



Template: User-Generated Content Repurposing Checklist

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Based on Article: "Repurposing User-Generated Content: Strategies for Engagement"

A practical checklist for repurposing user-generated content (UGC) to enhance engagement and drive measurable growth.

Checklist Items:

1. Capture UGC Assets

Systematically collect customer photos, videos, reviews, and comments. Ensure to tag each piece by theme and potential impact for future reuse.

Reference Section: How repurposing drives engagement and performance

2. Prioritize UGC for Repurposing

Map UGC assets by audience reach and conversion potential. Focus on high-impact, low-effort items for quick wins first.

Reference Section: When to repurpose — a practical prioritization framework

3. Create Format Templates

Develop clear templates for both short-form and long-form UGC formats to ensure consistent and efficient repurposing.

Reference Section: Practical Formats to Repurpose UGC

4. Implement Permission Flows

Establish straightforward processes for obtaining permissions from users for their content while providing incentives for continued contributions.

Reference Section: Permission and incentive flows

5. Optimize UGC for SEO

Combine UGC keywords with product terms to enhance search visibility. Utilize long-tail keywords found within user language.

Reference Section: How repurposing drives engagement and performance

6. Automate Workflows

Utilize automation tools to streamline UGC repurposing processes, reducing manual workload and speeding up publishing.

Reference Section: Practical automation patterns

7. Test Different Formats

Conduct A/B testing on various formats, captions, and calls-to-action to determine which methods yield the highest engagement.

Reference Section: Experiment purposefully

8. Schedule and Publish UGC

Plan UGC posts according to platform norms and audience engagement patterns. Regularly publish content to maintain a consistent presence.

Reference Section: Short-form Social Assets & Stories

9. Analyze Engagement Metrics

Review engagement rates, conversion metrics, and cost-efficiency after UGC repurposing to inform future strategies.

Reference Section: Engagement outcomes and resource costs