

The Complete UGC Guide to Growing Your Brand

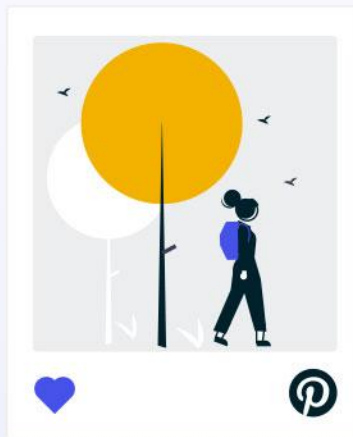
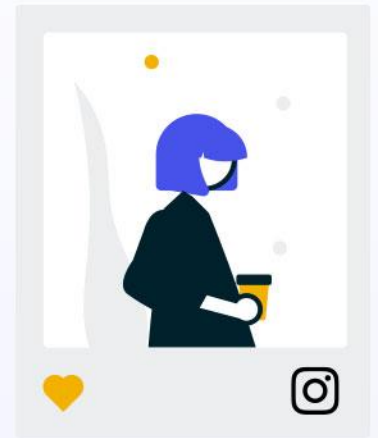
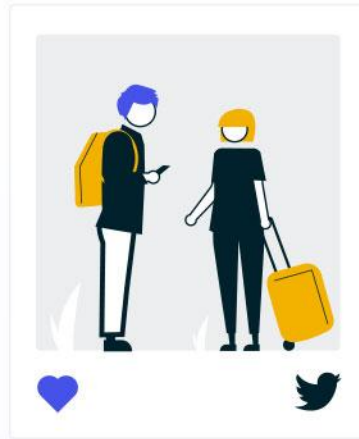
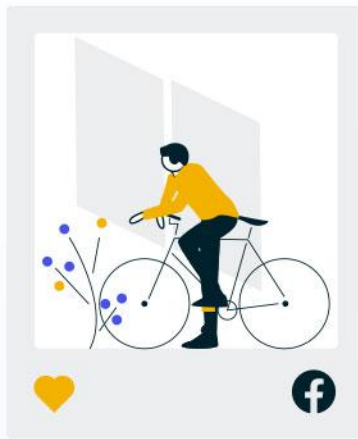


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UGC Is a Must for Your Business

User-generated content is among the most effective ways to get your brand noticed

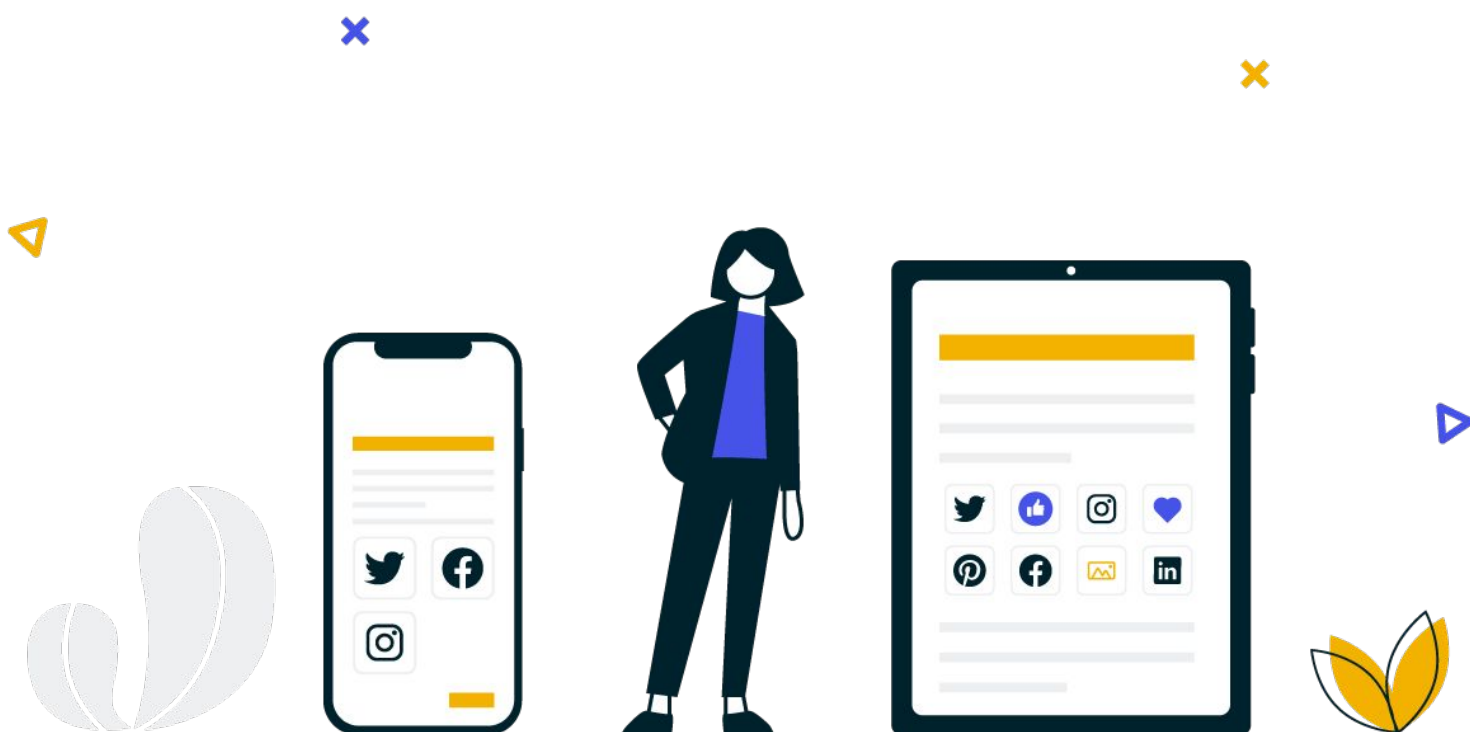
User-generated content (UGC) is quite a new term in the marketing field, but it's not a new concept in the world.

Did you know that back in 1857, the first edition of the Oxford English Dictionary was a compilation of user-generated content? A team of editors called for volunteers to submit words in English, along with their definition, to add them to the dictionary.

Sourcing UGC for big projects is a very natural process, as history shows.

Jumping to the 21st century, websites like IMDb and Wikipedia have enabled people worldwide to create valuable UGC. Since community-based strategies are the most sustainable and rewarding, it makes sense to implement them in our marketing practices as well.

This ebook will guide you through the main steps of incorporating UGC into your marketing strategy. From its conception to ways of sourcing it and implementation, you'll learn everything you need to know about UGC to grow your brand.





What Is User-Generated Content?



What Is User-Generated Content?

User-generated content, often shortened to the acronym UGC, is any content created by the users of a website or service. But the term has evolved and is now most often used in an idealised context for content that fans of a specific brand create and consciously put out there. Brands can then use content created by their fans in their marketing and advertising materials.

The first thing most of us think of when we hear UGC is creative content, such as photos or videos we've intentionally asked people to create for our competitions or hashtag campaigns.

It's easy to forget, however, that reviews on Amazon are also user-generated content, as are comments on eCommerce sites or Facebook pages. Technically, even just someone talking about your product in a forum, on Slack or Discord is UGC. So are tweets and Facebook posts. Someone posting a photo of the handbag they just bought from you on Instagram? UGC.

Benefits of UGC for your brand

UGC is a compelling and fruitful content creation strategy in 2021. Businesses that incorporate it into their marketing campaigns gain [29% more conversions and a 20% increase](#) in returning visitors.

UGC works because, as humans, we're naturally influenced and inspired by other people's experiences. If we see a friend or an industry thought leader do, say, or purchase something, we trust it more and are usually likely to follow their lead because:

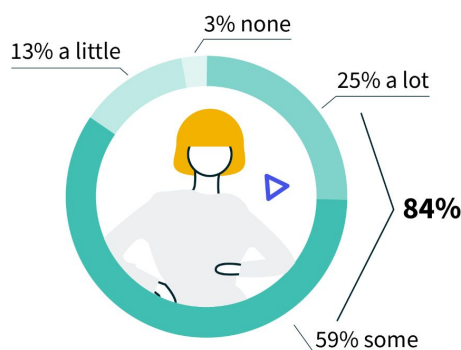
- They've experienced how a product or service works, unlike us
- We perceive them as experts
- We're inspired and want to look like them

This is known as social proof, and it's the reason why UGC is so influential.

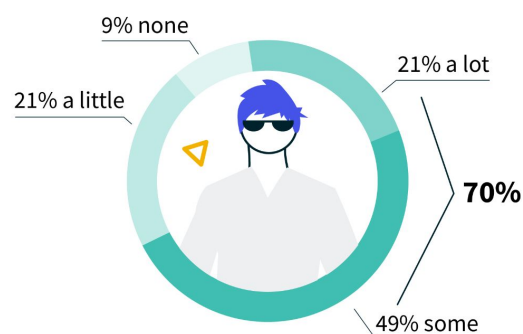
Check out some of the benefits of UGC below:

How much does UGC play into your purchase decisions?

