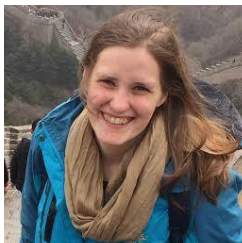


How to Build & Manage a Robust Content Library of UGC



Elisa Cheng
CrowdRiff



Miranda Neerhof
CrowdRiff



Heather Spencer
CrowdRiff



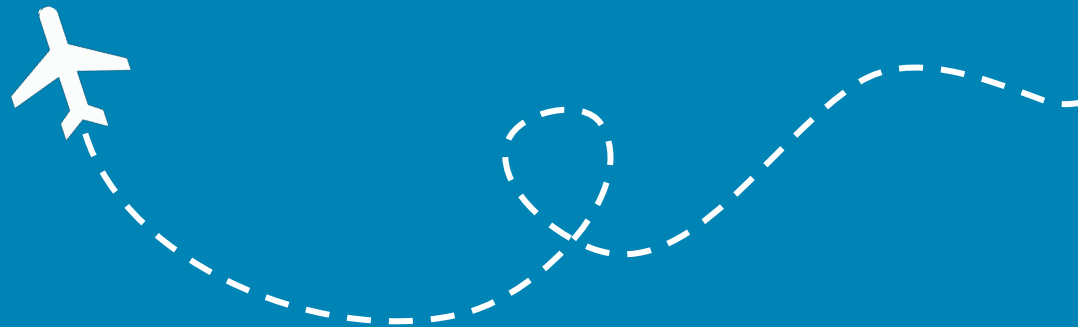
Yasmine Hardcastle
BC Ale Trail

Agenda

1. Collector
2. Connect
3. Searching
4. Rights Management
5. Customer Experiences: BC Ale Trail
6. Q&A



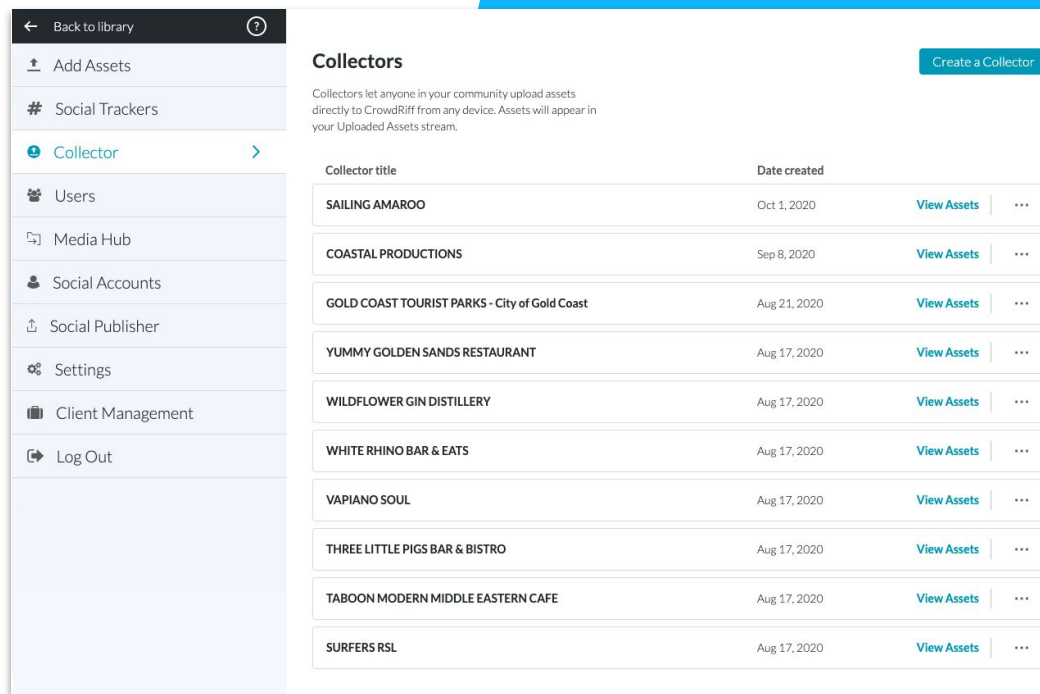
Collector



CrowdRiff Collector

Create a unique link for every situation, like running a photo contest or collecting professional photography.

Share that link or embed it on your website, and others can upload their visuals directly to CrowdRiff from any device!



The screenshot displays the CrowdRiff Collector interface. On the left is a sidebar menu with the following options: 'Add Assets', 'Social Trackers', 'Collector' (highlighted in blue with a right-pointing arrow), 'Users', 'Media Hub', 'Social Accounts', 'Social Publisher', 'Settings', 'Client Management', and 'Log Out'. The main content area is titled 'Collectors' and includes a 'Create a Collector' button in the top right corner. Below the title is a brief description: 'Collectors let anyone in your community upload assets directly to CrowdRiff from any device. Assets will appear in your Uploaded Assets stream.' The main area contains a table listing various collectors.

Collector title	Date created		
SAILING AMAROO	Oct 1, 2020	View Assets	...
COASTAL PRODUCTIONS	Sep 8, 2020	View Assets	...
GOLD COAST TOURIST PARKS - City of Gold Coast	Aug 21, 2020	View Assets	...
YUMMY GOLDEN SANDS RESTAURANT	Aug 17, 2020	View Assets	...
WILDFLOWER GIN DISTILLERY	Aug 17, 2020	View Assets	...
WHITE RHINO BAR & EATS	Aug 17, 2020	View Assets	...
VAPIANO SOUL	Aug 17, 2020	View Assets	...
THREE LITTLE PIGS BAR & BISTRO	Aug 17, 2020	View Assets	...
TABOON MODERN MIDDLE EASTERN CAFE	Aug 17, 2020	View Assets	...
SURFERS RSL	Aug 17, 2020	View Assets	...

