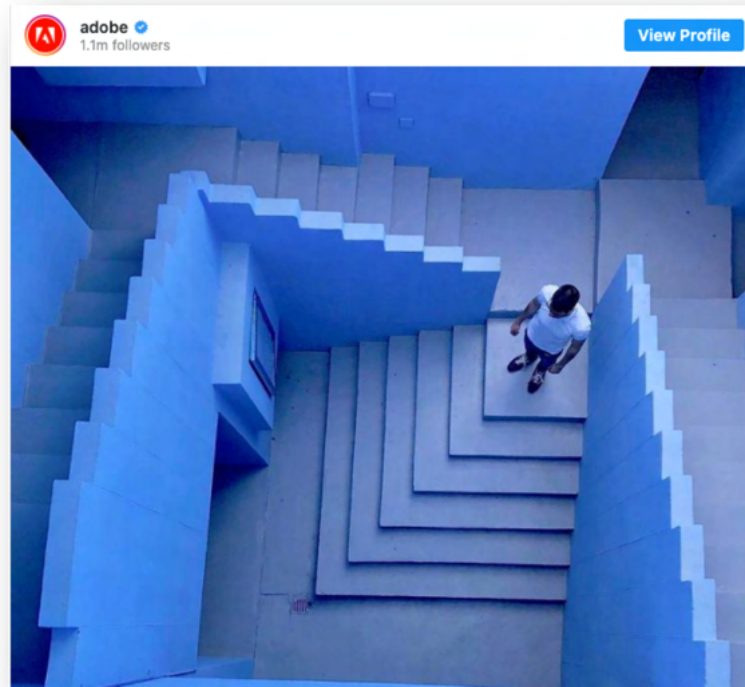
Share your art



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.

Adobe



York Museum's Trust Curator Battle



Yorkshire Museum @YorkshireMuseum · Apr 17, 2020

...

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? 🌟



💬 1K

🔄 8.4K

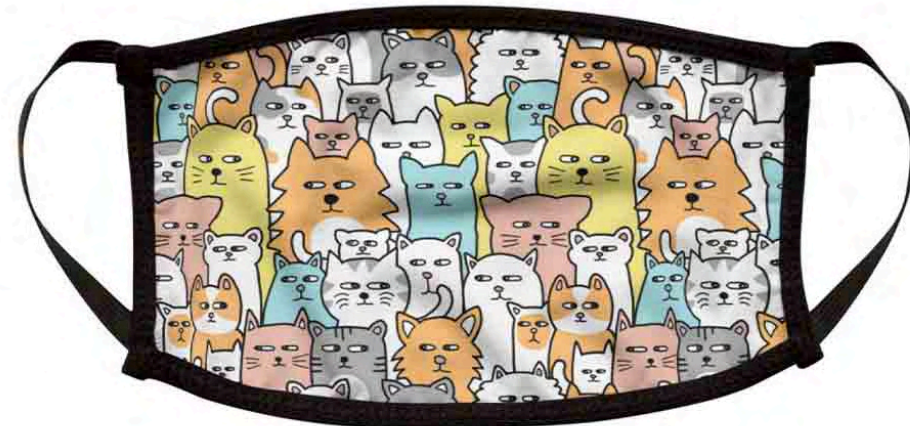
❤️ 13.5K



UGC Inspires the Products of Threadless

The Face Masks challenge winner is here!

1,002 designs / 1 printed design / 26,922 votes placed



Work with Influencers

Ask for opinions?



...but be
prepared for
the internet
to be silly

'Boaty McBoatface' tops public vote as name of polar ship

🕒 17 April 2016 | 💬 Comments



Share Tips



#WholeFoods haul



wholefoods
Whole Foods Market

View Profile



10,464 likes

wholefoods

This #WholeFoodsHaul from @lunchbyliz 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

view all 143 comments

University of Wisconsin



SPRING COMMENCEMENT 2020

STORIES

#UWGRAD

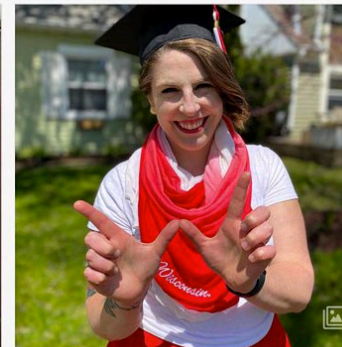
#UWGrad

Tag #UWGrad in your tweets and Instagrams and use the social media checklist for your chance to be featured below.

[Social Media Checklist](#)



Congratulations to our oldest son diego.vegarivera on today's Virtual Commencement at UW-Madison. We are ex-

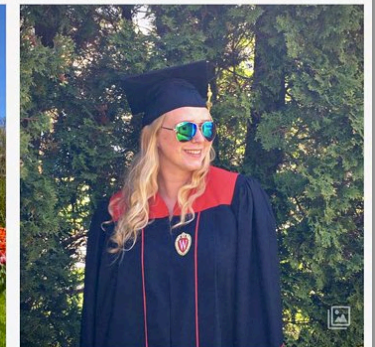


A very happy [#uwgrad](#) to the smartest, most brilliant master of teaching I know.