Millenials



Boomers

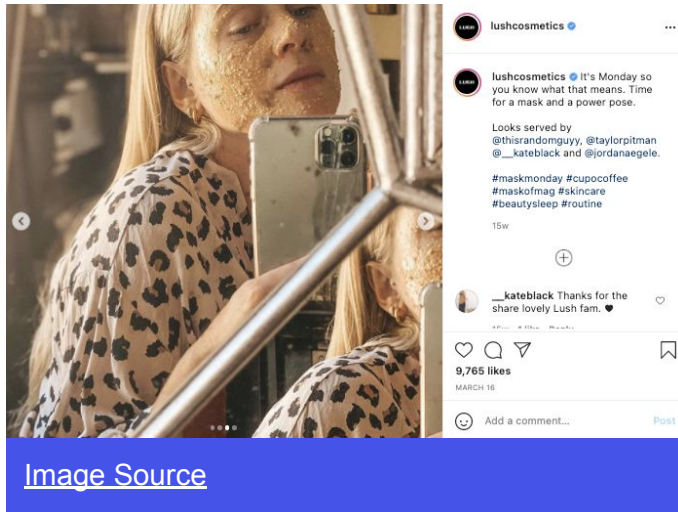


[Image Source](#)

UGC promotes authenticity

We're exposed to [4,000 to 10,000 branded messages](#) daily.

Since most of these messages are tailored to be promotional and from the brand's perspective, modern consumers no longer find them authentic.



[Image Source](#)

They prefer to seek feedback about a product or service from their peers, industry experts, and other customers — from real people with genuine experiences.

That is why 64% of consumers actively look for reviews while 41% ensure they've read four to seven customer reviews before making a buying decision.

Using more UGC in content marketing portrays your brand as more authentic, making you a more appealing option to consumers and fueling your business's success.

It makes your brand more approachable

The modern-day customer wants to be heard.

According to a study by Bazaar Voice, [64% of millennials and 53% of baby boomers](#) feel companies should provide them with more ways to voice their opinions.

Using and sharing user-generated content makes your brand more approachable as it proves you're open to communicating and even working with your audience to create stellar user experiences.



[Image Source](#)

Since you're sourcing and curating content directly from your customers, UGC won't punch a hole in your marketing budget.

What's more, user-generated content can be shared by countless people online, creating even more buzz about your business without you paying a penny.

Add in that you can repurpose each customer review, video, or photo across multiple marketing materials, and you get to save even more money on content marketing.

UGC Helps You Stand Out

Nowadays, you can't even watch a Facebook video without an ad popping up.

All these ads mean that even if you were to create an exemplary one, chances are potential customers will still ignore it to avoid unnecessary interruptions. Unlike regular ads, user-generated content makes your message stand out from the noise.

Types of user-generated content

- Product review videos
- Product unboxing videos
- Make-up tutorial videos using specific products
- Animated GIFs
- Parody videos
- Testimonials on websites
- Reviews on e-commerce sites or the brand's own online shop
- Fan fiction
- Instagram hashtag campaigns
- Pinterest photos
- Facebook photo and video shares
- Twitter and other micro-blogging content
- Photo and video contest submissions

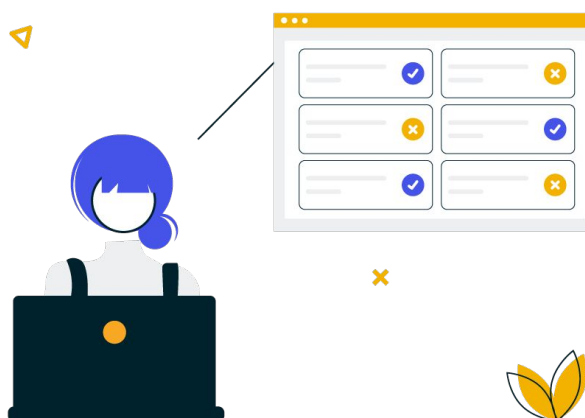
Of course, bad reviews are user-generated content as well; though, not necessarily content the marketing department may want to use but, rather, something for customer service to take charge of.

While all types of UGC can be of use for your brand, in marketing, we often focus on intentional content that users have put a creative effort into creating.

What makes people create and share content

But why would customers put effort into creating content for a brand? Sometimes, they are motivated by a material incentive. Maybe there's a cash prize or a product prize they're keen on, maybe their content submission will enter them into a competition to win a holiday or another experience.

But unlike influencer marketing, UGC is not, per se, tied to compensation. Often, fans do it simply to get recognition from a brand they love. By sharing UGC on its social media channels, a brand can give their fans their so-called 15 minutes of fame.



According to the New York Times' [Psychology of Sharing](#) study, one of the factors that influence whether people share content is connection — not just with your brand but with each other. When creating your campaign, consider how you can offer people the opportunity to interact through submissions, public voting, and other forms of contribution.

A good example is Lay's ongoing "Do Us a Flavor" campaign that started in 2012. Lay's asked fans to create their own flavours for their crisps on Lay's Facebook page and even teamed up with Facebook to change the like button into an "I'd eat that" button, giving fans a fitting way to interact with the submissions. A team of judges narrowed the submissions down to the final three, then opened the vote to the public via hashtag voting. The winner got a cash prize.

The ROI of user-generated content

Okay, but what's in it for brands, aside from potentially getting some content they can share and hopefully use in their marketing? After all, asking for and then sifting through UGC entries can be a lot of work. Fortunately, there is a great return on investment.

For one, user-generated content creates trust. Forget ads, forget Mad Men, forget Don Draper. The time when consumers trusted traditional ads to help them make buying decisions is a thing of the past. Consider what you do before buying something online. Exactly. You check the user reviews.

Reviews by fans provide social proof for potential customers that your brand is worthy of their time and effort. Someone might not click on a regular ad for your brand, but they are more likely to click on a post their friends have shared about your brand.

According to a survey by TurnTo, [88%](#) of U.S. consumers trust a product recommendation that comes directly from a friend, making them the most trusted source for shopping decisions.

How important is UGC for the buying decision



of U.S. consumers trust a recommendation that comes from a friend.



of U.S. consumers rate online recommendations from other users as highly influential for their purchasing decisions.



of U.S. consumers say that they are willing to pay more for a product or service that has UGC.

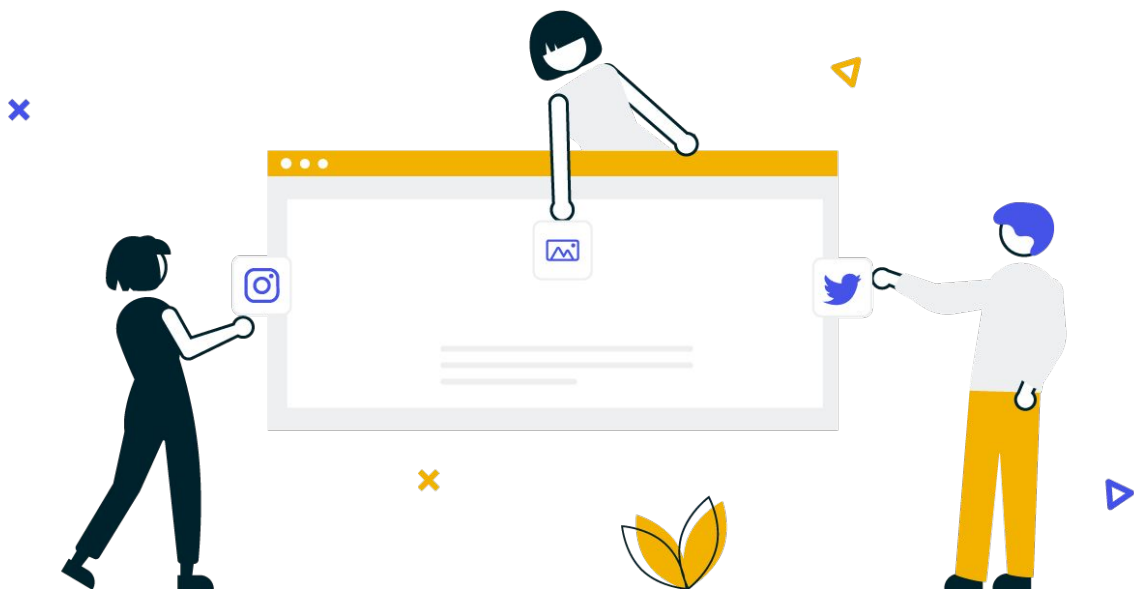
Source: TurnTo Consumer Study

The same study showed that 90% of U.S. consumers also rate online recommendations from other users as highly influential for their purchasing decisions.

