

# Best Practices for Curating Social Content

How to be successful when collecting content  
from your shoppers on social media

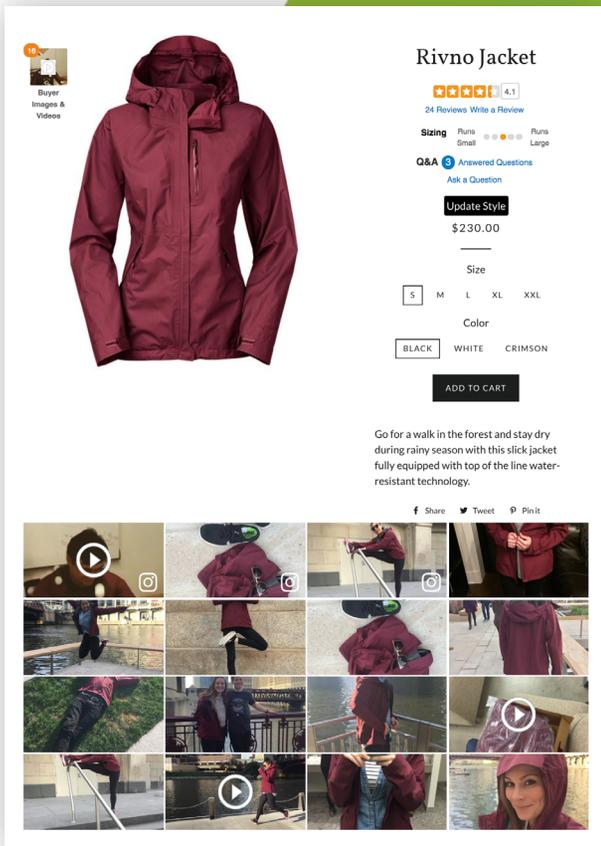


## Best Practices for Curating Social Content

We know that 88% of consumers specifically look for visuals — such as photos or videos — submitted by other consumers prior to making a purchase. It's key to provide these shoppers with the information they're looking for — or else you risk losing them to a competitor that does.

A simple way to generate more user-generated visual content (UGC) for your home, category, gallery and product detail pages (and other marketing materials) is to gather it from where it's already being shared and posted by your customers — on Instagram. Luckily, with PowerReviews' Social Suite you can easily do just that.

In this guide, you'll find best practices to put to use during each stage of your social collection campaign.



### Pre Campaign

Setting up your campaign and creating awareness



### During Campaign

Managing the content you collect



### Post Campaign

Repurposing the content you collect and measuring and analyzing the performance of your campaign





# Pre Campaign

Setting up your campaign and creating awareness

# 1. Choose the right hashtag

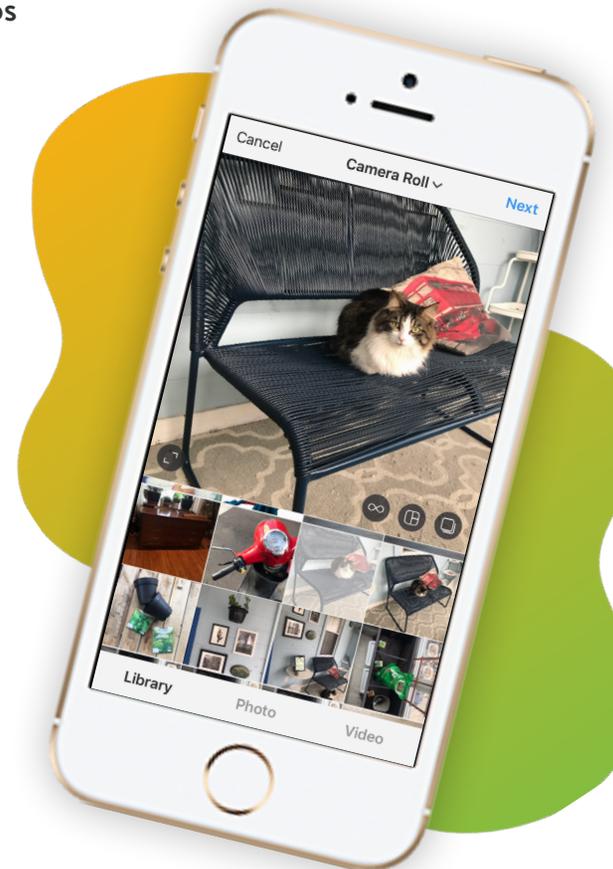
The first step to success when curating social content is to choose the right campaign hashtag to follow on Instagram. Why is this so important? Because choosing the right hashtag allows you to generate content that's most relevant to your brand and your products. Be sure to choose one that relates to the lifestyle of your customers and stays true to your brand's image.

General hashtags (think #OOTD) will generate millions of photos. But many of those photos won't include your products, and they might even include products from your competitors. On the other hand, a more targeted hashtag will generate less content, but the content will be way more relevant. This will save your team time in the long run as they won't have to sift through a high volume of often irrelevant content.

