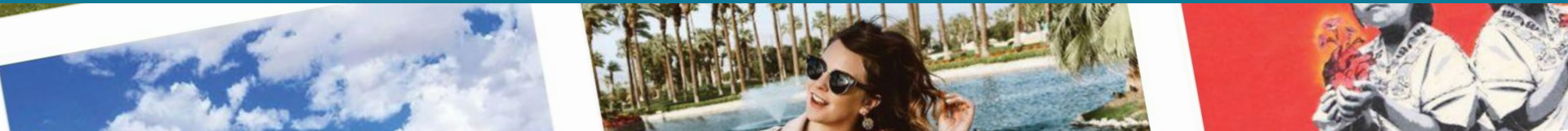




EXPLORING UGC | SIMPLEVIEW

10 WAYS to level up your website with CrowdRiff



simpleview 

10 WAYS TO LEVEL UP YOUR WEBSITE WITH CROWDRIFT | SIMPLEVIEW

Meet Our Expert



JOHN FREEMAN
Social Media Specialist

9 Years Ago ...



Contact: Bri Warner

434.970.3632 – warnerb@charlottesville.org

FOR IMMEDIATE RELEASE

CACVB Announces 'Capture Charlottesville and Albemarle' \$5000 Photography Contest

Deadline to Submit Photos is June 14

Thursday, April 19, 2012 - The Charlottesville Albemarle Convention and Visitors Bureau announced today a lucrative photography contest designed to identify the most captivating pictures of both Charlottesville and Albemarle County. The 'Capture Charlottesville and Albemarle' Photography Contest asks visitors and local photographers to share their most captivating snapshots of the area and compete for one of the four \$1000 grand prizes and ten \$100 runner-up prizes. The CACVB invites both amateur and professional photographers to submit entries. Winners will be announced the last week of June and the top photographs will be unveiled at a June 29th press conference at the Downtown Visitors Center.

Photos submitted to the contest are to be used in CACVB world-wide marketing collateral, websites, advertising, media-kits, posters, tradeshow, and for any CACVB promotion. While the CACVB will gain rights to use submitted pictures, photographers will keep the copyright of their submitted photos. As an organization designed to market the Charlottesville Albemarle area, the CACVB encourages photographers to share their photos and promote Central Virginia's beauty even after the photos have been submitted. We're looking for photos in the following areas:

- Landscapes City Life
- Architecture
- Weddings
- Culture / Dining / Shopping / Night Life / Events / Education
- Recreation / Relaxation / Sport
- Agriculture / Viticulture



Contact: Bri Warner
434.970.3632 - warnerb@charlottesville.org

CACVB Annou



Charlottesville and Albemarle County. The 'Capture Charlottesville and Albemarle' Photography Contest asks visitors and local photographers to share their most captivating snapshots of the area and compete for one of the four \$1,000 grand prizes and ten \$100 runner-up prizes. The CACVB invites both amateur ...

continued, "We hope the generous prize money will encourage everyone from high school students, to professionals, to past or current visitors and all the way to retirees to dig into their hard drives and submit their best shots. We're excited to see what spectacular pictures come into our mailbox and we're even more excited to share those shots with the world."

Full contest rules and details can be found at www.visitcharlottesville.org/photocontest2021. Along with a completed entry form found at the link above, photos can be submitted three ways:
1) Digitally to capturecharlottesville@gmail.com 2) On a data cd mailed to the CACVB (610 East main St. Charlottesville, VA 22902) 3) Dropped off at the CACVB offices at 610 East Main St.

