

ARIZONA UGC PARTNER NETWORK – FREQUENTLY ASKED QUESTIONS

What is UCG?

UGC stands for “user-generated content,” which is any type of content that has been created and publicly posted online by unpaid contributors. It can refer to photos, videos, blog posts, etc. In the case of the Arizona UGC Partner Network, the content referred to is photos and videos posted on social platforms such as Instagram or Twitter.

What is the Arizona UGC Partner Network?

Several destination-marketing organizations in Arizona—including AOT—subscribe to a visual-marketing platform called CrowdRiff. The service allows DMOs to search and filter user-generated content and integrate it into their marketing channels (such as a website, blog or social feed).

AOT has entered into an additional contract with CrowdRiff to act as the “parent” in an Arizona Partner Network. By joining this network, partners agree to share with AOT the user-generated content they use in their marketing, creating a direct pipeline to assets that are relevant and quality tested that AOT can, in turn, amplify on its Visit Arizona social channels.

In return, the “children” in the partner network—those other DMOs in the state that subscribe to CrowdRiff and any additional tourism organizations that join—receive a discounted rate on their CrowdRiff software subscription.

What happens when you join the network?

The user-generated content that you tag or ask permission for in CrowdRiff will be automatically visible to the Arizona Office of Tourism. The content that you upload to CrowdRiff (your owned photos and videos) will not be shared in the network initially. This is an opt-in feature that you may choose to add at a later time.

What are the benefits of joining?

In addition to access to exclusive network pricing, tourism-related organizations and businesses that join the network get access to CrowdRiff’s technology, which enables you to:

- Conduct advanced searches of social channels for UGC (including searching photograph content)
- Create and manage photo galleries on your website
- Display a user-generated photo wall at events
- Upload, store and organize visual content (including other content, e.g. owned images or staff photos)
- Ask multiple users for permission to share their content with a click of a button (advanced feature)
- Add calls to action to user-generated content on your website galleries (advanced feature)
- Share a folder of content with people outside the network (advanced feature)

Examples of how you might use the network

- AOT will be able to look through the curated photos from a network participant to find great local content.
- If a participating DMO's main attractions join the network, they will have a steady source of quality content they can curate and use to develop galleries on their website using CrowdRiff's gallery feature.
- If a small business already uses a UGC rights-management tool to source content, by joining the network the photos they are already curating will automatically be shared with partner organizations, making it more likely they will be amplified by other accounts and seen by more potential travelers.

Who can join?

Any organization in the tourism industry (or related sector) in Arizona.

Want to know more?

Organizations can contact CrowdRiff directly at arizona@crowdriff.com for more information.