Research Core Themes and Problems

1. Gather customer stories and feedback to discover general trends
2. Conduct interviews to gather in-depth understanding
3. Validate findings against other data



Research Outcomes

Themes

- Promoting local businesses
- Supporting and engaging the community

Problems

- Decline of relevant content on social
- Loss of budget for paid photography
- Low digital-readiness of small local businesses



**How might we allow DMOs to collect
relevant content from businesses
and community members?**

Ideate Solutions

Key Priorities

- Leverages existing functionality
- Simple to learn and use
- Can collect content from multiple sources
- Provides flexible opportunities for branding
- Supports mobile usage

The screenshot displays the 'Public Uploader' settings page in a web application. On the left is a sidebar menu with options: 'Add Assets', 'Social Trackers', 'Users', 'Media Hub', 'Social Accounts', 'Social Publisher', 'Settings' (highlighted), 'Client Management', and 'Log Out'. The main content area is titled 'Public Uploader' and includes a 'Back to Settings' link. It explains that users can upload photos directly to Crowdfunder from any device, with photos appearing in the 'Uploaded Assets' stream. A public uploader link is shown: <https://upload.crowdfunder.com/>, with a 'View' button. Below this, a section titled 'Add keywords to your public uploader link to track where they came from' provides instructions on using keywords to track asset origins, with an example link: <https://upload.crowdfunder.com/?keywords=photocontest,instagram>. The settings are organized into sections: 'Display Brand Logo' (toggle Off), 'Uploader title' (text input), 'Limit to single upload' (toggle On, with a note 'Users can only upload one image at a time'), 'Display Terms & Conditions' (toggle On, with an 'Edit' button), 'Custom text field' (toggle On, with a 'Textfield label' required and a description input), 'Restrictions' (toggle On, with a note about automatic restrictions and a 'Restrictions' required input field with an example 'E.g. For use on website only'). At the bottom are 'Save changes' and 'Cancel' buttons.

← Back to library

- Add Assets
- Social Trackers
- Users
- Media Hub
- Social Accounts
- Social Publisher
- Settings
- Client Management
- Log Out

← Back to Settings

Public Uploader

Anyone with this link can upload photos directly to Crowdfunder from any device. You'll see the photos appear in your Uploaded Assets stream.

<https://upload.crowdfunder.com/> [View](#)

Add keywords to your public uploader link to track where they came from

You can organize and track assets that get added through your public uploader with custom keywords. Add **Keywords** to the end of your public uploader link, then add up to 10 keywords, separated by commas. Your keywords may contain letters, numbers and dashes. [Learn more](#).

Example: <https://upload.crowdfunder.com/?keywords=photocontest,instagram>

Display Brand Logo

☐ Off

Uploader title

Limit to single upload

Users can only upload one image at a time.

☒ On

Display Terms & Conditions

☒ On [Edit](#)

Custom text field

☒ On

Textfield label* **required**

In addition to Name and Email Address, you can ask for an optional third piece of information from upload users (e.g. description of photos, location, general notes)

Restrictions

The below restriction(s) will be added automatically to any photo uploaded through the public uploader. The restriction(s) will appear under Licensing/Restrictions when you click on the photo in Crowdfunder.

☒ On

Restrictions* **required**

[Save changes](#) [Cancel](#)

← Back to library

?

↑ Add Assets

Social Trackers

🕒 Collector >

👤 Users

📁 Media Hub

👤 Social Accounts

📤 Social Publisher

⚙️ Settings

📁 Client Management

🚪 Log Out

< Back to Collectors

View | Discard Save

Collector title*

*Required field

Organize your Collectors in CrowdRiff by adding a title. This is for internal use only.

Business Partners

E.g. Photo contest uploader

Organization name*

Let people know who this Collector belongs to by adding a name. This name will appear on the portal after "Upload files to".

My Account

E.g. CrowdRiff

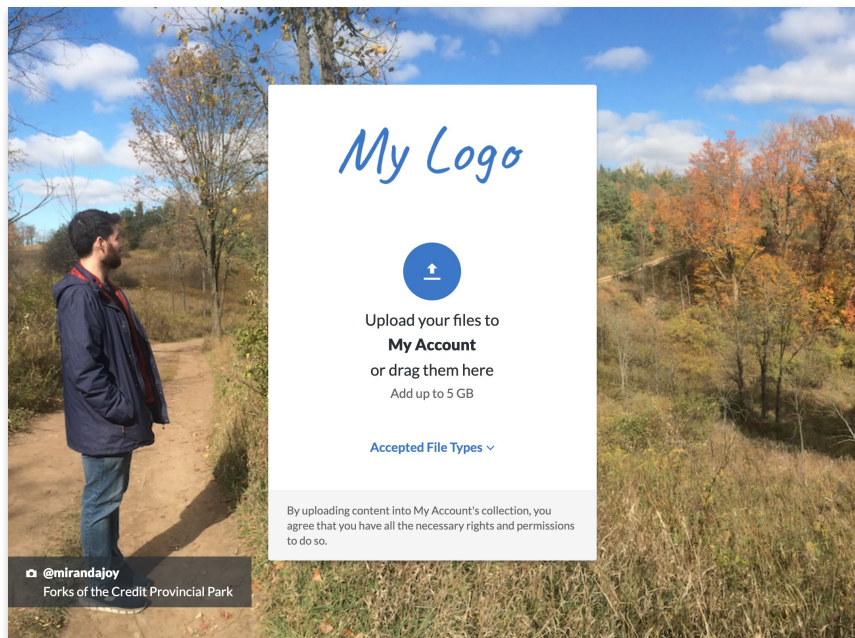
✂️ Customize

*Required field

Brand color

We applied the brand color from Brand Assets .