If you want to save even more time and resources, and don't want to sift through all of the content generated by your campaign hashtag, leverage a solution like Essential Social or Premium Social from PowerReviews. With these social offerings, PowerReviews' team of human moderators will moderate and match content for you while still ensuring your content is displayed quickly on your product, category, gallery and home pages.

## Here are some things to keep in mind when choosing the right hashtag for your campaign:

- Relate it to the lifestyle of your shoppers
- Remember to be genuine and stay true to your brand image
- Relate it to your brand image and the lifestyle of your brand
- Keep it unique to weed out competitors



## Pro tip!

Choose a hashtag that makes your customers excited to participate! And as part of your campaign, ask your customers to share photos or videos showing off new skills, exploring new places, or doing something interesting that you can relate back to your brand.

## Get inspired:

Here's how some of our friends are getting creative with their hashtags:

#showyoursocks (Stance)

#StrapIntoFreedom (Teva)

#modclothsquad (ModCloth)

## Don't forget!

Work with your marketing team to make sure your campaigns and outreach flow with other marketing initiatives. For example, is your marketing planning to run a Fourth of July campaign? If so, collaborate and plan ahead so that the hashtag and your outreach don't interfere with other initiatives.



## 2. Train your shoppers

In December of 2018, Instagram is making some changes to their API and businesses will no longer be able to pull in Instagram content solely by hashtag. Instead, the photo or video will need to include both an @mention and the campaign hashtag.

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In order to continue collecting visual content from your consumers after December rolls around, start encouraging them to @mention you in their captions or tag your brand in their photo or video — in addition to using your hashtag. Then, come December, they'll be in the habit of using both the campaign hashtag and tagging you — and you won't lose out on any valuable visual content that you can then display across your website on your product, category, gallery or home page.

### Plus!

Even if a user is private, as long as they tag you in either the photo or @mention your brand in the caption, you'll still be able to pull in their content.



### 3. Promote your campaigns

Your shoppers won't use your hashtag and handle if they don't know what they are. So start promoting your campaigns!

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Include language in your campaign promotions reminding customers of your hashtag and Instagram handle. Let them know you want to see how they're using your products, and ask them to share photos and videos using these products on Instagram by using your hashtags and tagging you.

#### Examples of places you can promote your campaigns:

##### On your website

- Homepage
- Gallery page
- Category pages
- Product pages
- Homepage banner
- Bottom header of the website

##### Customer emails

- Post purchase emails
- Cart abandonment emails
- Newsletter / emails

##### Packaging

- Shipment boxes (e-commerce)
- Shopping bags
- Customer cards
- Receipts

##### Social Media

- Instagram
- Instagram stories
- Facebook
- Twitter
- Pinterest
- Snapchat filters

##### In person

- In-store
- Billboards
- Videos
- Magazine advertisements
- Catalogs
- Pamphlets
- On booth backgrounds at events
- On photo booth camera rolls

#### Don't Forget!

Be sure your most engaged and influential followers are aware of your campaigns. If you have a community of micro influencers, make sure those people are aware of the hashtag campaigns (and know your handle) so they can contribute content. This will also increase the reach of your campaign by getting in front of your influencers' followers as well — a great way to get more content, faster, at the start of your campaigns.

## 4. Establish Legal Messaging and Terms

You'll need to get permission from consumers before using their photos or videos across your website or in other marketing materials. Make sure you have all legal language crafted and approved before the start of your campaign, so you can start collecting approved content as soon as possible.

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Establish a terms and conditions page — somewhere users can go if they have questions — and link to this page when asking for permission. Once a user gives permission to use their content in marketing materials, make sure to attribute the content to them. Say something along the lines of “Photo courtesy of [insert Instagram handle].”

See the next step for how more on securing image rights through the PowerReviews platform.