User-generated content gives them confidence in their decision to buy something, and a majority find UGC far more interesting than content created by the brand. That's because user-generated content is the online equivalent of your friend Bob saying: "Have you seen my new toilet plunger? It's really great."

Perhaps even more strikingly, 81% of shoppers said they would rather pay more for a product that has UGC than buy a similar product which costs less but has no UGC connected to it. So the expensive toilet plunger with great reviews wins over the cheapo toilet plunger with no reviews.

The younger people are, the more important these recommendations are to them. [Gen Z generally doesn't really trust advertising and marketing](#) coming directly from brands but instead looks to influencers and reviews by peers.





How to Source UGC for Your Brand



How to Source UGC for Your Brand

While social media, blogs, and the tools listed above are all excellent sources of user-generated content, you won't just start receiving great content out of the blue.

You have to actively reach out to and motivate your clients to share their experiences with your brand. Here are six creative and engaging ways to source user-generated content:

1. Competitions

People love winning, so running a [well-designed competition](#) is a smart way to collect UGC. It motivates consumers to interact with your brand because they're anticipating potential gains.

Besides valuable UGC, such contests also provide you with customer feedback you can leverage to boost product and service quality. In other words, these competitions are a win-win for everyone involved.

It could be anything from t-shirt design ideas to a cutest pet competition.

A chance to win will motivate your audience to share their creations on social media and encourage their partner to participate. That means even more engagement for you.

Hit two birds with one stone by setting up a buy-to-enter contest.

It allows you to increase sales and gain UGC. For instance, ask your followers to buy your new product and share a review of their experience on social media in exchange for participation and potential prizes.

2. Video testimonials

Although videos can be intimidating, modern-day consumers, especially millennials, value their 15 minutes of fame and love voicing their opinions. As a result, almost every brand has customers willing to go on camera and advocate for them, especially if they had a positive experience.

Make your reviews more effective by asking consumers to share a short video review of their experience with your brand.

Such videos humanise your brand and reinforce credibility and trust because they come straight from the user's mouth. Check out this compilation of brilliant video testimonials by American Express customers.



3. Feature your users

As noted, every company has customers willing to go on camera and share their opinions.

Creating a dedicated space where you can feature their photos, videos, and reviews about your brand makes them feel more appreciated and creates UGC prospects you can use to showcase your products and services.

Maximise on tools like Instagram highlights, or create a dedicated page on your website for such content.

4. Clever & creative prompts

Sourcing UGC is all about creativity, and while the tactics above are effective if used right, you should also try using clever and creative prompts to motivate your clients to share.

You can work with a renowned influencer in your niche to create a cool, fun video demonstrating how they use your product or service and share it, asking your audience to share their experiences as well.

Or creatively prompt the audience to tell you what they love about your products. For instance, *“In three words, describe what you love about us. GO!”*



[Image Source](#)

5. Events

Product launches, brand anniversary celebrations, and other types of events are a fun way to meet and interact with your customers.

This will allow you to:

- Get to know your customers in person
- Gather honest opinions about your products and services
- Learn how you can improve
- ...and most importantly, collect UGC

All the pictures, videos, and reviews they share to their social media can later serve as UGC for your marketing campaigns.

To easily track UGC from these events, create and ask attendees to use a dedicated branded hashtag for the event, and ensure the experience is Insta-worthy to motivate them to post.

6. Collaborate with content creators

[45% of marketers](#) find influencer marketing effective, **while 35%** find it incredibly compelling. It's indeed effective because it allows brands to promote themselves through individuals that a specific community trusts and engages with regularly.

It's also practical because content-creators are typically business-minded individuals genuinely interested in building long-lasting, mutually beneficial relationships with brands.

Besides exposing your brand to high-quality customers, influencer marketing is also a good source of UGC.

7. Hashtag campaigns

One way to make sure you get your hands on user-generated content that pertains to your brand is to regularly search social media for mentions of your brand, your hashtags, and your location. Well-promoted brand hashtags help you find, collect and reshare content shared about your brand, for example, on a social media wall.

A great way to communicate what you are looking for is a well-executed hashtag campaign. Take the time to meticulously plan your campaign and tailor it to your target group. Based on your brand research, pick your platform, [pick the right hashtag](#) and figure out which type of content you want to ask for.

Submissions by hashtag are low-threshold, but you still have to make it as easy as possible for people to participate. Facilitate a homogenous influx of submissions by making it very clear in your campaign what you would like people to create. Straightforward and clear content is easier to share on your own channels without distortion.

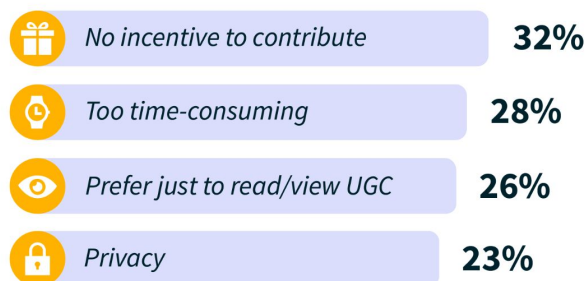
Make it as easy as possible for people to contribute content. That may be done by creating a tool for users to submit their content with a mere click or simply by making the campaign guidelines easy to find.

8. Offer incentives

According to the TurnTo survey mentioned earlier, 32% of consumers asked have given "no incentive to contribute" as a reason for not creating and submitting UGC, followed by 28% who said it was too time-consuming to create content.

We've talked about how fans are often happy enough to submit content just because they love a brand or to see their content shared by a brand they love. So share their submissions on your own channels, show them off, make the creators feel appreciated.

Why haven't you submitted UGC?



Source: TurnTo Consumer Study

But if you're asking people to put a lot of effort into their submissions, it's nice to offer adequate rewards. You don't want people to take part in your campaign solely because they can win something great, but you also want to honour their submissions with a nice incentive. So consider offering some tangible rewards like product prizes, vouchers, coupons, etc.

9. Get UGC without incentives

Offer incentives! That's the advice we usually give for hashtag campaigns that ask people to submit user-generated content. And it's true. Competitions and giveaways drive engagement. So does the simple act of acknowledging and appreciating content submitted by users, by thanking them for resharing their content.

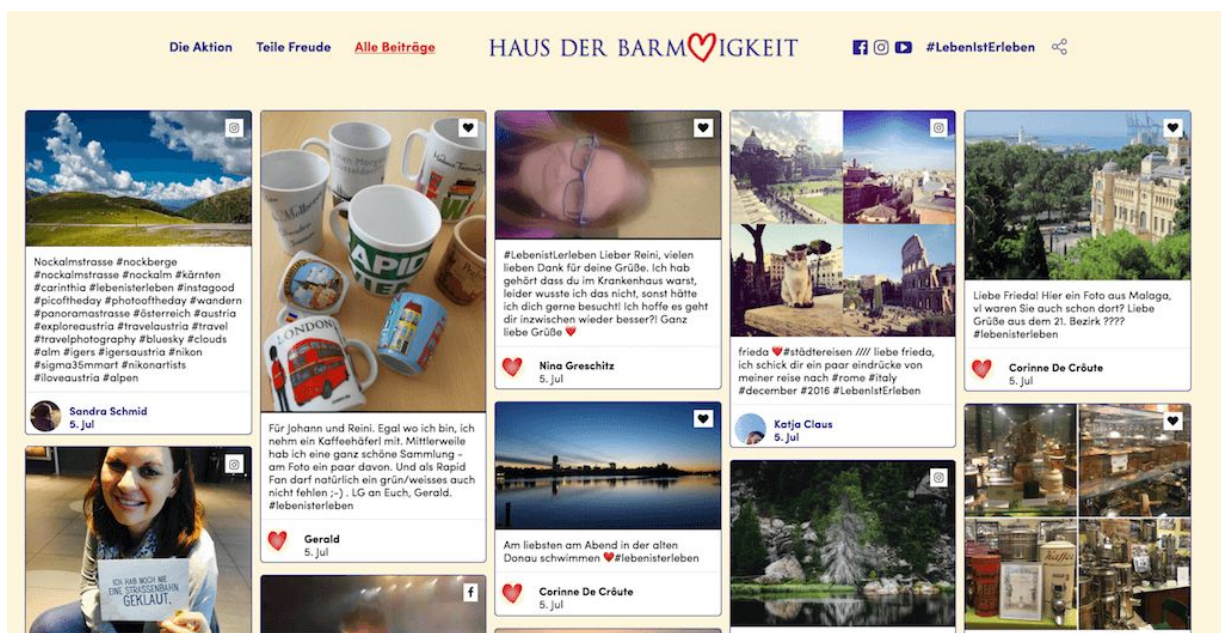
Another factor is easily forgotten, though. And that's the feeling of simply having done something good by creating and submitting content to a hashtag campaign.