#4473cb

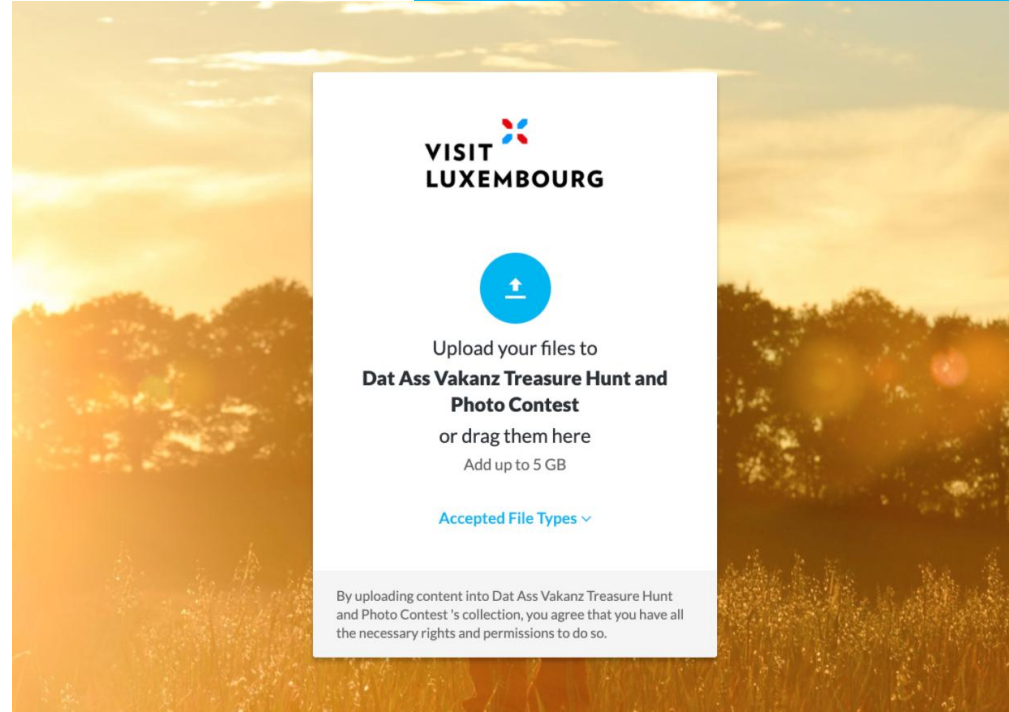


Collector in action

Photo Contests!

There are a lot of people who live here who don't actually know the country that well. That's another challenge we've always known existed."

