

How to Incorporate USER GENERATED CONTENT into Your Education Marketing Strategy

THE BASICS

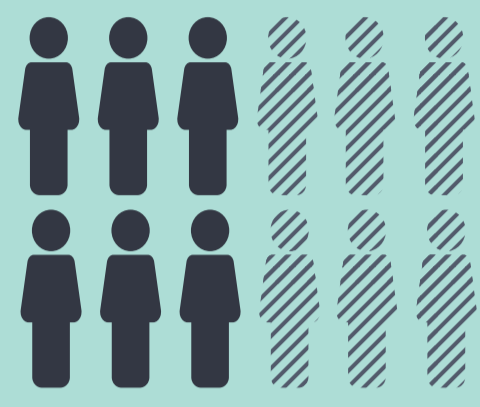
What is User Generated Content?



User generated content (UGC) refers to **photos**, **blog posts**, or **status updates** created by your customers (*ahem, students*) that help market your brand. In other words, UGC is an advertisement produced by unpaid contributors.

SOME STATS

Potential leads trust UGC, just take a look at these stats:



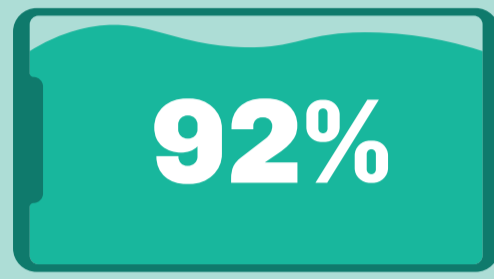
Half of all people feel that UGC humanizes marketing



Higher web conversions (compared to campaigns that don't use UGC)



75% of people claim UGC is more authentic



92% trust recommendations from real people over branded content.

MORE STATS

User generated content is especially important for higher education, as this is a major life experience in students' lives. *This means that students are often extra willing to post content relating to higher education.*

If your institute of higher education is targeting millennials, UGC is even more essential.



Why? 51% of millennials trust UGC more than anything on a company's site.

BENEFITS

Why use UGC in higher education marketing campaigns?



Saved Time



Genuine Advertising



Improved Trust



Higher Engagement

How to Use UGC in your Marketing Campaigns

HOW TO

1. Encourage



Create Branded Hashtags



Prompt Content on Social Media



Repost Using UGC



Host Photo Contests

If students and alumni know their content could be reposted, they may be more likely to engage in user generated content. **To start pulling in UGC, encourage students and alumni to post pictures and blog posts about their experiences.**

2. Repost

Once you have more UGC coming in, it's time to get posting. While UGC probably won't replace paid search or display advertising, you can use UGC on each of your channels to subtly advertise your institute of higher education. **Be sure to repost UGC on all of the following:**



Instagram



Facebook



Twitter



LinkedIn



Website



Newsletter

3. Rework

So you've shared your UGC on all your channels—but your work isn't over yet. **You can repurpose UGC to create testimonials, blog posts, video clips, and more.**



Sources

- <http://www.nielsen.com/us/en/press-room/2015/recommendations-from-friends-remain-most-credible-form-of-advertising.html>
- <https://www.tintup.com/blog/9-things-learned-2018-user-generated-content-report/>
- <https://www.adweek.com/socialtimes/why-consumers-share-user-generated-content-infographic/639636/>
- <http://investors.bazaarvoice.com/news-releases/news-release-details/bazaarvoice-and-center-generation-kinetics-release-new-study?releaseid=649677>
- <https://www.adweek.com/socialtimes/why-consumers-share-user-generated-content-infographic/639636/>