10 WAYS TO LEVEL UP YOUR WEBSITE WITH CROWDRIFF | SIMPLEVIEW

Simpleview & Crowdriff

78

total clients spread
across four continents

14,000+

minutes spent on platform
every month

3,181

Crowdriff galleries created



Client with the most **galleries** on website

Total Galleries: **401**

Total Staff: **2**



EXPLORING UGC | SIMPLEVIEW

Top Ways Clients Are Leveling Up Their Websites with Crowdriff



1. Increase the Volume

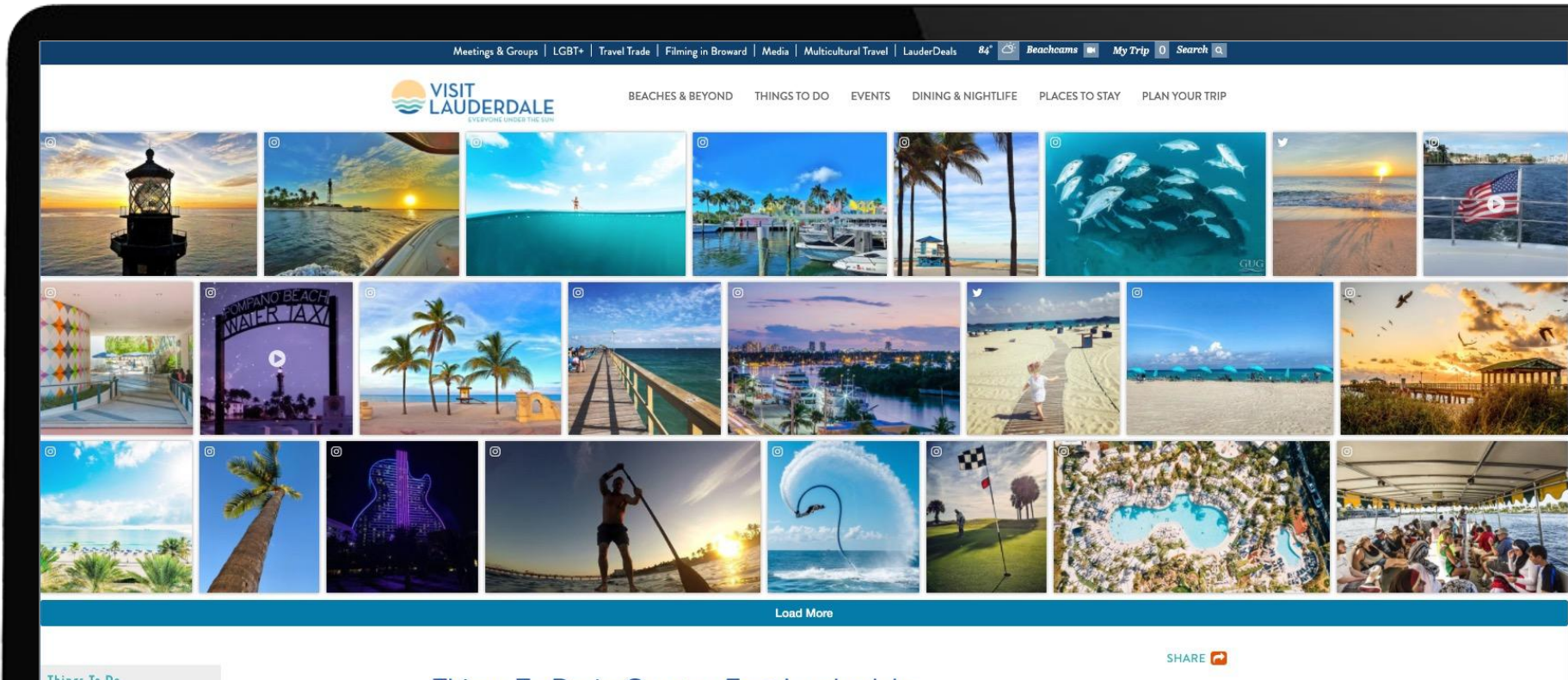
sharing #TheClassicCoast



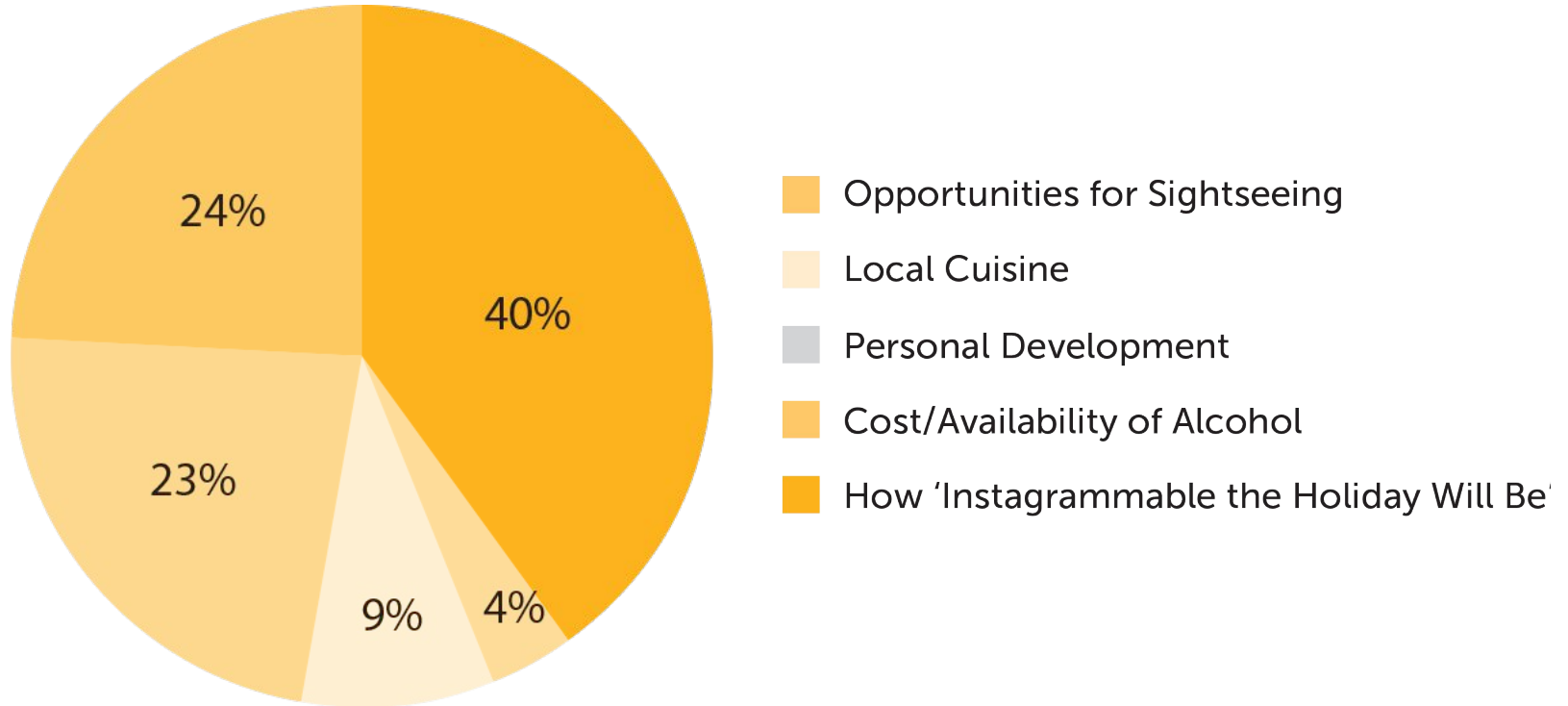
CLIENT	BOUNCE RATE DECREASE %	SESSION DURATION INCREASE	PAGES PER SESSION INCREASE
A (County)	30.4	3:24	1.97
B (State)	26.36	2:09	1.98
C (Large City)	33.33	3:44	2.05
D (Medium City)	29.56	1:04	0.8
E (Region)	19.21	1:22	1.19
F (Medium City)	20.73	1:44	1.41
Average:	26.60%	2:15	1.57