- Sara Pitt, Social Media Manager
Visit Luxembourg

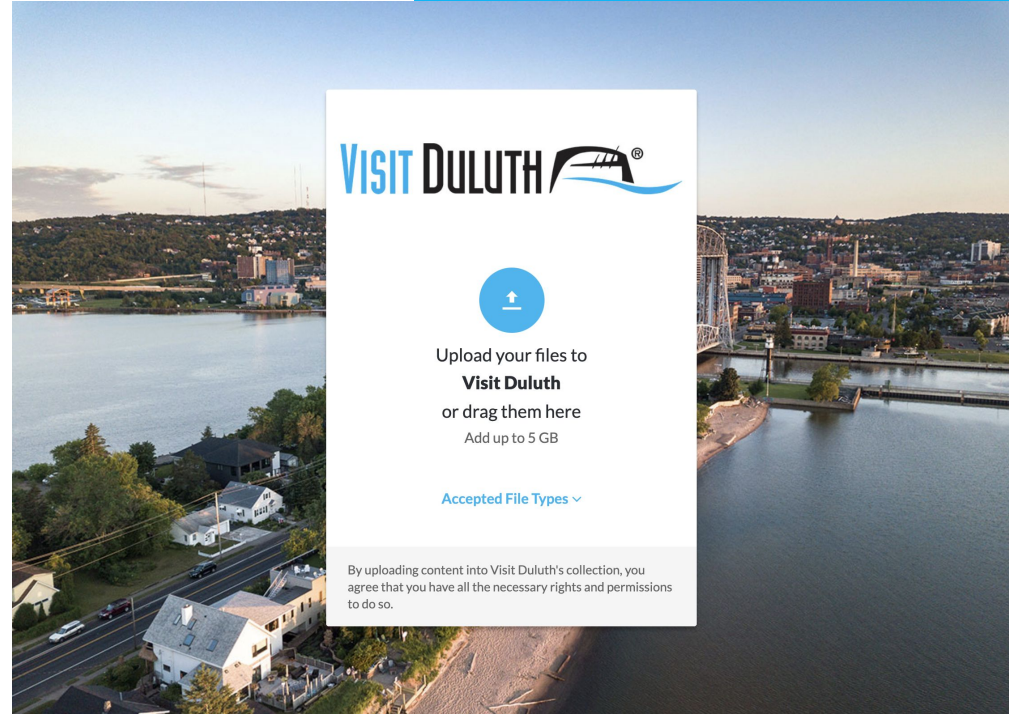


Collector in action

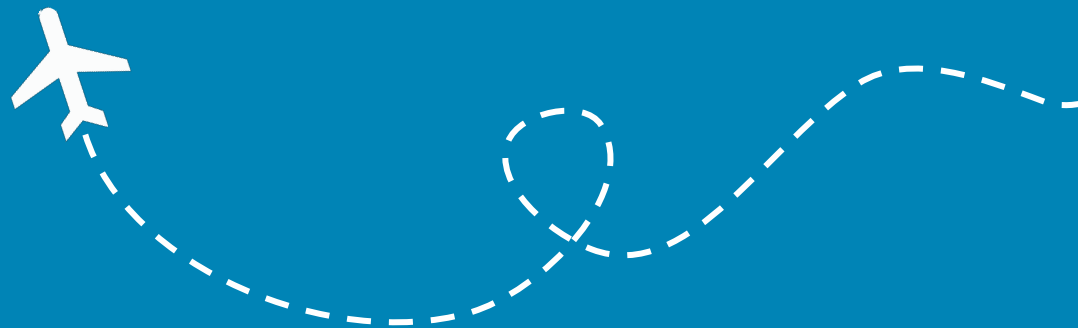
General Collection

Looking to gather general content from one of their main attractions, Visit Duluth put a call out for images of their Aerial Lift Bridge.

Within a week they have collected 182 high quality images!



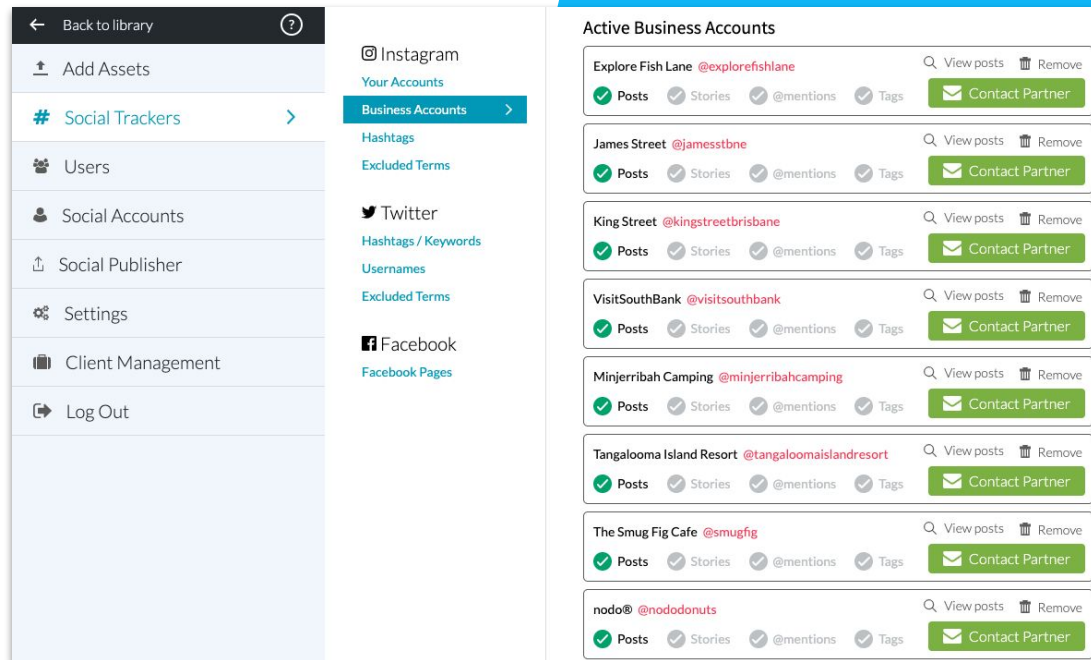
Connect



Content from local partners

General Collection

UGC posted by local businesses and partners would be more likely to be aligned with your marketing mission; eager to have it shared; and high-quality content that resonates with audiences.



Sourcing from Partners & Local Influencers



Official Neighborhoods & Districts

Explore Fish Lane @explorefishlane

View posts Remove

Posts Stories @mentions Tags

Contact Partner

James Street @jamesstbne

View posts Remove

Posts Stories @mentions Tags

Contact Partner

King Street @kingstreetbrisbane

View posts Remove

Posts Stories @mentions Tags

Contact Partner

Attractions & Operators

VisitSouthBank @visitsouthbank

View posts Remove

Posts Stories @mentions Tags

Contact Partner

Minjerribah Camping @minjerribahcamping

View posts Remove

Posts Stories @mentions Tags

Contact Partner

Tangalooma Island Resort @tangaloomaislandresort

View posts Remove

Posts Stories @mentions Tags

Contact Partner

Local Restaurants & Businesses

The Smug Fig Cafe @smugfig

View posts Remove

Posts Stories @mentions Tags

Contact Partner

nodo® @nododonuts


View posts Remove

Posts Stories @mentions Tags

Contact Partner

Taking Connect One Step Further

Having Local Partners and Businesses to **authenticate their Instagram Business Account** brings you closer to your visitors and how they are celebrating and enjoying your attractions, restaurants, parks and more.