The #LebenIstErleben campaign by Austrian care facility Haus der Barmherzigkeit is an excellent example for a UGC campaign where the only reward is having done something nice for someone else.

#LebenIstErleben translates to "living means experiencing", and the campaign aims to improve the quality of life for people in long-term care. Instead of asking for monetary donations, the campaign asks people to donate experiences.

Many of the residents don't get to go out and experience things they enjoy anymore because of their physical limitations. To make up for that a tiny bit, the campaign lets them live vicariously through other people.

The #LebenIstErleben campaign is a prime example of how nonprofits and charities can step up their game in the quest for donations.



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Ways to Harness User-Generated Content for Your Brand



Ways to Harness User-Generated Content for Your Brand

The great part about user-generated content is that you don't have to throw it out after the campaign is over. When done right, UGC is a gift that keeps on giving. It's basically free content that advertises your brand and shows fan trust.

You can repurpose UGC on other channels, for example, in your everyday marketing, on social media, in catalogues, and much more. Ditching the stock images for great photos submitted by your users will make your marketing materials a lot more authentic. Stock photos aren't tailored to your brand — but your UGC will be.

As soon as you own that sweet, beautiful UGC, it's time to put it to good use:

- Reshare it on Twitter and Instagram
- Feature great user contributions on your Facebook page
- Put user-generated content on your website or campaign microsite
- Collect and display posts on a social media wall
- Use the best photos and videos in ads online
- Put great user-generated photos in your catalogue, your magazine, your newsletter
- Use it in traditional media, from TV ads to billboards
- Implement it as part of your content promotion strategy
- And much more

Once you have collected high-quality content and acquired the rights to it, there's nothing you can't do with it. The content your loyal fans produce will let your brand shine and give other consumers the trust they need to buy from you instead of your competitors.

Showcase user-generated content on a social wall

A simple way to put user-generated content in the limelight is to set up a social media wall. You can add all kinds of sources, from Facebook pages and events to specific social media profiles, as well as hashtags from Twitter, Instagram, Flickr, etc.

A tool like [Walls.io](https://walls.io) offers settings and moderation features that allow you to tweak your wall so it displays the content you really want to show off. And you can [integrate your social wall](#) on your website or Facebook profile with a simple embed code.



GET YOUR SOCIAL WALL



How to Increase Sales by Connecting UGC to Your Products



How to Increase Sales by Connecting UGC to Your Products

User-generated content (UGC) is an excellent tool for convincing people to buy your product. Pair UGC with a Call-to-Action button, and you have reached social commerce heaven. Read on to learn all about how to increase online sales through social media.

UGC will increase online sales. Period.

The biggest benefit of UGC, other than getting content for marketing purposes, is the return on investment. UGC is a powerful promotional tool that tells potential customers they can trust your brand, because someone else already bought your product and liked it. When you purchase something, are you more prone to buying it when you read positive user reviews? 100% yes!

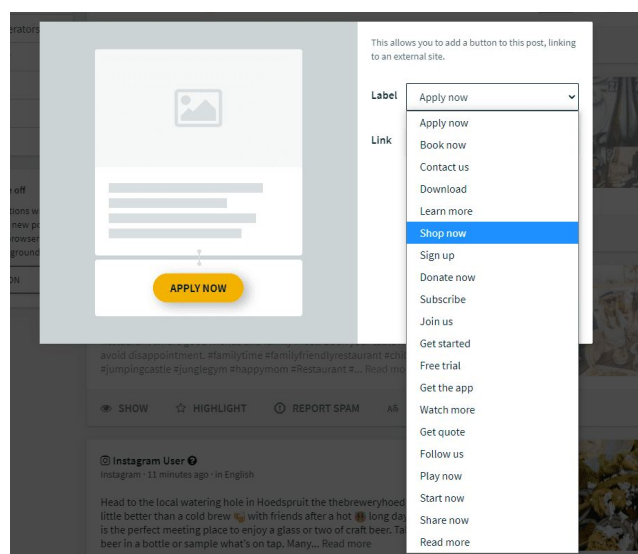
Now, what are call-to-action buttons, and how will they help you increase online sales through social media?

Call-to-action buttons make sales easier

To make it easier for people to go straight from awesome UGC to awesome sales, add [call-to-action \(CTA\) buttons](#) on your social wall. It's the best way to turn viewers of your wall into buyers of your product.

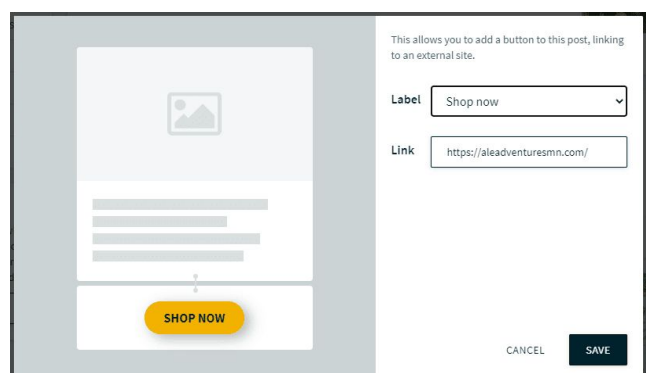
A CTA feature allows you to easily place a button on existing social media posts on your social wall. You can choose what the button says and where it links to.

It's much more than just a *Shop now* button. It can be a *Download now* button or a *Get more info* button, whatever it is that fits your business. It's a call-to-action button because which action you want your customers to take is totally up to you.



These are all the options you can choose for your call-to-action buttons.

Any post displayed on your wall can have a call-to-action button, and every button has a link that redirects the customer to the specific product or service referred to in the image.



This is how the setup for the Walls.io CTA feature looks.

A call-to-action button on a social wall has the same effect as Instagram's or Pinterest's product buttons, with the added benefit of not just relying on one social media network. You can add a *Shop now* button for any of the posts on your social wall, no matter which social network they're coming from.

Now all you need to figure out is the best way for you to collect UGC for your brand and display it on a social wall with call-to-action buttons. Lucky for you, we created a simple 3-step guide to get you started.

Step 1: Set up a social wall

Once you have collected UGC, the next step is to set up your social wall. Create your [Walls.io account](#), and choose a source (or many) for the wall to collect content from. A source can be content any social media platform, e.g. Facebook, Twitter, Instagram, etc.

Start collecting content from your branded hashtag and watch your feed fill up with posts from your fans.

[This video](#) explains how to add sources to your wall.

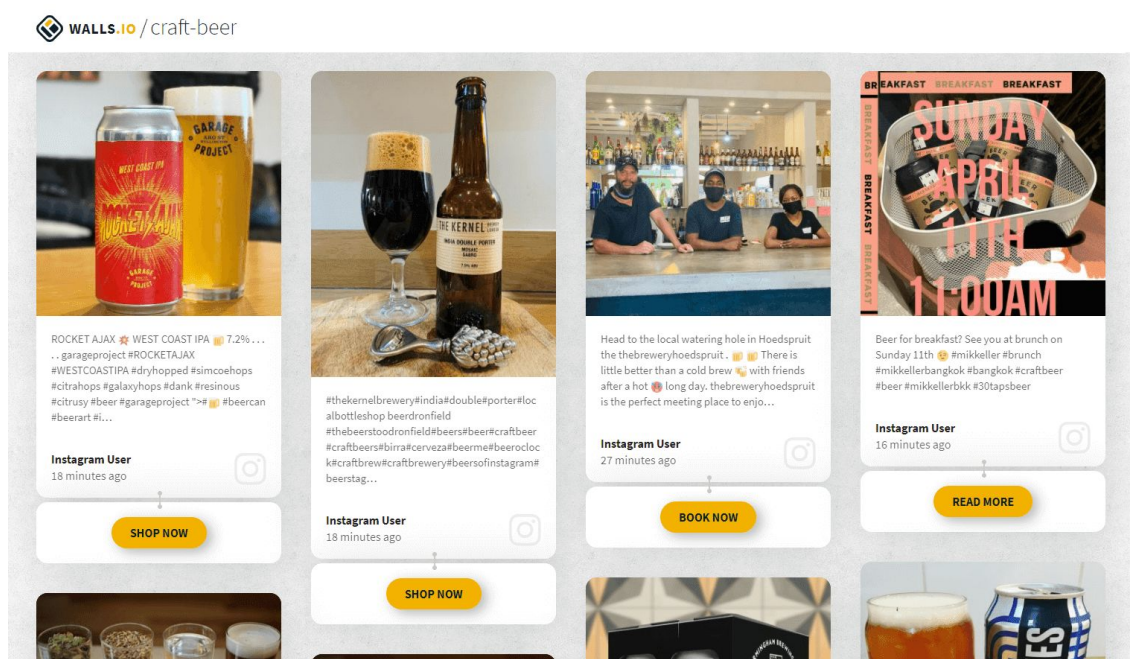
Step 2: Add call-to-action buttons

The best way to lead people straight from a relevant social media post on your wall to the exact product featured in it is by adding a *Shop now* button.