Pages with UGC vs Pages without UGC

2. Place UGC in Header



2. Place UGC in Header



Source: Expedia Travel

3. Implement **Multiple Collectors**

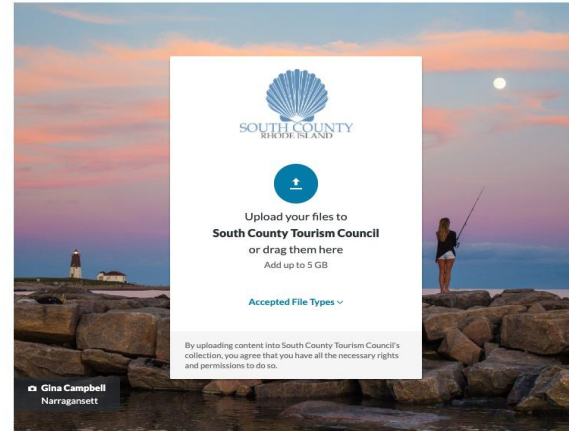
- Photo contests
- Partner specific
- General uploader on website
- Campaigns



Photo Contest 2021 Now Open

We are pleased to announce we're now accepting entries for our 2021 Photo Contest. Please [read the flyer](#) and all the rules carefully as we've expanded our categories this year. Upload your entries below. Be sure to include your name, email address and fill in the custom field with the title of the photo, the name of the town in South County where it was taken, your mailing address and a phone number where we can reach you. You can enter multiple times, but each photo has to have its own entry. If your entry is incomplete, it will be disqualified.