 Instagram

[Your Accounts](#)

[Business Accounts](#) >

[Hashtags](#)


[Excluded Terms](#)

 Twitter

[Hashtags / Keywords](#)

[Usernames](#)

[Excluded Terms](#)

 Facebook

[Facebook Pages](#)

Urban Hiker SF [@urbanhikersf](#) [alexandra@urbanhikersf.com](#)

✓ Posts

✓ Stories

✓ @mentions

✓ Tags

SF Italian Heritage [@sfitlheritage](#) [ballan@sitalianheritage.org](#)

✓ Posts

✓ Stories

✓ @mentions

✓ Tags

The Big 4 Restaurant(official) [@thebig4restaurant](#) [lvojvoda@huntingtonhotel.com](#)

✓ Posts

✓ Stories

✓ @mentions

✓ Tags

Huntington Hotel [@huntingtonhotel](#) [lvojvoda@huntingtonhotel.com](#)

✓ Posts

✓ Stories

✓ @mentions

✓ Tags

Taj Campton Place [@tajcampton](#) [kendall@gldownead.com](#)

✓ Posts

✓ Stories

✓ @mentions

✓ Tags

SF Electric Scooter Tours [@sfscootertours](#) [segway@sfelectrictour.com](#)

✓ Posts

✓ Stories

✓ @mentions

✓ Tags

San Francisco Segway Tours [@sanfranciscosegway](#) [segway@sfelectrictour.com](#)

✓ Posts

✓ Stories

✓ @mentions

✓ Tags

Umbrella Alley San Francisco [@umbrellaalleysf](#) [segway@sfelectrictour.com](#)

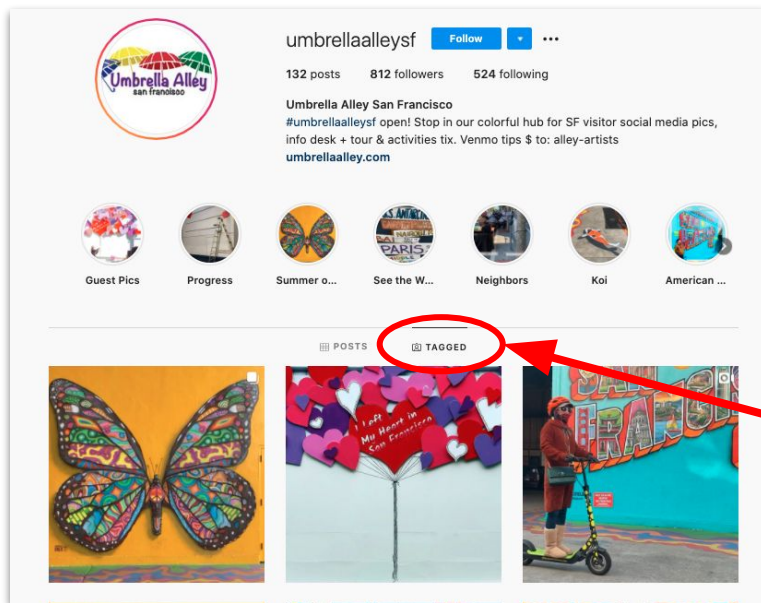
✓ Posts

✓ Stories

✓ @mentions

✓ Tags

Taking Connect One Step Further



@ Instagram

Your Accounts

Business Accounts >

Hashtags

Excluded Terms

Twitter

Hashtags / Keywords

Usernames

Excluded Terms

Facebook

Facebook Pages

Urban Hiker SF @urbanhikersf alexandra@urbanhikersf.com

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

SF Italian Heritage @sfitheritage ballan@sfitalianheritage.org

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

The Big 4 Restaurant(official) @thebig4restaurant lvojvoda@huntingtonhotel.com

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Huntington Hotel @huntingtonhotel lvojvoda@huntingtonhotel.com

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Taj Campton Place @tajcampton kendall@gldownead.com

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

SF Electric Scooter Tours @sfscootertours segway@sfelectrictour.com

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

San Francisco Segway Tours @sanfranciscosegway segway@sfelectrictour.com

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Umbrella Alley San Francisco @umbrellaalleysf segway@sfelectrictour.com

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Connect Workflow for your partners

What information does this capture on my partners?

Just their email address if they choose to provide it. Though it does take them to their personal Facebook Profile, we do not capture or store this information.



CrowdRiff wants to showcase your content!

We want to promote you on our social and digital channels. Authenticate your Instagram account so we can share your story and get your content seen by more people!

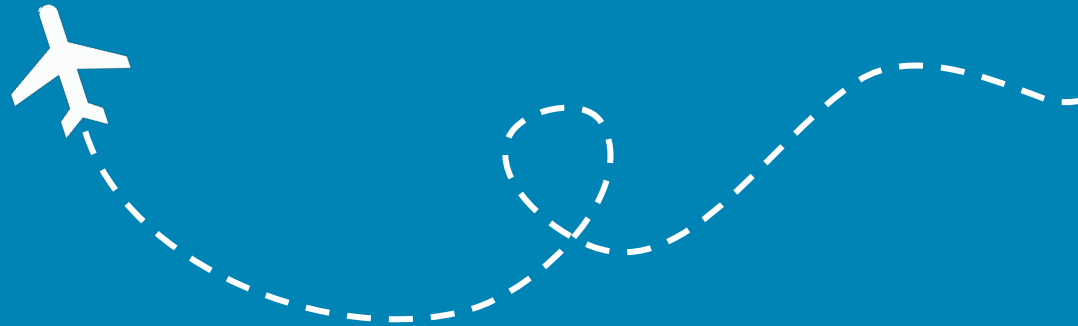
Authenticating will give us access to:

- ✓ Your stories
- ✓ Posts you are tagged or @mentioned in

☐ I agree to the [terms & conditions](#)

Authenticate Your Account

Searching



CrowdRiff's Intelligent Search

CrowdRiff finds what you need with a fast, flexible and powerful search function.



