UGC QUALITY CHECKLIST

Make content brands *love to reuse*

Ten things that raise the quality of your content, in order of impact. Start at the top.

1. **Hook in the first 3 seconds**
   A stranger should know what the video is about and why to keep watching. Film three different openings so the brand can test them.

2. **Show your face, talk to the viewer**
   Keep your whole face in the shot (both eyes, nose and mouth) from the start. Say “you,” not “I.”

3. **Say and show the brand early**
   Product in hand and brand name spoken in the first 2 seconds. Turn the logo to the camera, close enough to read on a phone.

4. **Use the product on camera**
   Apply it, wear it, pour it. Show the result, not just the package.

5. **Shoot vertical video**
   Brands prefer video over photos. Film 9:16 at 1080p and keep your face, product and text away from the edges where app buttons sit.

6. **Get clean audio**
   Voice clear and close. Record in a quiet room with no echo, wind or background noise.

7. **Light it and keep it sharp**
   Face a window, never sit with one behind you. Wipe the lens and hold the phone steady.

8. **Caption every spoken line**
   Large, high-contrast captions checked for typos. Spell the brand name exactly as the brand does.

9. **Sound like you, not a sales pitch**
   Tell a real story in your own words. Describe how it feels, smells or tastes instead of “it’s good.”

10. **Clean up the shot**
    Hide mailers, shipping boxes and plastic wrap (the product’s own box is fine). Tidy background, no other brands. Turn off “Mirror Front Camera” so text is not backwards.

BEFORE YOU POST

Five rules to *stay compliant*

These are not quality tips. They are requirements. Skipping one can get your post removed or put you and the brand at legal risk.

FTC

Disclose the partnership inside the video

Say it and show it on screen in the first few seconds: “#ad” or “Sponsored by [Brand].” A hashtag in the caption alone is not enough.

PLATFORM

Turn on the platform’s disclosure label

TikTok: turn on “Disclose commercial content” and choose Branded content. Instagram: add the Paid partnership label. Use the label on top of your own disclosure, not instead of it.

FTC

Only say what is true for you

Share your real experience. No health or medical claims, no results you did not get, and no “I use this every day” after one try. If you did not like it, tell us instead of faking it.

COPYRIGHT

Use music you are allowed to use

Stick to your own original audio or the platform’s commercial library (TikTok Commercial Music Library, Meta Sound Collection). Trending songs are not licensed for brand content.

RIGHTS

Keep other people and brands out

No other brands, logos, TV shows or artwork in the shot. Get permission from anyone else who appears on camera.

Final check: watch it three times

- ☐ **On mute**
  The story still makes sense.
- ☐ **Full screen in the app**
  Nothing important hides behind the buttons.
- ☐ **As a stranger**
  You would stop scrolling, and you know what to buy.