Enter By: October 1, 2021



PRIZES TO BE AWARDED PER CATEGORY:

1st Place: \$500

2nd Place: \$250

3rd Place: \$125

4. Design **Mobile Galleries**

The screenshot displays a gallery design tool interface. On the left, a control panel includes a 'Gallery name' field with the text 'Dog Friendly', an 'Embed code' field with a 'Copy' button, and a 'Pin assets' button. Below these are two design templates for desktop viewing. The 'DESKTOP DESIGN' section features three sliders: 'Rows of photos' set to 2, 'Photo size' set to 200, and 'Space between photos' set to 5. A 'Load more button' toggle is currently turned 'Off'. The 'MOBILE DESIGN' section is partially visible at the bottom, with a yellow arrow pointing to it. The main gallery area shows a grid of 10 dog-related photos. At the top right of the gallery, there are 'Delete', 'Create a Template', and 'Save' buttons, along with a close icon.

Gallery name
Dog Friendly

Embed code
`<script id="cr-init_7b1e5238t` Copy

Pin assets

DESKTOP DESIGN

Rows of photos 2

Photo size 200

Space between photos 5

Load more button Off

MOBILE DESIGN

Delete Create a Template Save

4. Design Mobile Galleries

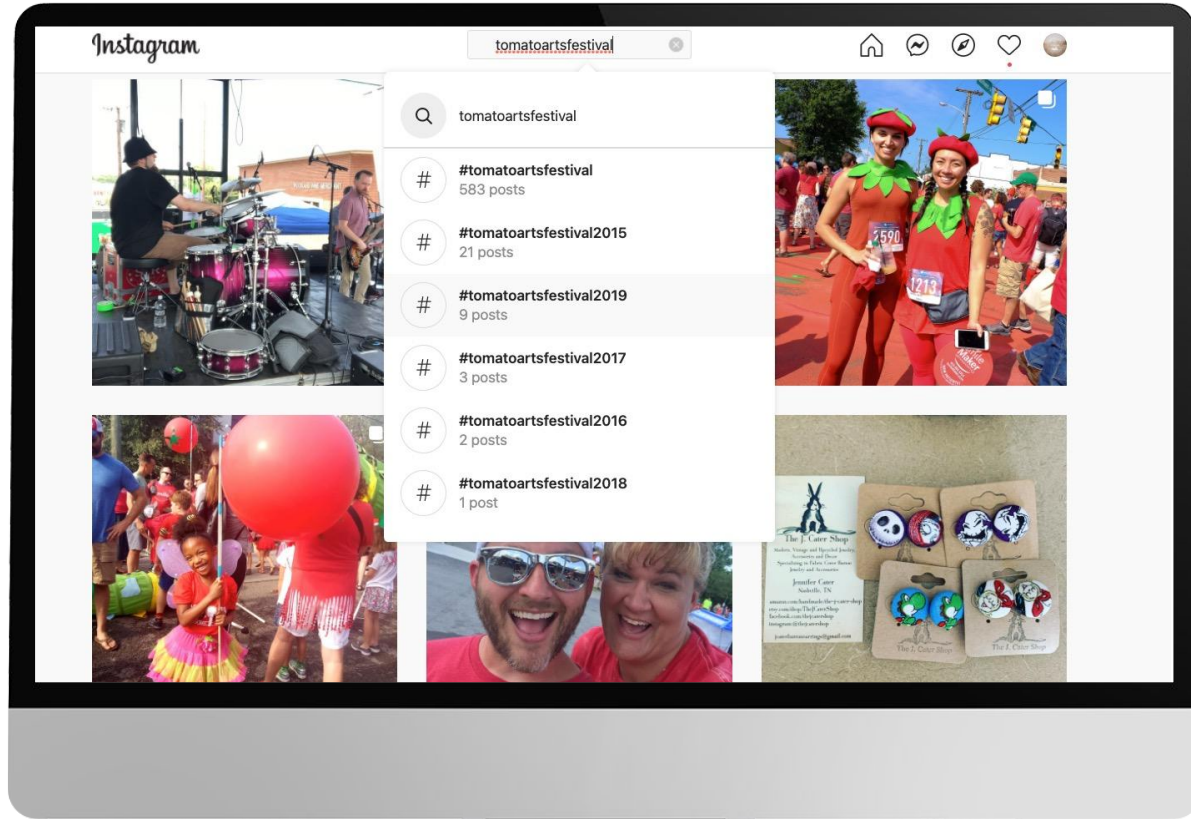
The screenshot displays a design tool interface for creating mobile galleries. On the left, a sidebar contains the following sections:

- Gallery name:** A text input field containing "Dog Friendly".
- Embed code:** A text area containing the code `<script id="cr-init_7b1e5238!` with a "Copy" button.
- Pin assets:** A blue button.
- DESKTOP DESIGN:** A collapsed section.
- MOBILE DESIGN:** An expanded section showing two grid layout icons. Below them are sliders for:
 - Rows of photos: set to 1.
 - Photo size: set to 150.
 - Space between photos: set to 7.A "Load more button" toggle is currently turned off.
- LOCATION DETAILS:** A collapsed section.
- BRANDING:** A collapsed section.
- CUSTOM CSS:** A collapsed section.

At the top right of the main workspace, there are three buttons: "Delete" (with a trash icon), "Create a Template" (with a plus icon), and "Save" (with a checkmark icon). A close button (X) is also present.

The main workspace features a mobile phone outline containing a gallery of two photos: a dog in a snowy forest and a dog on a beach. Each photo has a small square icon in its top-left corner, indicating it is a pin asset.

5. Use **Chrome Extension** for events



6. Set **Your Standards**

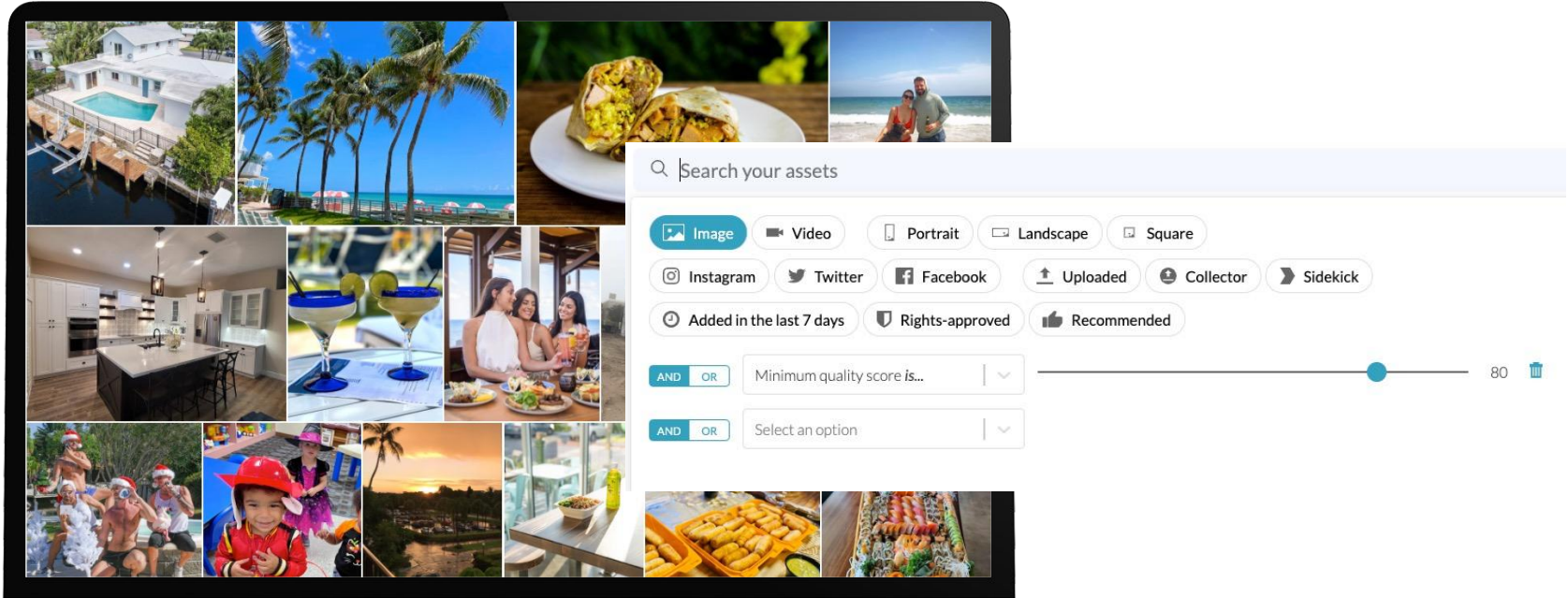
Pick a Score and Follow It

The screenshot displays a grid of various images including interior spaces, a spa, food, a beach, a motorcycle, a birthday cake, a bar, a coastline, flowers, a burger, and a boat. Overlaid on the grid is a search and filter interface with the following elements:

- Search bar: "Search your assets"
- Media type filters: Image, Video, Portrait, Landscape, Square
- Source filters: Instagram, Twitter, Facebook, Uploaded, Collector, Sidekick
- Time and status filters: Added in the last 7 days, Rights-approved, Recommended
- Quality filter: "AND OR" Minimum quality score is... with a slider set to approximately 75%.
- Additional filter: "AND OR" Select an option
- Page number: 30
- Trash icon

6. Set **Your Standards**

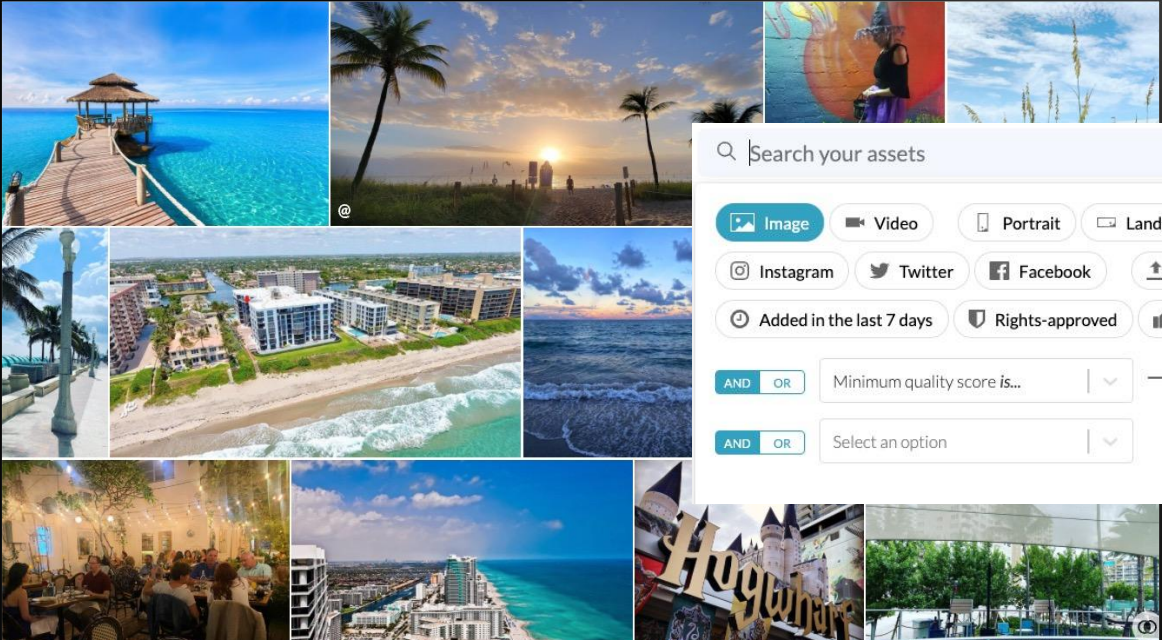
Pick a Score and Follow It



The screenshot displays a content management interface. On the left, a grid of 15 images is shown, including a house with a pool, palm trees, burritos, a couple on a beach, a kitchen, cocktails, women dining, people in costumes, a child in a firefighter costume, a sunset, a bowl of food, dumplings, and sushi. On the right, a search and filter overlay is visible. It features a search bar with the text "Search your assets". Below the search bar are filter buttons for "Image", "Video", "Portrait", "Landscape", and "Square". Further down are social media filters for "Instagram", "Twitter", and "Facebook", and upload filters for "Uploaded", "Collector", and "Sidekick". There are also filters for "Added in the last 7 days", "Rights-approved", and "Recommended". At the bottom of the filter overlay, there are two dropdown menus: "AND OR Minimum quality score is..." and "AND OR Select an option". A horizontal slider is positioned below these dropdowns, with a blue circle indicating a selected value. The number "80" and a trash icon are visible on the right side of the slider.