Or, if you are promoting a hotel, a *Book now* button. For any kind of gated content, e.g. an eBook, a *Read more* button is ideal. You get the point. Any action you are trying to get your customers to take can become a button.

Lead your customers exactly where you want them to go

Avoid frustrating customers by linking to your general shop page. Instead, give them exactly what they are looking for. A photo of a craft beer with a *Shop now* button should lead the customer to precisely that beer with an online shopping option.



This is how a social media wall with different posts and different call-to-action buttons looks.

Call-to-action buttons are super versatile

Something noteworthy about call-to-action buttons is their versatility. These buttons can have all sorts of call-to-action phrases in many languages, and they are visible even when you click on the post on the social wall. As seen in the image below, the social media post about a craft beer can be viewed in a larger format, and the Shop now button is still visible.



When posts are viewed in a larger format, the CTA button is still visible.

Step 3: Embed your social wall

Finally, all you have to do is embed your social media wall full of UGC and call-to-action buttons on your website, landing page, microsite, or wherever you want your customers to start shopping.

On the main menu of your Walls.io account, go to Embed and Display. There, you will find your wall's code snippet, which you can copy and paste into your website.

The screenshot shows the 'Embed & Display' settings page on Walls.io. At the top, there are navigation tabs: Settings, Moderation, Content, Analytics, Embed & Display (selected), and View wall. Below the tabs, there's a heading 'Embed your wall as a widget on your website' and a sub-heading 'To embed Walls.io on your website, use our configurator and copy-paste the code snippet into your page. You can preview your Wall below.' There's also a link for 'Still lost? Learn more in our Frequently asked questions about embedding your social wall!'. The main area contains a form with four dropdown menus: Width (set to 'Responsive'), Height (set to 'Auto'), Show wall header (set to 'No'), and Transparent background (set to 'Yes'). To the right of these menus are two tabs: 'JavaScript' (selected) and 'Iframe'. Below the tabs is a code snippet for embedding the wall, with a 'Copy' button. At the bottom of the form, there are three links: 'Show advanced settings', 'Show javascript help', and 'Show GDPR compliance'.

Curate your UGC wall

Curating a beautiful UGC wall is very easy; with Walls.io, you are always in control of what is shown. Walls.io's powerful [moderation tools](#) let you filter out undesired content and hide or show individual posts as you wish.

The spam filter automatically hides spammy posts and keeps your wall squeaky clean. But if you prefer to manually approve every post before it goes live, that's possible too.

You can pull posts from various social media platforms, content from RSS feeds, or even upload content directly using our [Native Posts](#) feature. Native Posts show up on your wall just like regular social media posts, except you can upload them directly to your wall without posting them to social media first.

By motivating customers to share their reviews on social media, you will create a goldmine of trustworthy content. This content combined with call-to-action buttons will lead your customers to buy your products, which will generate more online sales. Easy-peasy.



UGC Examples From Every Industry



UGC Examples From Every Industry

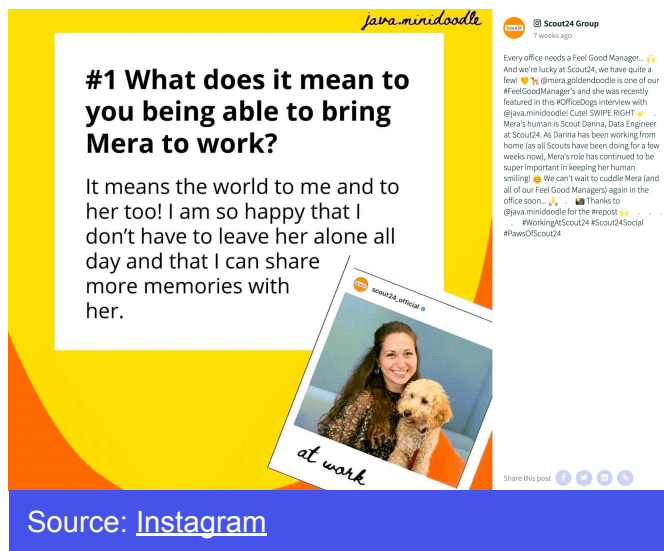
Authentic user-generated content is a must for your marketing strategy. Not only does it generate more sales, it also makes customers trust your brand. Get an idea of what your brand can achieve with the following user-generated content examples.

UGC for recruiting and employee engagement

[Recruiting candidates](#) and engaging employees through social media platforms has become a common practice by many organisations. The following two examples will show you how companies encourage employee-generated content for engagement and to attract candidates.

Scout24

[90% of professionals](#) research a company's culture and values before accepting a role.



Source: [Instagram](#)

So take advantage of that and let potential employees peek through your window by sharing your values, benefits and social proof of a healthy work environment through a social wall, just like [Scout 24](#) does.

Scout24 showcases its additional benefits on a social wall. For example, one of the company's perks is that employees can bring their dogs to work. For dog owners, that's a huge bonus. They don't need to pay extra for doggy daycare or, even worse, leave their beloved pets behind every morning.

Through initiatives like this one, the company encourages employees to speak about their experience and how they enjoy the benefits offered. It's tangible and lively content that humanises the company — great employee-generated content all in all.

Pro Tip
Add [Apply Now buttons](#) to the UGC on your social recruiting wall.

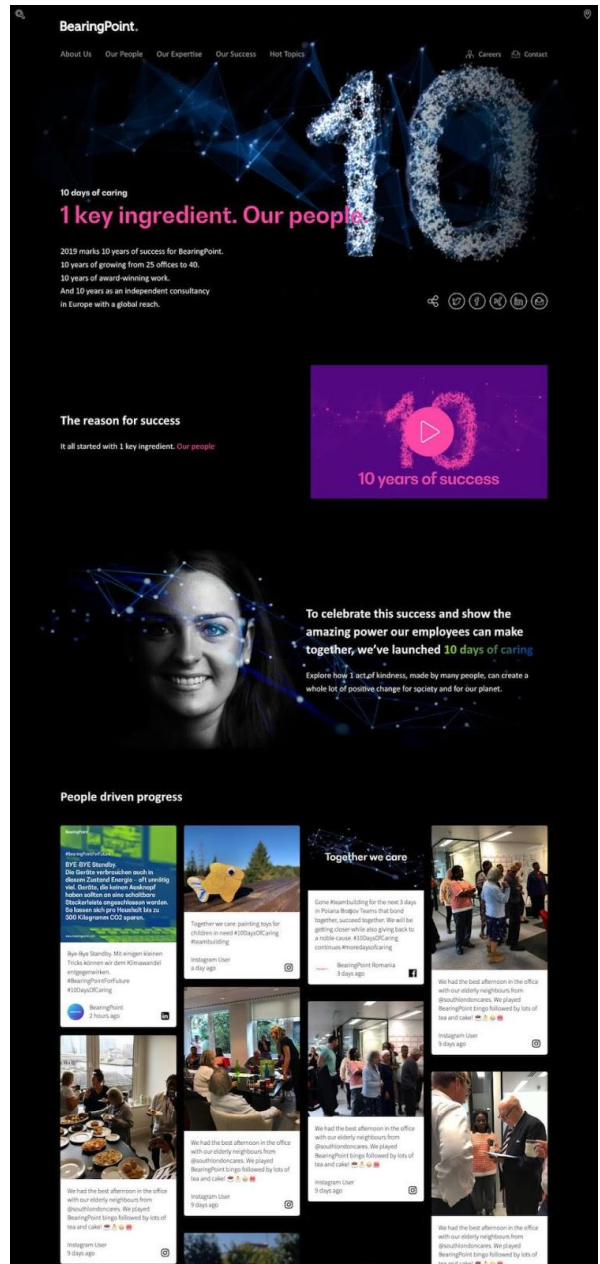
BearingPoint

BearingPoint is an excellent example of engaging employees through social media while doing good for the community.

To celebrate ten years of success, the BearingPoint marketing team devised a hashtag campaign focusing on Corporate Social Responsibility, asking employees to show their communities they cared for ten days: 10 Days of Caring.

They integrated a social wall into their intranet. So, each day, whenever employees logged on, they saw all of the updates on the social wall. They also embedded the wall into their website and promoted the link to it on social media. So anyone external who wanted to see 10 Days of Caring could get an update as well.

