



Template: User-Generated Content (UGC) Checklist

Template

Generated: 11/24/2025

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