



# 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