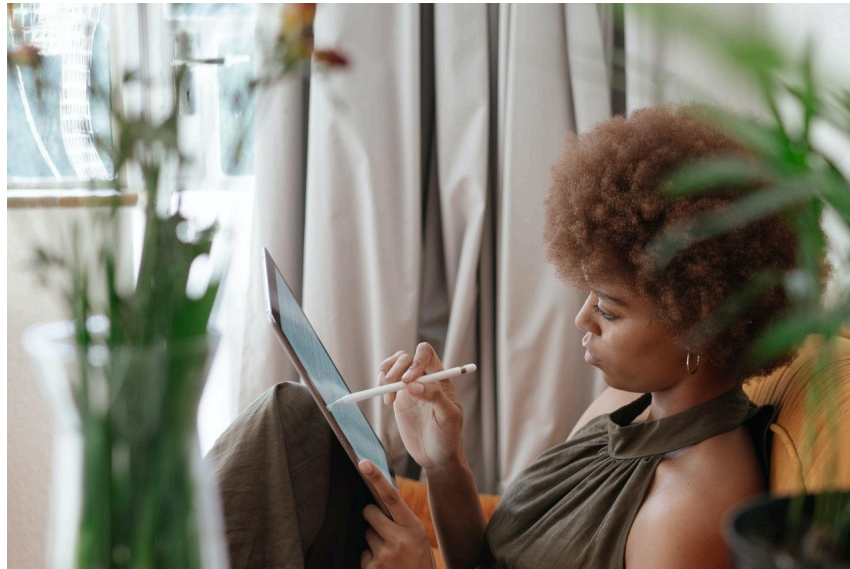


# What is **User Generated Content** and How to Use it On Instagram



**User Generated Content (UGC)** is when other people create content for your products that you can share to show brand loyalty, and credibility.

If your brand has a hashtag on Instagram, you can track what others are saying about your brand or product. When they mention you in their post you can take that content and reshare it on your page.

## **How to Use User-Generated Content on Instagram:**

- Ask loyal customers to use your brand hashtag when they purchase your products or services. This way you can monitor your brand.
- Create contests and giveaways as incentive for users who have purchased your products or services using a dedicated hashtag.
- Always ask the creator for permission to use their content before you share it on your feed.
- The easiest way to save the content to share on your feed is by taking a screenshot of the image and reposting.
- Mention or thank the creator of the content in your post to show that you appreciate their work, which will make them want to post more. And, if they are really dedicated to your brand or business, send them a free product or service.
- Include brand hashtags in your bio so that customers are aware of what to tag.