



# Template: User-Generated Content (UGC) Checklist Template

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Based on Article: "How to Leverage User-Generated Content Across Social Platforms"

A practical checklist for discovering, securing, and managing user-generated content across social platforms.

## Checklist Items:

### 1. Access Social Platform Tools

Ensure you have access to the native search or developer tools of each social platform (Instagram, TikTok, YouTube, Reddit) you'll be using.

Reference Section: Section 1 — Discovering High-Value UGC

### 2. Prepare Tracking Sheet

Create a tracking sheet (spreadsheet or Airtable) with necessary columns such as URL, creator, engagement, followers, authenticity score, and rights status.

Reference Section: Section 1 — Discovering High-Value UGC

### 3. Conduct Initial Discovery Pass

Spend 60–90 minutes on each platform running a quick triage and identifying potential UGC based on engagement metrics, prioritizing high likes/comments relative to the audience size.

Reference Section: Section 1 — Discovering High-Value UGC

### 4. Score Potential UGC

Use the established scoring criteria (engagement quality, relevance, authenticity, rights clarity) to evaluate potential UGC candidates, including only those scoring 70 and above.

Reference Section: Section 1 — Discovering High-Value UGC

### 5. Request UGC Permissions

Send permission requests using clear, concise templates tailored to the type of UGC usage planned, including social post conversions and higher clarity for paid media.

Reference Section: Section 2 — Securing and Managing Rights

### 6. Create a Follow-Up Schedule

Establish a timeline for follow-ups after sending requests, waiting 48–72 hours for a first reply, and utilizing reminders and escalation tactics if needed.

Reference Section: Section 2 — Securing and Managing Rights

### 7. Track Asset Metadata

Maintain a detailed asset management system that captures required metadata for each UGC including contributor name, rights granted, and usage logs.

Reference Section: Section 2 — Securing and Managing Rights

## **8. Organize UGC Files**

Implement a recommended folder structure to store UGC assets efficiently, organizing them by year/month and campaign for easy retrieval.

Reference Section: Section 2 — Securing and Managing Rights

## **9. Analyze UGC Performance**

Regularly review metrics associated with the UGC to assess authenticity and overall campaign lift, adjusting strategies accordingly based on findings.

Reference Section: Section 1 — Discovering High-Value UGC