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The BearingPoint 10 Days of Caring campaign microsite with the social wall embedded at the bottom.



Chris Peat

Global Digital Marketing, Senior Manager, BearingPoint

“We were looking for a platform that could gather all of our social media in one place. The whole selection process happened in 15 minutes before a telephone call, and **Walls.io** stood out as a leader. And the reason it’s so good is its flexibility. Because in 15 minutes, we were able to realise this could be the heartbeat of our whole campaign. It was the social wall that brought everything together.”

READ MORE

ABOUT UGC FOR RECRUITING

UGC for eCommerce and retail

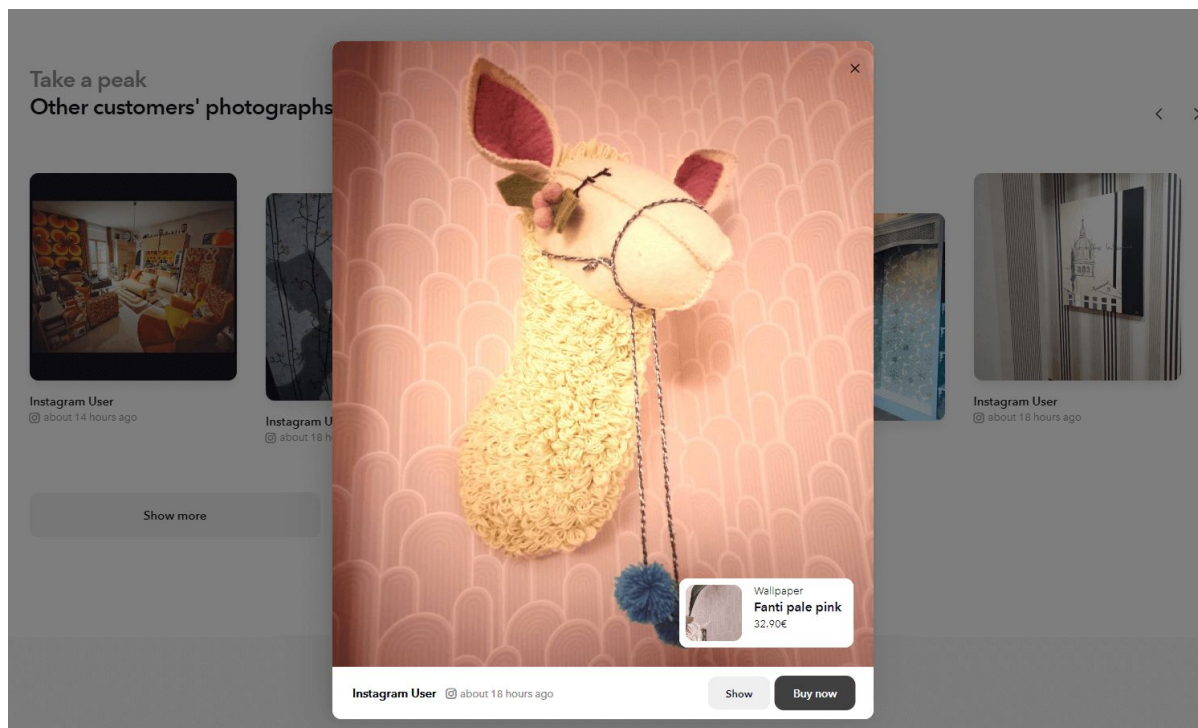
We recently stumbled upon two great examples: Wallpaper from the 70s, a very colourful social media wall and beyerdynamic, one of the best user-generated content examples for eCommerce. Both of these combine UGC, a social wall and call-to-action buttons to motivate customers to buy.

Wallpaper from the 70s

Wallpaper from the 70s does a great job encouraging their buyers to share how they use the products. They then collect all this content from multiple social media platforms and incorporate it into their eCommerce website using Walls.io.

To collect authentic user-generated content, Wallpaper from the 70s have launched an ongoing contest. They ask their buyers to post a photograph or video of their new wallpaper, adding the relevant hashtag. Every three months, they select a winner entitled to a full reimbursement of their purchase price (up to 1,000 Euros).

Wallpaper from the 70s collects and displays the best submissions on a social media wall. They then add call-to-action buttons to the individual posts to make it easier for people to purchase their products.



A shoppable Instagram post on the social wall embedded on the Wallpaper from the 70s website.

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Beyerdynamic

The German audio equipment manufacturer beyerdynamic has [a social commerce feed](#) embedded on their website. They select the best user-generated content posted with their hashtag on social media and then link those posts to the corresponding products through CTA buttons.

Visitors see that other customers are satisfied with the brand and get to see the products in action.



Pro Tip

Increase sales by adding [Buy now](#) or [Learn more](#) buttons to UGC on your social wall.



Beyerdynamic's social feed is showcasing user-generated content with CTA buttons.

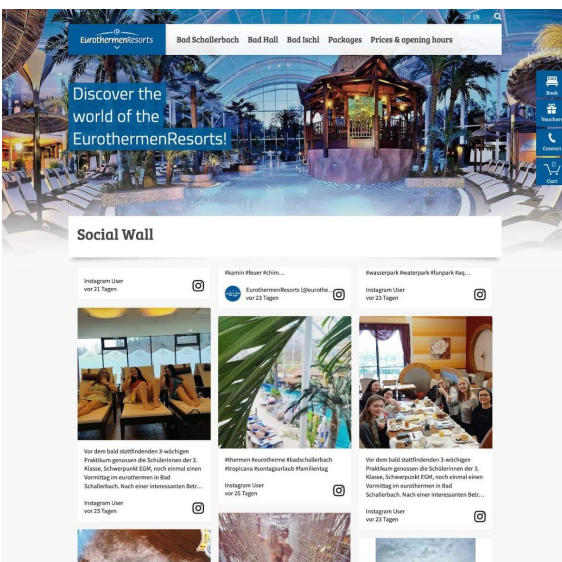
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UGC for tourism

People love seeing other regular people review places they are thinking of visiting. If they find reviews and social proof from people they can identify with on your website, you might have just gained a new visitor for your destination.

Eurotherme

Eurotherme, a wellness resort in Germany, uses a social wall to collect user-generated content. Their feed shows a mix of pictures by visitors and from the hotel's social profiles. For example, guests can post photos with the hashtag #Eurotherme, which are then automatically collected by the social wall.

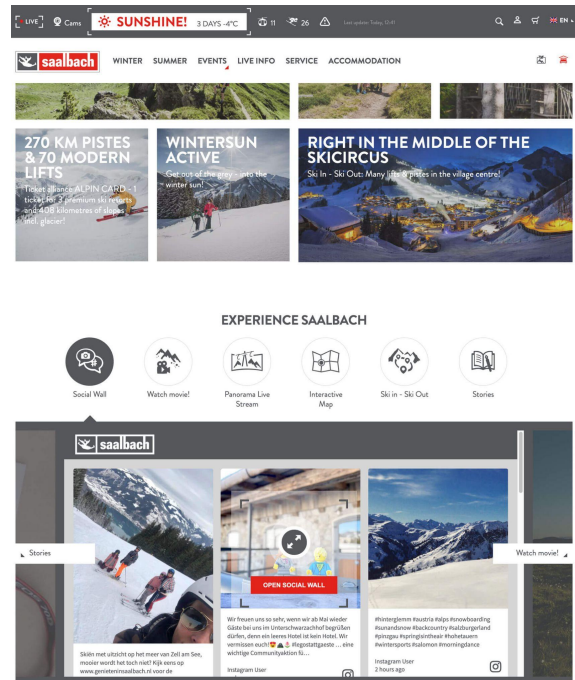


Eurotherme's social media wall displays photos of guests enjoying the facilities.

Saalbach Ski Resort

[Saalbach Hinterglemm](#), a well-known ski resort in the Salzburg mountains, has been using Walls.io on event screens and an embedded social feed on the website for more than six years.

They collect user-generated content tagged with #Saalbach, as it's both the name of the location and the resort. Their main feed is embedded on their website for everyone to see.



The #Saalbach social wall is embedded on the Saalbach.com website.

The main benefit is that potential visitors see first-hand the authentic content posted by guests on the website. These posts promote great holiday experiences. Every single guest who posts #saalbach content on Instagram etc. becomes a bit of a brand ambassador.

Pro Tip

Take your wall to the next level by adding [Book now or Contact us buttons](#).

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READ ABOUT UGC FOR TOURISM

UGC for fundraisers

UGC is also perfect for bringing a community together. The following examples show how you can use user-generated content to power a fundraiser or charity event.

Melanoma March

[The Melanoma March](#) is Melanoma Institute Australia's major annual fundraising campaign.

