3 ways to encourage user generated content creation

More and more brands are moving towards implementing user generated content (UGC) into their social media marketing strategies, and for good reason. When your customers are generating content for you, it can take pressure off of your in-house design team or social media agency, and even more importantly, user generated content typically performs better than traditional marketing assets. So how can you encourage your customers to regularly produce quality content? Here are a few social media tips to get you started.

1. Create a competition

Creating a social media competition is a great way to encourage your customers to post about your brand or product. A good tip for creating your perfect competition is to think about what type of content would serve your purpose best, and create your competition around that type of content. For example, if you want photos of a specific product, ask your followers to post a photo of that product, tag your account, and be sure to offer a prize for a lucky winner.

2. Have a hashtag

When your customers recognise a hashtag associated with your brand, they'll be more likely to use it when they post to social media. It might be as simple as your company name, or it might be something associated with your brand. For example, an outdoor clothing brand might encourage a hashtag like #outsidewith"companyname".

3. Use the power of the regram

If your company already has an Instagram account, you're in a position to regram, or post a photo that has already been posted by someone else. After your followers start to realise you'll regram their photos, they'll start using your hashtag more regularly. Just remember, always be sure to credit the original account.

One last tip

Don't forget that user generated content doesn't always have to be a photo of your product or service. It can simply be photos that reflect your brand values. For example, a fitness brand may choose to post inspirational wellness quotes or athletes that they find inspiring. This is a great tip for brands that don't have an easily-photographed product or service.

Good luck in your user generated content journey, and if you want to learn more, get in touch with us on ▮▮▮▮▮▮▮ to find out how we can boost your brand's social status!