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10 Legal Mistakes to Avoid With User-Generated Contentand Social Media Contestsaa

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

Avoid legal mistakes when running a sweepstakes with user-generated content. UGCfrom sweepstakes is an effective tool to promote your brand while demonstrating trustand authority. However, you don't want to repost any UGC created by yoursweepstakes participants without their permission, even by accident, as this can resultin legal action.

If you ask participants to create UGC, you should always make sure to get their explicit permission to avoid legal risks. Read on to learn what types of UGC sweepstakes andcontests generate, how to get permission to use UGC, and how to use UGC to boostyour brand's reputation.

IN THIS ARTICLE:

- Is it legal to use UGC from sweepstakes?
- What permission do you need for user-generated content?
- What are the legal aspects of UGC?

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