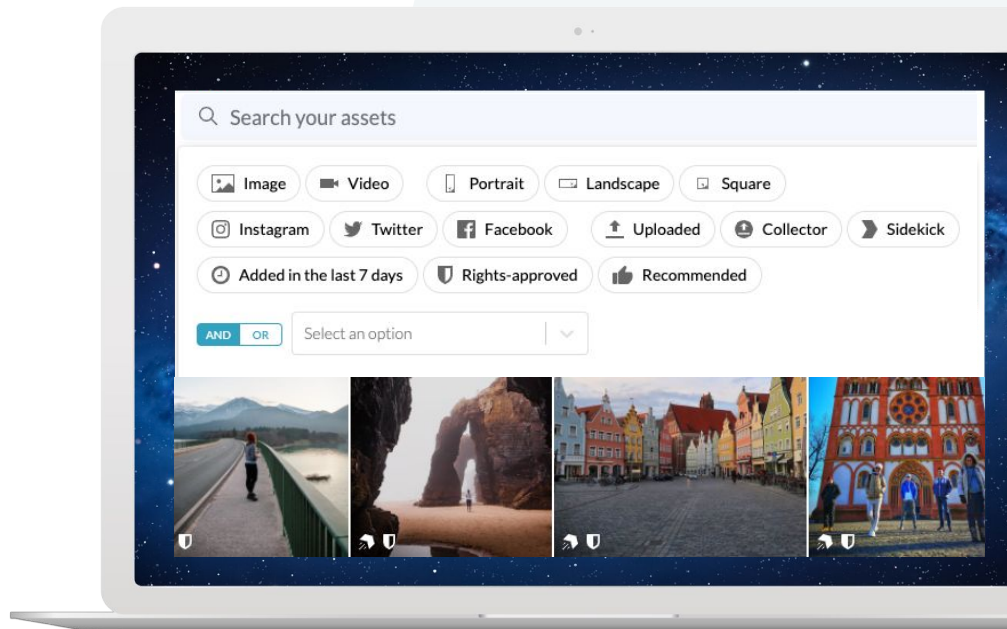
Find the right visual in seconds

Use our search bar like a Google search to easily find assets, from words and hashtags in the caption to keywords in the metadata of the photo



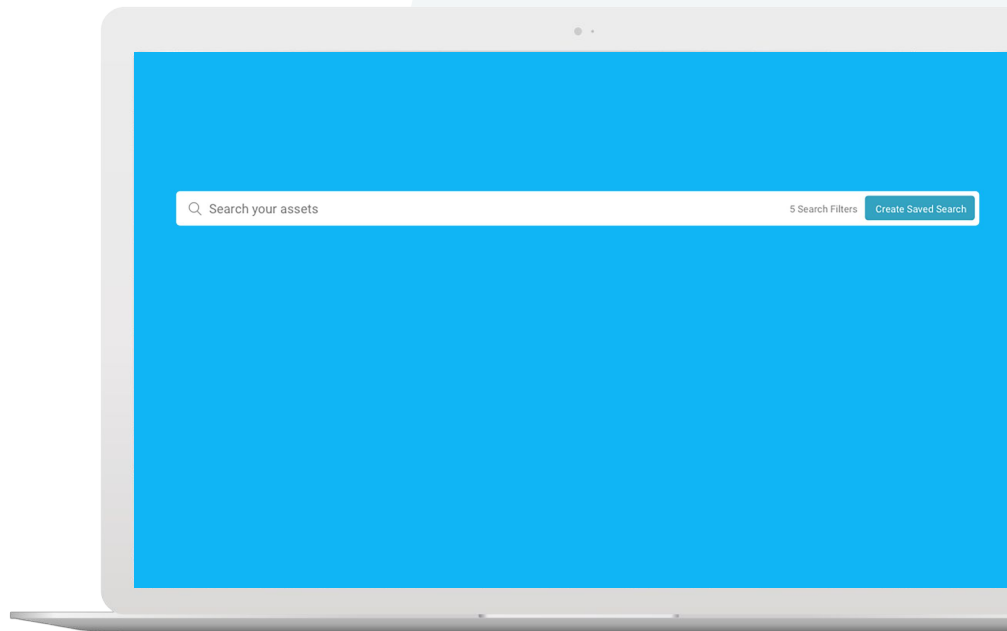
Get as specific as you need with flexible search parameters

You have the option to add and combine multiple variables using our quick and advanced filters, making your search even easier.



