

# WELCOME



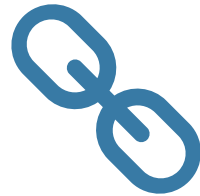
## User-Generated Content: Turning Customers into Advocates

January 4, 2024

# HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:  
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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# PRESENTER



## Ingrid Deon:

- Founder and CEO of word-craft inc., a social media marketing agency headquartered in Yarmouth.
- Her specialty is in organic social media strategy, content creation, and community management.
- word-craft works with large corporations such as Nestlé and Manulife, as well as small businesses and organizations.

# User-generated content: Turning customers into advocates



**What is user-generated content (UGC) and why does it matter?**





**User-generated content is unpaid or unsponsored content your customers create about your company or organization.**

Think reviews, photos, videos.

It's real, it's authentic and it's priceless for your credibility.





visitnovascotia



Liked by [acorn\\_art\\_photography](#) and 2,995 others  
**visitnovascotia** This gorgeous shot of the Cabot Trail by [@adamhillphoto](#) has us dreaming of summer road trips. Where's your favourite place to road trip in Nova Scotia?

#VisitNovaScotia #ExploreCanada

[View all 42 comments](#)

March 30, 2023



# UGC is social proof

**People will take what you say about your company/organization with a grain of salt . . .**

But if it's coming from a customer, it's a second opinion that reinforces your message.





# **UGC is free!**

**It saves you time and money!**

**How do I get UGC?**





Ask for reviews

# How to get UGC

redcaprestaurant



♡ 💬 📍 📌

Liked by leta.adamss and 19 others

redcaprestaurant "The restaurant menu is varied but our favourite is the haddock with lobster sauce." Anne R

You're not the only one, Anne! 🦞 Try it for the first time or the fortieth time – it's just as good every time.

1

Ask for reviews

2

Use a branded hashtag

# How to get UGC





**2,651**  
Posts

**165K**  
Followers

**1,193**  
Following

**Nova Scotia**

Tourism Nova Scotia's official account.

Tag us in your reels, photos and stories for a chance to be featured or hashtag #VisitNovaScotia

1

Ask for reviews

2

Use a branded hashtag

3

Contest or challenge

# How to get UGC



excellencnb



**#EXPLORENBEXCELLENCE**

CONTEST ENDS JULY 4, 2021



Liked by [mosshacheylaw](#) and 90 others

**excellencnb** 😎 SUMMER ROAD TRIP CONTEST!

📸 Take a selfie while visiting a LOCAL New Brunswick business for your chance to win one of 5 prizes (gift cards to your favorite local business / gift bags packed full of local products). The more businesses you support, the more chances to win! 🎉



TO ENTER:

- 1 Upload a photo of yourself supporting a local business to YOUR Facebook or Instagram page
- 2 Tag the local business in the photo
- 3 Include hashtag "#ExploreNBExcellence"



# How to get UGC

1

Ask for reviews

2

Use a branded hashtag

3

Contest or challenge

4

Work with influencers



# How to get UGC

1

Ask for reviews

2

Use a branded hashtag

3

Contest or challenge

4

Work with influencers

5

Posting UGC encourages more UGC

# **How do I find and use UGC?**



# How to use UGC

1

Check your DMs, notifications and tagged posts

2

Search for your branded hashtag

3

Ask permission

4

Share, create a carousel, create a slideshow, create a graphic

5

Credit the creator

# Thank you

**word-craft** 

*Ingrid Deon*

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# UPCOMING WEBINARS

- **Thursday, January 11, 18, 25 @ 10:00 am** – Workshop (three sessions): *Influencer Marketing on a Budget* – Presented by Ingrid Deon (word-craft)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

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