This initiative seeks to bring together melanoma patients, their families, and local communities to raise awareness and research funds.

In March 2020, the organisation created a virtual march powered by a social wall, and in 2021 they innovated the social media fundraising game with a new method.

Melanoma March 2021 came up with the fantastic idea to sell footprints in addition to the march. For \$30, you could buy a personalised footprint on the website. You receive a digital image of a footprint, which represents the steps taken to combat melanoma.

The money is a donation, and you get to add a message to each footprint, which is then shared on a social wall.



Pro Tip

Add [Donate now buttons](#) to any image or video on your social wall.



The social wall from Melanoma March displays purchased footprints.



“

Sina Albert

**Social Media Manager/PR,
Wissensfabrik Unternehmen für
Deutschland e.V.**

“Social walls are an excellent tool for non-profit organisations like ours. They’re a great way to draw attention at events and let the organisation shine.

Walls.io has loads of features and covered everything we needed and more. Changes in the settings can even be made in real time, which is helpful for live events. And, of course, our members loved the social wall.”

Humane Society of Charlotte

For years, Pet Palooza’s yearly fundraising walk has been an important part of the [Humane Society of Charlotte’s](#) fundraising calendar.

Due to the pandemic, they created Pet Palooza Rerouted. This virtual fundraising event encouraged their supporters to walk in their neighbourhood, parks, and with their own safe, small groups rather than gathering as a huge crowd.

But, how do you take a fundraising walk and make it virtual without losing all those fun elements that connect people in an event setting? The answer is simple: a social wall and user-generated content.

By encouraging each walker’s participation via social media, they created a feeling of togetherness, even though they’re separated. The content published with the hashtag #PetPaloozaRerouted was added to a social wall.



Source: [Pet Palooza event page](#)

LEARN MORE
ABOUT UGC FOR FUNDRAISERS

UGC for healthcare

Social media and healthcare are a powerful combination. Learn all about the benefits of using social media feeds for healthcare institutions with these two examples.

Helvetia

Show off positive reviews from patients on-site or on your website. When a patient posts a review of your services on social media and tags you, you can collect it and display it on a social wall.

Then, embed the social wall on your website to show your website visitors that they can put their trust in you. The social wall will automatically collect and display any future reviews. Of course, you can moderate which type of reviews are posted on the social wall with our [advanced moderation](#) tools.

Helvetia, a Swiss insurance company, shares customer success stories on social media, which they display on their website's social wall.



Pro Tip

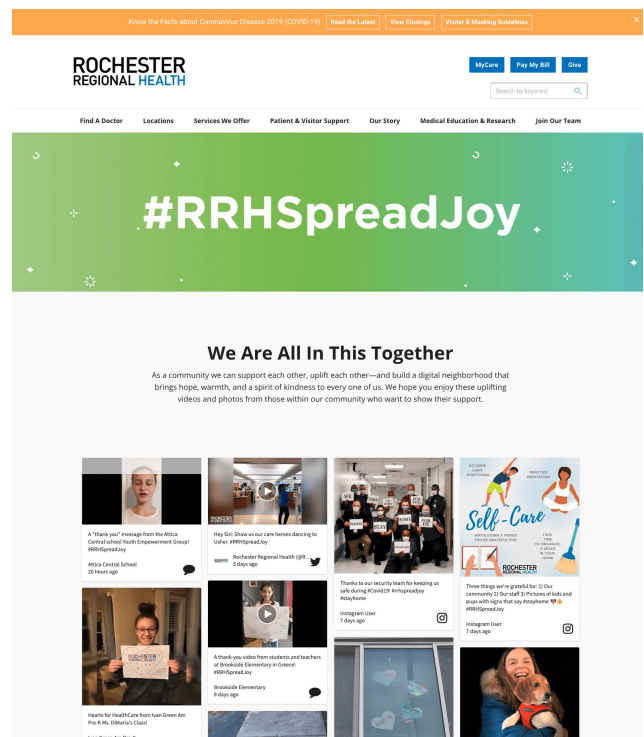
Healthcare providers can leverage a social wall by adding [Book now or Learn more buttons](#) to direct users to appointments or their latest articles.

Rochester Regional Health

Rochester Regional Health, a health services organisation in the New York area, has set up a social community wall to create a digital neighbourhood that brings hope, warmth, and a spirit of kindness to everyone in their community during the COVID-19 outbreak.

They encourage their community to post and interact on the social wall, which creates a feeling of solidarity. Especially during times when many must stay in isolation, the social wall offers a way to maintain a conversation with the community and uplift everyone's mental wellbeing.

[By promoting the hashtag #RRHSpreadJoy](#), they collect images and videos people are posting to support each other.



Rochester's social wall sharing tips on mental wellbeing.

LEARN MORE
UGC FOR HEALTHCARE

UGC for news feed

Bundle information from various sources and provide a curated mix of news and entertainment on a social media wall. You can then embed your hub on a website or display it on screens somewhere.

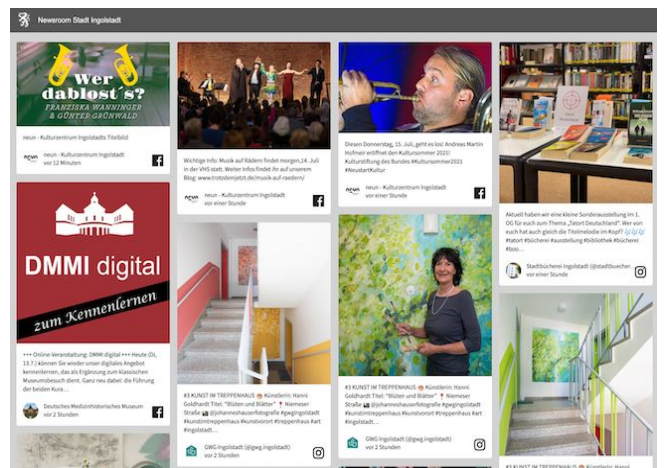
Coronavirus news and social hub

With Walls.io, it's easy to set up a [news and information hub](#) centred around a particular topic or focus on local news from your area. In addition, you can add content from social media or RSS feeds and even create content just for the social wall using our "Native Posts" feature.

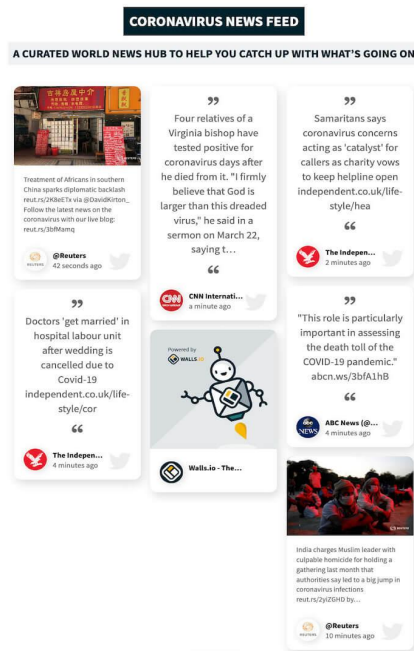


Ingolstadt

Ingolstadt, a city in Bavaria, Germany, uses several social newsrooms on their websites. They display a newsroom on the city's official website, as well as one for the Ingolstadt fire department and one specifically for COVID-19 information. They also show the social wall on a screen at city hall.



Ingolstadt's social media newsroom.



This Coronavirus News and Social Hub is at <https://corona.walls.io/world>

Pro Tip

A great way to guide readers to your social media accounts or blog is by adding [Read more](#) or [Follow us buttons](#) to your news feed.



UGC to build a community

A social wall opens the door for new fans and followers to interact with you and the rest of your community.