My Favourite Searches

1. Your Own Posts
2. Hashtags
3. Usernames/Businesses/Partners
4. Themes/Genres/Activities
5. Combos



How to Search

Search	Search Bar	Search Filters
Your own posts	username:@crowdriff	Username is... crowdriff

How to Search

Search	Search Bar	Search Filters
Your own posts	username:@crowdriff	Username is... crowdriff
Minus your own posts	-username:@crowdriff	Username is not...crowdriff

How to Search

Search	Search Bar	Search Filters
Hashtags	#crowdriff OR #lifeatcrowdriff	Hashtag is... crowdriff, lifeatcrowdriff

How to Search

Search	Search Bar	Search Filters
Hashtags	#crowdriff OR #lifeatcrowdriff	Hashtag is... crowdriff, lifeatcrowdriff
Hashtags minus your own posts	#crowdriff OR #lifeatcrowdriff -username:@crowdriff	Hashtag is... crowdriff, lifeatcrowdriff Username is not... crowdriff

How to Search

Search	Search Bar	Search Filters
Username/ Businesses	username:@abc OR username:@def	Username is... abc, def

How to Search

Search	Search Bar	Search Filters
Themes/ Genres/ Activities	mountain AND dog AND sunset	

How to Search

Search	Search Bar	Search Filters
Themes/ Genres/ Activities	mountain AND dog AND sunset	
Outdoor Theme	hike OR hiking OR outdoor OR landscape OR trail OR wilderness OR park	

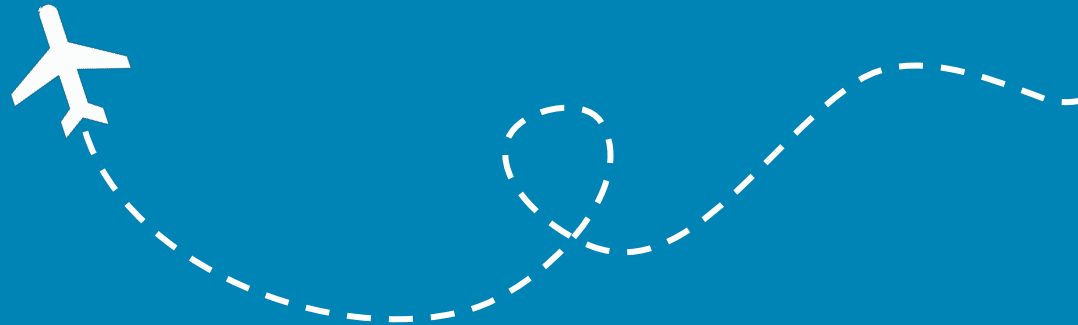
How to Search

Search	Search Bar	Search Filters
Combos	"Yorkville" OR #yorkville OR username:@YorkvilleVillage OR username:@BloorYorkville	

How to Search

Search	Search Bar	Search Filters
Combos	"Yorkville" OR #yorkville OR username:@YorkvilleVillage OR username:@BloorYorkville AND ("ice cream" OR gelato OR dessert)	

Hashtag Rights Management



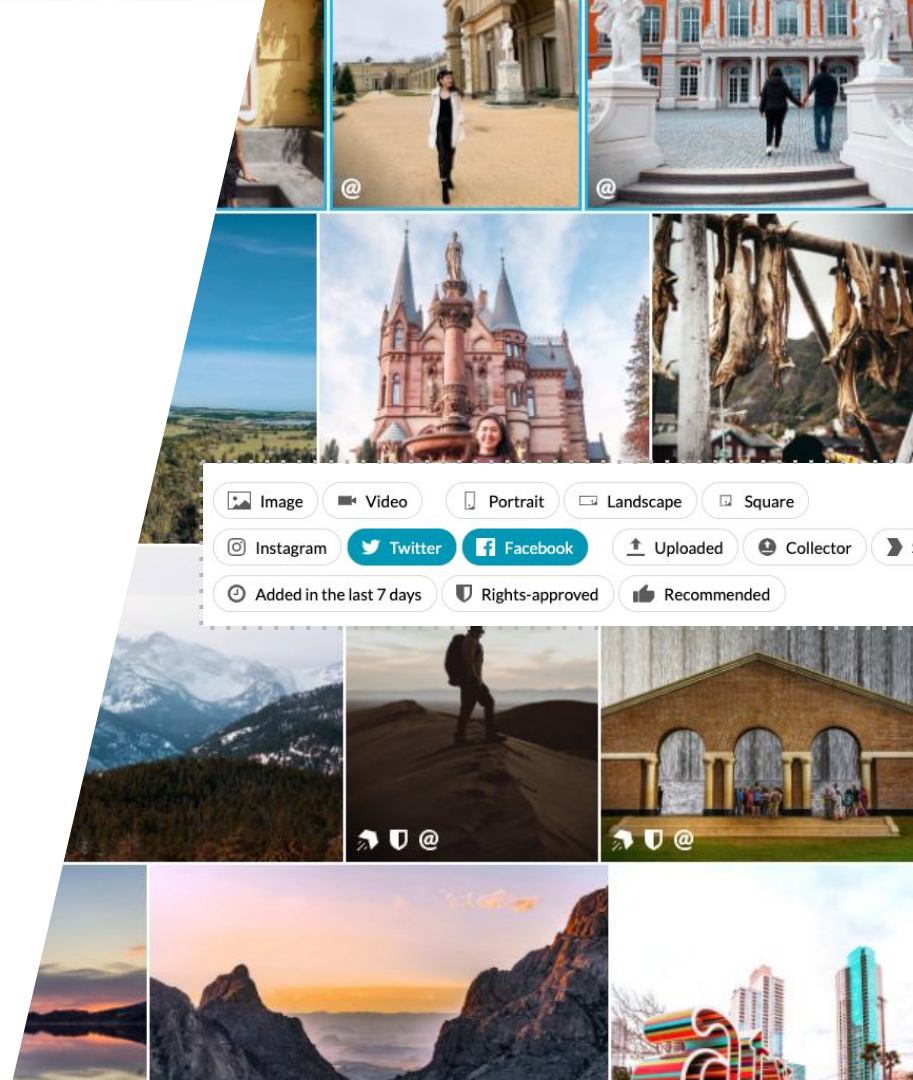
How to Secure Rights More Efficiently and Successfully?