6. Set **Your Standards**

Pick a Score and Follow It




Search your assets

Image Video Portrait Landscape Square

Instagram Twitter Facebook Uploaded Collector Sidekick

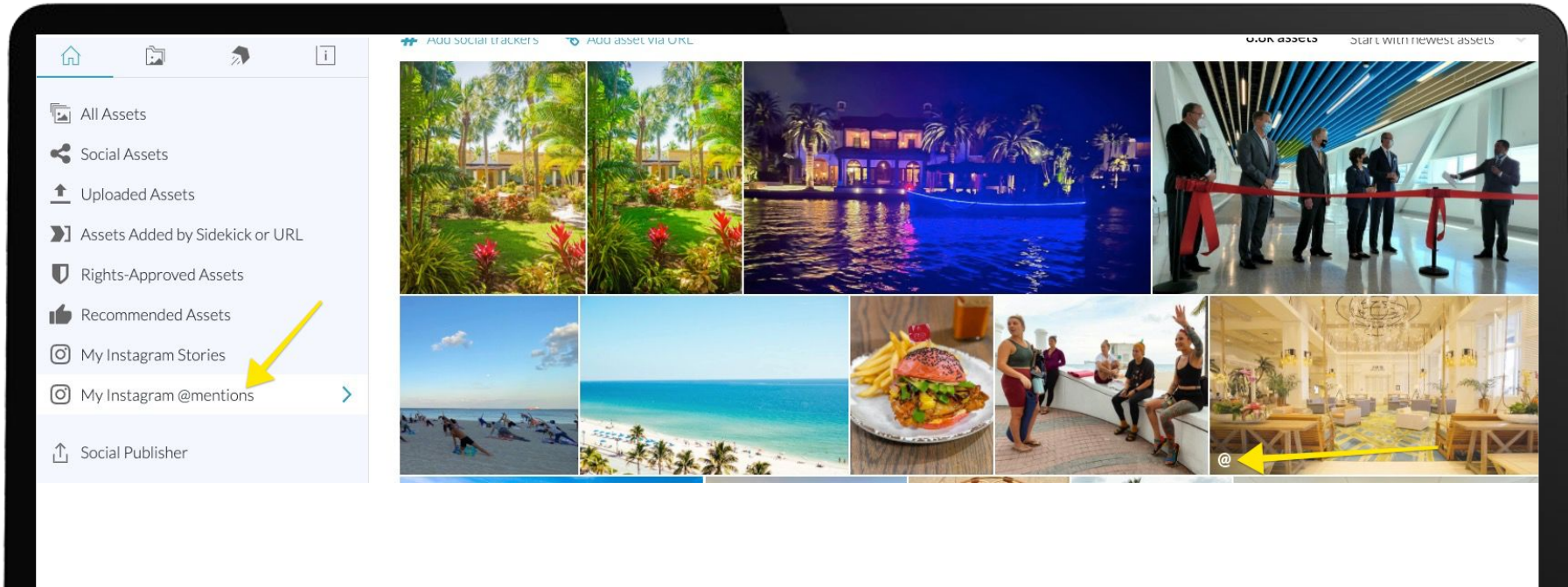
Added in the last 7 days Rights-approved Recommended

