Template: User-Generated Content Integration Checklist

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Based on Article: "Integrating User-Generated Content into Your Brand Narrative"
Website: https://scaleblogger.com

A practical checklist to help brands effectively integrate user-generated content into their narrative.

Checklist Items:

☐ **1. Audit CMS Capabilities**
Evaluate your existing Content Management System to ensure it has the necessary capabilities such as custom fields and webhook/API access.
Reference Section: What You'll Need (Prerequisites)

☐ **2. Select UGC Intake Tool**
Choose a UGC collection platform that supports submission centralization, moderation, and captures contributor metadata.
Reference Section: What You'll Need (Prerequisites)

☐ **3. Draft Release Template**
Create a standard written release that includes essential legal terms such as rights granted, moral rights waiver, and ownership representations.
Reference Section: Policy and Legal Prerequisites

☐ **4. Assign Roles**
Designate team roles such as Community Manager, Editor, Designer/Producer, and Legal/Compliance contact to manage UGC processes effectively.
Reference Section: Roles and responsibilities

☐ **5. Test Workflow**
Conduct a test run of the intake-to-publish workflow over a two-week period to ensure all processes function smoothly.
Reference Section: Step-by-step readiness checklist

☐ **6. Implement Analytics Tracking**
Set up analytics to measure UGC performance, tracking sources and conversions through UTM parameters and event tagging.
Reference Section: Analytics / Attribution

☐ **7. Monitor Social Mentions**
Utilize social listening tools to track brand mentions and identify potential user posts that can be curated into your content.
Reference Section: Social Listening & Collection

8. Compliance Check
Ensure all legal and compliance aspects are reviewed, especially for high-value campaigns or content from influencers.
Reference Section: Policy and Legal Prerequisites

9. Curate and Publish
Select the best user-generated content, curate it to fit your brand voice, and prepare it for publication across chosen channels.
Reference Section: Step-by-Step Process: Collecting and Curating UGC