1. Find IG @mentioned content or Facebook/Twitter content for fast requesting
2. Leverage content from your partners, businesses and local creators
3. Create a strong request comment



Find IG@Mentions or Facebook/Twitter Content

1. Requests to these images can be sent from the CrowdRiff platform immediately
2. Type **(ig_caption:>0 OR ig_comment:>0)** on your search bar to filter for @mentioned content
3. Use our **quick search filters** to easily find Facebook/Twitter content



Leverage Content from Partners

- Consider asking for **blanket rights** to their posted content to reshare on your channels
- If not, create **Saved Searches** to easily find their content and request the rights to them individually (*i.e. Username is...tntheatre, ternclub, standardknoxville*)

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Tennessee Theatre @tntheatre

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

The Standard @standardknoxville

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

William & Wylie @williamwyliecustom

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Tern Club @ternclub

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Knoxville Stock & Barrel @thestockandbarrel

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Status Dough 🍪 Tennessee @statusdoughnuts

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Ruby Sunshine @rubysunshinebrunch

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Radius Rooftop Lounge @radiusrooftoplounge

Create a Strong Request Comment

1. Provide a compliment, a specific ask, credit to the user, and instructions on how to approve
2. Keep it short, simple and sweet ❤️
3. Play around with the ask and creating specific rights apps for:
 - a. Social media
 - b. Website
 - c. Marketing
 - d. Print
 - e. Combination of the above

Great shot 📸!! We'd love to feature it in our future marketing (with credit)! If you're okay with that, just respond with #YesCrowdRiff

Wow, wow, wow, awesome photo! 😍 We'd love to feature it in our future marketing (with credit, of course)! If you're in, just respond with #YesCrowdRiff 📸

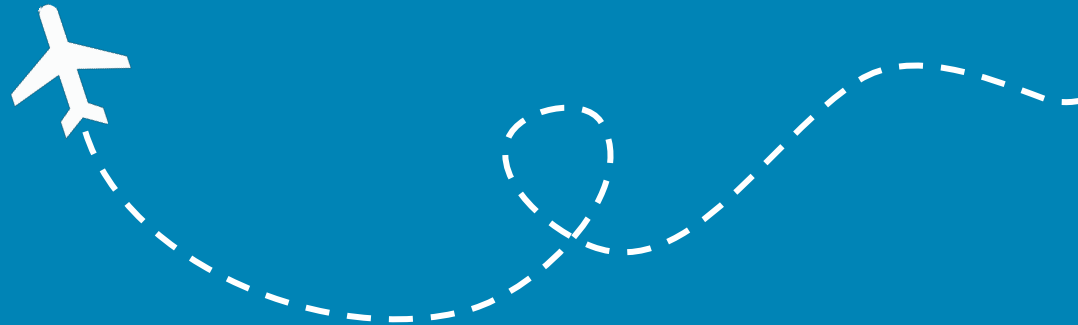
Great Shot! 😊 We would love to feature it in some of our future marketing materials (With credit of course!) If that's okay with you, reply with #YesCrowdRiff 🙌

Wow, this looks unreal! We'd love to use your photo in our marketing, with credit of course! If that's okay with you, reply with #YesCrowdRiff 📸

Love this picture! 😊 We're looking for awesome travel pictures like yours to feature in our future marketing materials (with credit of course)! If you're okay with this, reply using #yesCrowdRiff 😊

Wow, nice shot! 🙌🔥 We are searching for cool travel pictures and would love to feature yours in future marketing materials (with credit of course)! If that's okay with you, reply using #vesCrowdRiff 😊

Customer Experiences from BC Ale Trail





BC Ale Trail: ***Arrive Thirsty, Leave Inspired***

What is your mandate as an organization?

Talking points:

- What is BC Ale Trail?
- What are your mandates/responsibilities?
- How many trails/breweries/businesses are there?



Yasmine Hardcastle

Social Media Manager, BC Ale Trail



BC Ale Trail: ***Promoting 19 Trails across BC***

**How do you promote these breweries/trails
using CrowdRiff?**

Talking points:

- How do you do it with CrowdRiff?
- What does your daily/weekly routine look like?



Yasmine Hardcastle
Social Media Manager, BC Ale Trail



BC Ale Trail:

Using CrowdRiff to find content

What works well for you in terms of tracking for businesses, searching across your trails, and rights requesting specific content in CrowdRiff?

Talking points:

- Your unique use cases
- Specific tips on these features



Yasmine Hardcastle

Social Media Manager, BC Ale Trail



BC Ale Trail: ***Overcoming challenges...***

What are some challenges you faced and how have you overcome them with CrowdRiff?

Talking points:

Find 1-2 real examples and discuss them (e.g. saving time, driving organization and efficiency, having more transparency across all the members, etc)



Yasmine Hardcastle

Social Media Manager, BC Ale Trail



BC Ale Trail: *Managing a robust UGC library*

What are your key takeaways, suggestions and tips to build and manage a robust content library now and into 2021?

- What worked for you?
- Campaigns/ideas for 2021
- Summary points
- Actionable next steps



Yasmine Hardcastle
Social Media Manager, BC Ale Trail

Q&A