AND OR Minimum quality score is... 95 

AND OR Select an option

7. Get Quick Wins **with Mentions**

Ask permission on photos that have mentioned you

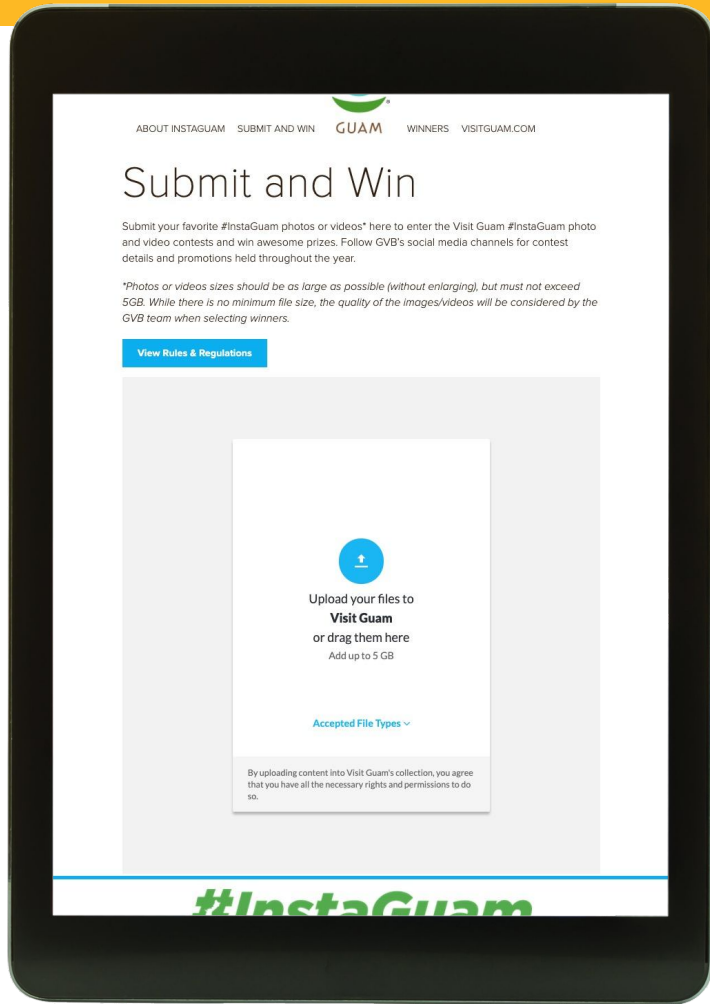


7. Get Quick Wins **with Mentions**

35% vs. **55%**

Success rate of requesting photos
without mentions vs. with mentions

8. Embed Your Collector



9. Implement CTAs



10. Utilize **Gallery Insights**

Ask permission on photos that have mentioned you

Top assets.

Last 30 days Engagement rate ?

Asset Image	Engagement Rate
Pelican on a ledge	100%
Dania Beach Pier	75.0%
Pompano Beach Water Taxi sign	75.0%
Palm trees and lifeguard stand	75.0%
Beach with waves and 'Pompano Beach' written in sand	66.7%
Building with a blue sign	66.7%
Waves crashing on a beach	
Pier at sunset	
Aerial view of a city skyline	
Person on a sandy beach	
Lighthouse at sunset	

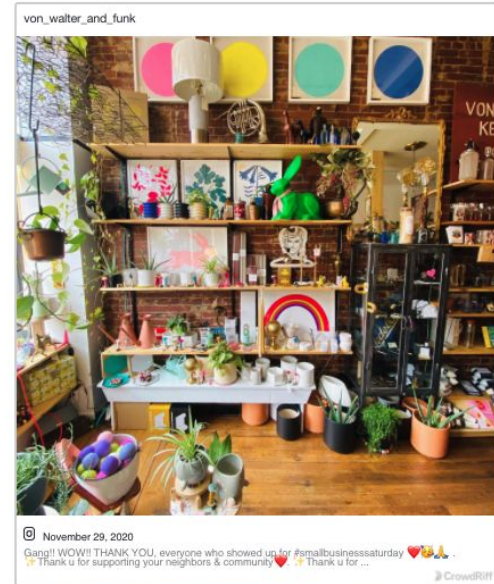
11. Single Image Embed UGC

Add a single image UGC embed to your blog posts

- Secure the rights
- Guarantee the image will stay

For the Quirky

Celebrate Pittsburgh's quirkiness with unique gifts from local shops. Lawrenceville's [Von Walter + Funk](#) is a lifestyle boutique featuring hand-crafted goods including planters, candles, lighting and more. The store also specializes in creative balloon installations, [funk | BALLOON](#), a perfect addition to your holiday home décor. Complete your holiday shopping with quirky cards for everyone on your list! Located in Shadyside, [Kards Unlimited](#) carries a wide variety of festive cards, coloring books, mugs, puzzles and pins.



Be sure to add [Dr. Tumblety's™ Time Inspired SpecialtyShop](#) to your list for tonics & trinkets, local artisan novels & novelties, cures & curiosities and vintage goods. Featured holiday items include the [Christmas Magic Storybook](#), written by a local author, and [Dr. Tumblety's Cold Weather Kit](#).

12. Use Interns





The **most important part** of displaying and using UGC is **consistently curating the content**. Ensuring all assets in each gallery look and feel consistent is the key to displaying successful UGC and ensuring it fits within your brand and website's identity.”

- **Julie Grant, Discover Newport**



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QUESTIONS?