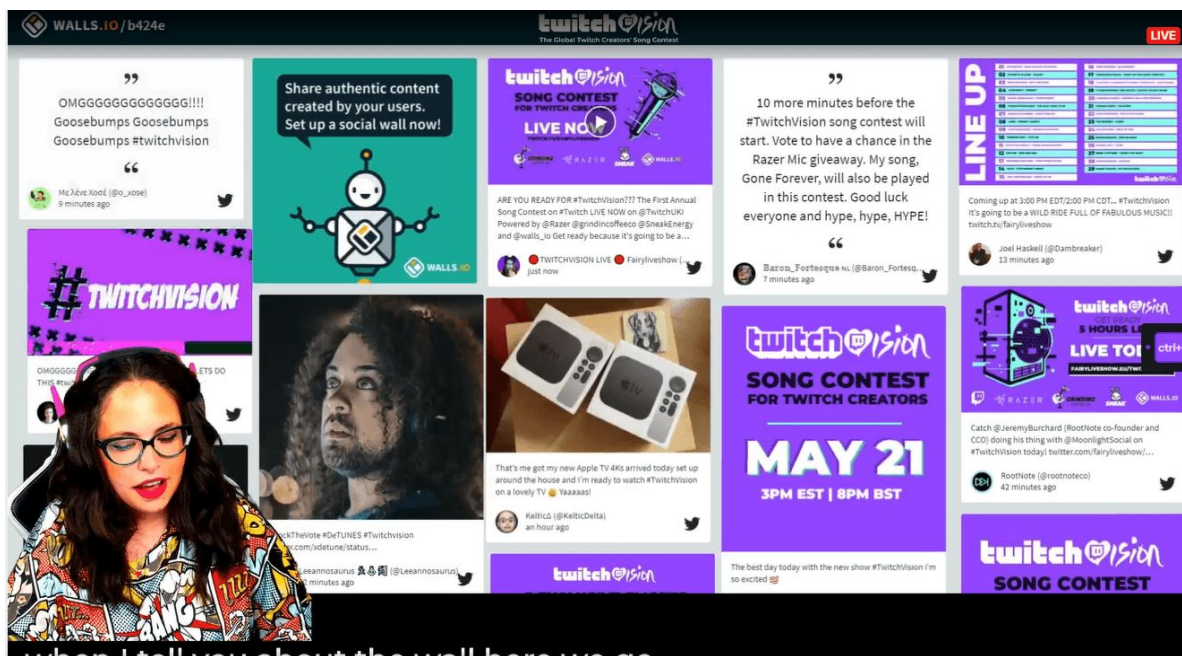
She set up a social wall for the contest so fans and followers could submit comments via social media with the hashtag #TwitchVision.

TwitchVision

Twitch user Marili aka FairyLiveshow runs a Twitch show called “The Comic Book of Twitch”. Inspired by the Eurovision Song Contest, Marili and her team decided to try something new. They set out to organise a song contest entirely on Twitch, called TwitchVision, where other creators could submit songs, and the audience got to vote live to crown the winners.



Pro Tip
Amplify your reach by adding [Subscribe, Follow us or Share now buttons](#) to your social wall.



Marili even incorporated the social wall during her stream, reacting to and commenting on posts that showed up on it.

UGC for sports

User-generated content for teams and sports comes in various forms. The following examples show how UGC can replace cheers and support when fans can't be physically present during games.

Copa del Rey

La Copa del Rey 2021 (King's Basketball Cup) is an annual knockout basketball competition organised by Spain's professional league Liga ACB. During the COVID-19 pandemic, spectators could not attend the games in person but they still supported their favourite teams by posting motivational messages to a live social media wall, which was displayed courtside.

Since fans could not attend the cup in person, the live social media wall gave them a way to show their support. Spectators viewed the game on TV and posted comments, cheers and words of encouragement on Twitter and Instagram with the hashtag #CopaACB.

Their messages then showed up on three social media walls displayed on a 32-metre screen installed courtside.

Players and coaches could watch the messages of support roll in during the games; an attempt to make up for the lack of a real-life audience in the seats.



Spectators of Copa del Rey sent their messages of support to the event's social media wall.

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Montréal Canadiens

In early 2020, the NHL team Montréal Canadiens (a.k.a. The Habs) were forced to pause their activities during the COVID-19 lockdown. Once they were allowed to return to practice at the beginning of the summer, fans were still not permitted inside the stadium. To make things more interesting for both the team and the fans, the Habs launched the Twitter campaign #WelcomeHomeHabs.

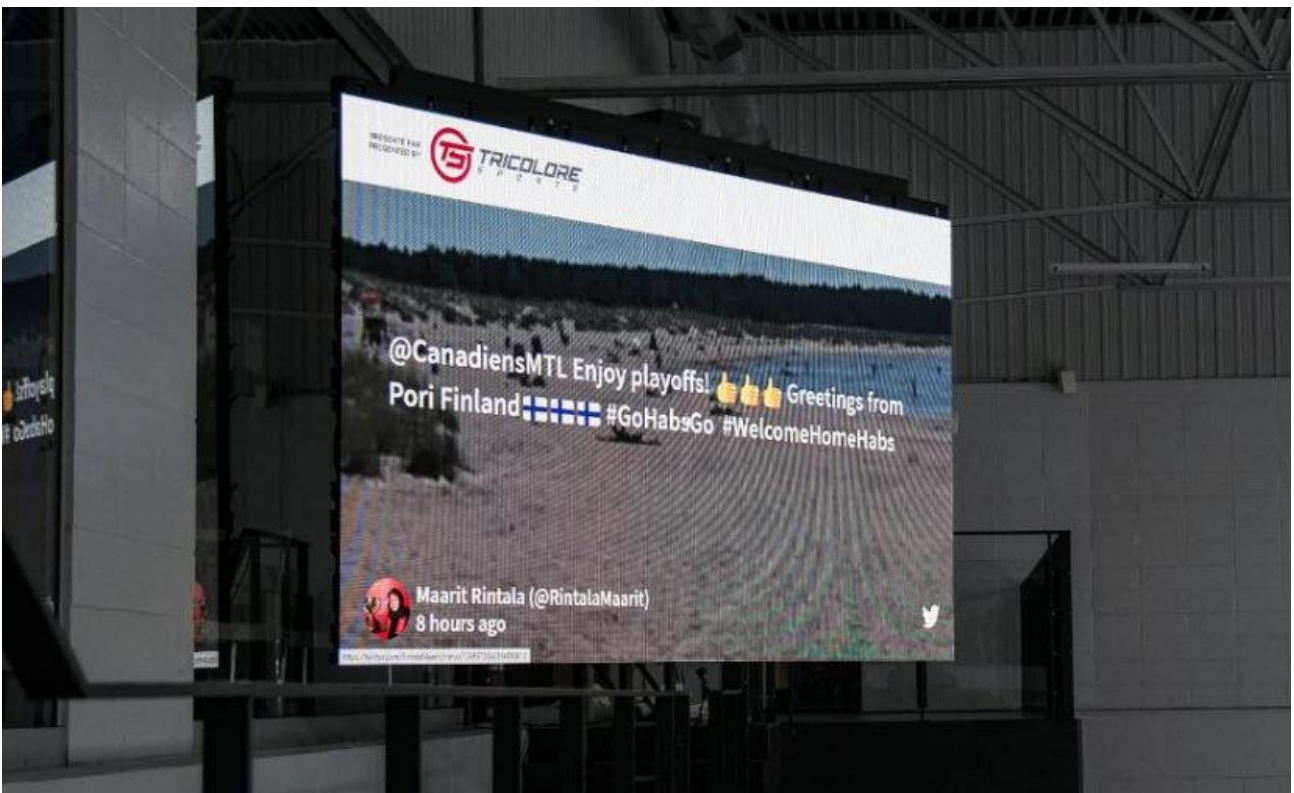
The Twitter feed was displayed on a massive 10-foot screen in the Habs' home stadium, making it possible for players to see the motivational messages while training and bridging the gap between the fans and the players.



Rolanda Gregory

Vice President of Marketing, The Memphis Grizzlies

“We switched to **Walls.io** because we wanted a more aesthetic view of our social media posts across all of our brand website properties. The feedback has been great as the layout of the content looks much better and is easier to read.”



The social wall shows the tweets displayed during practice.

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Bonus: Display UGC on Digital Signage Screens



Bonus: Display UGC on Digital Signage Screens

6 Best Digital Signage Software for Social Media Displays

Digital signage is an easy-to-use and cost-effective solution that enables you to aggregate user-generated content from social media and easily display it on a digital screen that you can control from anywhere, anytime.

We have an article introducing some of the best digital signage software for social media displays, including:

- truDigital
- ScreenCloud
- OnSign TV
- Sklera
- Yodeck
- BrightSign



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CHECK OUT THE FULL LIST



Bonus: UGC Checklist



UGC Checklist

This checklist covers the most vital points for creating a rewarding user-generated content campaign. Soon enough, you'll be swimming in authentic media for your brand.

- ❑ **Choose the type of UGC** that better suits your brand (e.g. videos, testimonials, Instagram photos, reviews, etc.)
- ❑ **Choose the sourcing method** that adapts better to the type of UGC you want to receive. (e.g. a hashtag campaign → Instagram photos)
- ❑ **Create clear and easy-to-follow instructions** for your campaign so that customers know exactly what's expected from them
- ❑ **Promote** the hell out of your campaign on social media and your website
- ❑ **Incentivise fans** to participate by offering competitions, raffles and appealing prizes
- ❑ **Make use of the user-generated content** for your marketing efforts
- ❑ **Set up a social media wall** where you can collect and display submissions
- ❑ **Embed your social wall** on your website or show it live on a screen at an event

For a step-by-step guide to hashtag campaigns download our ebook:
[**The Complete Guide to Hashtag Campaigns**](#)



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