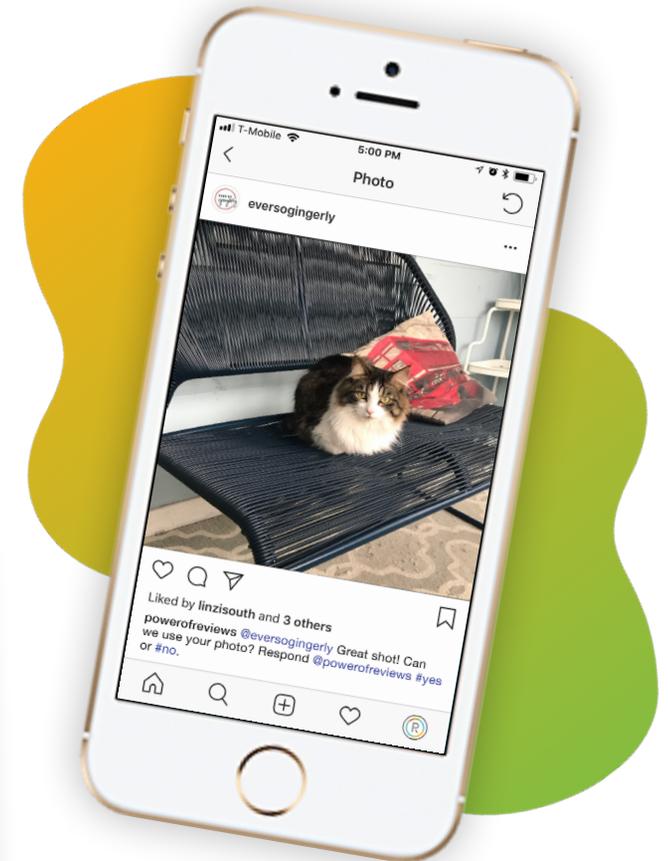
# During Campaign

Managing the content you collect

## 5. Secure Image Rights

In order to leverage user-generated images and videos in your marketing initiatives, you'll need to get user permission. You can get this permission in a couple ways. If you're using either the Essential Social or Premium Social offerings by PowerReviews, our team of moderators will moderate content, match content and request permissions on your behalf. If you're using Social Collection by PowerReviews, your internal team can do this in a few simple steps, listed below.

1. Log into the PowerReviews platform.
2. Comb through all of the images and videos that you've collected.
3. Choose which images and videos you like.
4. Match this content to the corresponding products in your catalog.
5. Ask the user for permission to use their content by commenting on their photo or video through the PowerReviews platform.
6. Once the user grants permission by responding with “#yes” the content will show up on the correct product page.

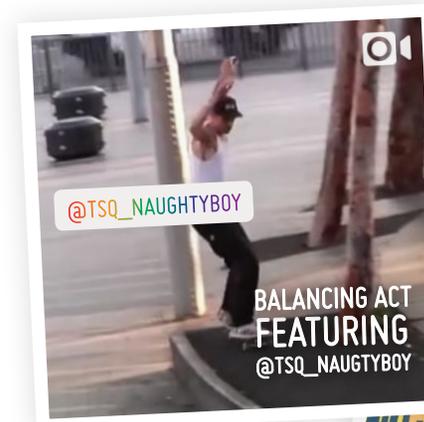


## Best Practice:

Tailor the permission messages you send for the different types of users you interact with. Since not all of your users are the same, think about how to motivate different users to grant you permission to repurpose their content. Your messages won't always be one-size fits all — depending on your users, they might be motivated to share image rights in different ways. Take note of who grants image rights and note which messaging works best for different users. For example, a sporting goods company's customers can span from beginners to more advanced athletes — both of which could respond in different ways. Beginners will be more excited to share photos of themselves learning a new skill, while advanced users might want to show more close up photos of the products they're using to train.

## Pro Tip!

If you repost a user's content on your company's Instagram page, tag them in it as another way to give them props. This will encourage other customers to share content with you, in hopes of being featured on your page.



## 6. Organize UGC with tags

While doing an initial sweep of the content you've collected, add tags to organize the images and videos to make product matching easier. This step is especially helpful if you have more than one person on your team that will be going through and matching content from Instagram with items in your product catalog.

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For example, the person in charge of matching women's apparel products may be different than the one tagging women's shoes. If one person does an initial sweep of content and adds tags, the content can be organized based on who is in charge of matching the content.

Additionally, set up which tags are used and how. This can be determined by your organization and how you categorize departments or areas of responsibility. For example, if there are five different merchants for five different categories, you would use the name of the category to tag "shoes." If the merchants are set up by men's and women's, you can use "men's" or "women's" tags.





# Post Campaign

Repurposing the content you collect and measuring and analyzing the performance of your campaign



## 7. Repurpose content

Extend the life of your campaigns and all the great content you're generating from your customers by leveraging this content in other marketing campaigns and resources.

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### It's a win/win

Gaining followers and getting more likes is important to a majority of Instagram users. And many people would love for their content to be featured on their favorite brands' websites. By repurposing your customers' content, you're increasing the reach of this (a win for the customer) and increasing consideration and conversion on your product pages (a win for you).

### It's a lifestyle thing

By repurposing UGC, consumers see authentic images and videos of real people like them. This helps consumers imagine how they could use your products in their daily lives.

### Authenticity is in

More and more brands are focusing on authenticity — opting not to retouch photos and to feature models of all sizes and ethnicities. And more and more, consumers want to see authentic content from users like them. Repurpose content collected from your customers to participate in the authenticity movement in a whole new way.

### Some places to promote this UGC include:

- In the visual content gallery on your product pages
- In-store displays
- In marketing emails
- In advertisements
- On your social media channels

## 8. Understand your performance

After your campaign is over, take a look at its performance. Look at who is sharing content and what kind of content they're sharing. For example, are you getting not-so-quality images? If so, you might need to provide your users with more direction on what you're looking for.

In addition, take note of who your UGC creators are. You'll find interesting insights into what products are being featured, and the style of content being created. With this information, your brand can learn more about how a product is being used, who's using it, and what type of content resonates with different types of shoppers. Note what worked, and what you can change for the next campaign.

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## Conclusion



### Start collecting visual content from your customers on Instagram

Ready to start generating images and videos that'll attract and convert more shoppers?



### Existing PowerReviews Customer?

Contact your Client Success Director today to get started!



### Not a PowerReviews Customer?

Contact us to schedule a live demo today.



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