markonfire
Instagram



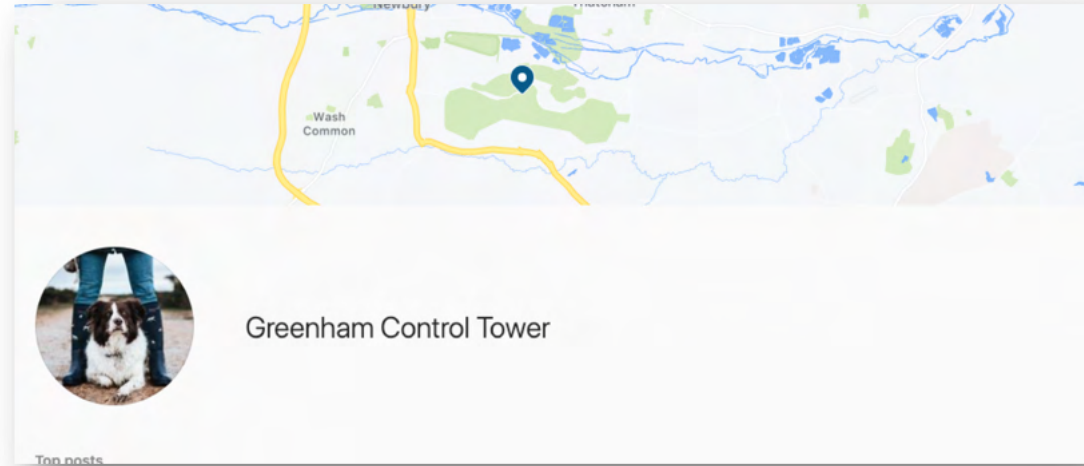
It wasn't the commencement day we expected, but it was fabulous in its own special way. While the pandemic denied them the traditional celebration at Camp Randall with their entire Badger family, it did not and can not diminish the four years of



Not the ideal graduation, but happy to have completed my degree! uwmadison [#uwmadison](#) [#bucky](#) [#UWgrad](#)

samanthabrose262
Instagram

Greenham Control Tower using Geotagging



Btown Challenge



B-TOWN SUMMER CHALLENGE

For more information visit BtownSummerChallenge.com

LET'S EAT

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

SHOP LOCAL

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

PAMPER YOURSELF

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

DO SOMETHING FUN

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

ON THE GO

- | | | | | |
|---|---|--|---|--|
| <input type="checkbox"/> 1. Explore our town on a scooter | <input type="checkbox"/> 3. Replace the tires on your vehicle | <input type="checkbox"/> 5. Put on new windshield wipers | <input type="checkbox"/> 7. Get new sneakers and go for a run | <input type="checkbox"/> 9. Get your car washed |
| <input type="checkbox"/> 2. Book an oil change | <input type="checkbox"/> 4. Take your car in for a tune up | <input type="checkbox"/> 6. Get a bicycle tune up | <input type="checkbox"/> 8. Take a ride on a City bus | <input type="checkbox"/> 10. Zoom around on a skateboard or rollerblades |

EXPLORE THE OUTDOORS

- | | | | | |
|---|--|---|--|---|
| <input type="checkbox"/> 1. Find a new trail and go hiking | <input type="checkbox"/> 3. Take binoculars and go bird watching | <input type="checkbox"/> 5. Go for a solo or family bike ride | <input type="checkbox"/> 7. Fly a kite or toss a frisbee | <input type="checkbox"/> 9. Visit the Hoosier National Forest |
| <input type="checkbox"/> 2. Explore a new city or county park | <input type="checkbox"/> 4. Take your pup to a dog park | <input type="checkbox"/> 6. Reserve a tee-time and go golfing | <input type="checkbox"/> 8. Boat or kayak at Monroe or Griffy Lake | <input type="checkbox"/> 10. Walk through IU's campus |

Share experiences



Being friendly

Sabrina | Burlington

[Explore this story >](#)



Growing up in Canada

Jay | Burlington

[Explore this story >](#)



Proud of being a Canadian

Sunny Sun | Waterdown, On

[Explore this story >](#)

IRREVERANCE
WORKS
WONDERS

Camping with dogs



The details



cactusmagazine

Follow



4,049 posts

250k followers

379 following

Cactus Magazine 🌵

Since 2014

The #Cactalicious Community of Instagram

Made by YOU 🌵🌵🌵🌵🌵

JOIN our gallery TAG #CactusMagazine : 🌵

SHOP 🛒

clk.im/CactaliciousSHOP

Followed by freddiedentonstudio, lea.rodrgo, tammylovin_ +1 more



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

wholefoods We love this photo! We'd like to use it on our social channels, site or email and give you credit. If you agree, reply #KaleNit for approval. Thanks! ❤️

lunchbyliz @wholefoods absolutely 🙌❤️

lunchbyliz @wholefoods I can't comment a # 🙌 but YES KALENIT 🙌❤️

hellobc Hi @mr_brandonbaker, such a great #exploreBC capture! 🙌 We love the chance to feature it. If you're interested, our bio URL provides permission and more info. 😊❤️

dana.marie_ Aye ❤️

mr_brandonbaker @dana.marie_ 🙌🙌❤️

bwilmot5 I finally made a photo ... child of.. 🙌👩❤️

mr_brandonbaker @bwilmot5 that's you ♥❤️

mr_brandonbaker @hellobc 🙌🙌❤️

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

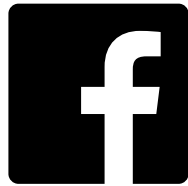
Scheduling tools



[Picaroons_](#)



[James Berg](#)



[Picaroons](#)



[JB_picaroons](#)