

10 Legal Mistakes to Avoid With User-Generated Content and Social Media Contests

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](#). UGC from sweepstakes is an effective tool to promote your brand while demonstrating trust and authority. However, you don't want to repost any UGC created by your sweepstakes participants without their permission, even by accident, as this can result in 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 and contests generate, how to get permission to use UGC, and how to use UGC to boost your 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?



