

The Importance of Social Media Contests for Creating User Generated Content

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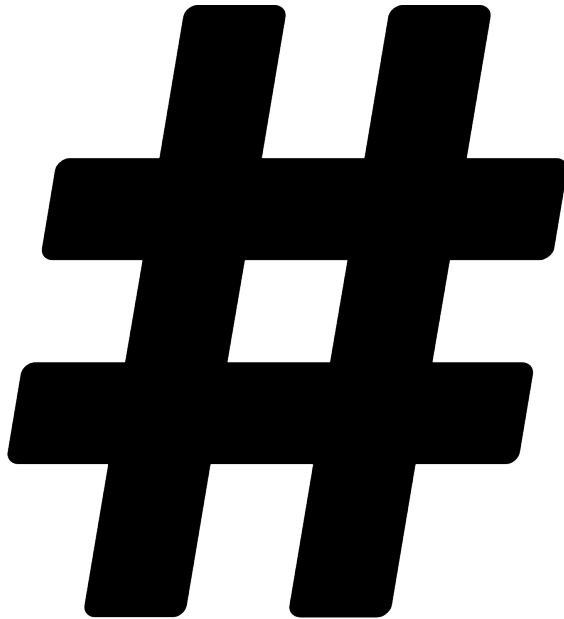
[User generated content](#) is one of the biggest benefits of running a social media contest. Today's consumers expect brands to create opportunities for them to interact and engage with them. So a social media content that generates user-generated content (UGC) is a win-win for both brands and social media contest participants.

In this article, we cover everything you need to know about UGC and social media contests. You'll learn why user-generated content is essential for marketing ROI, how to get customers to submit UGC, and how UGC helps you boost sales.

Let's do this!

IN THIS ARTICLE:

- Why are contests effective for UGC?
- What are the types of user-generated content?
- What do brands need for permission to use UGC in their marketing?



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What Is User-generated Content (UGC)?

User-generated content (also known as consumer-generated content or UGC) is original content that is created by your customers and social media contest participants. UGC is published to social media and other marketing channels.

UGC can be created in many forms including photos, videos, reviews, feedback and testimonials or even a voice message or song.

How Do Social Media Contests Create UGC?

