use case | user-generated content powered by stackla

THINK IOWA CITY

The marketing team at Think Iowa City is responsible for creating content for a vast variety of platforms. In their ever-present search for content to share on Facebook, Instagram, website, advertisements, visitor guides and more, there was a need for a powerful user-generated content aggregation and management tool to help find the most compelling images of their destination.

To accomplish this, the Think Iowa City team turned to Stackla and became a Curate level client with Rights Management enabled. Less than four months later, the Think Iowa City staff has found more than 61,000 UGC images and now utilizes Stackla as their premier hub for visitor content.

THE SITUATION

Finding quality UGC is a common problem for destinations. While there's rarely a shortage of photos shared about a destination, the ability to find usable shots related to tourism is often a limitation of DMOs.

Think Iowa City was no different. The DMO began its contract with Stackla in 2018 and immediately began work on utilizing multiple features of the tool to fuel its marketing efforts.

"I brag about it all the time. It has made my job a million times easier." says Addison Mittelstaedt, digital media coordinator for Think Iowa City. "Before I would have to take days out of my week to go do photo shoots. We used to have to send photographers out to our surrounding towns. There'd be one day a week I'd have to go out and take pictures in bulk. With Stackla, I have time to do other things with those photos now coming in. I rely more on Stackla for those images."

Along with training and assistance from Simpleview's social media specialist, the Think Iowa City team has established optimal use of these features of Stackla and is seeing tangible results in website performance, social media engagement and staff time efficiency.

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– ADDISON MITTELSTAEDT
Digital Media Coordinator for Think Iowa City

CREATING CUSTOMIZED SEARCH TERMS

Stackla allows clients to utilize a variety of search types to find content on social platforms. The Iowa City team created 40 individual search terms and hashtag searches and in one month found over 9,000 photos of Iowa City and its surrounding areas.

SOME OF THE MOST IMPACTFUL SEARCH TERMS INCLUDED:

Iowa City searched for photos utilizing travel keywords in their caption. Those keywords included visit, travel, vacation, visited, traveled, flew in, drove to, stayed in, hike, trip, most fun, road trip, wanderlust, tour, tourist and resulted in more than 1,000 qualified visitor photos. By using targeted keywords, Stackla enables DMOs to create searches that specifically find visitor content.

Hashtag searches for targeted topics such as #iowacityart and #iowacityfoodie. By setting up these search terms for highly-qualified hashtags, the Think Iowa City team can now see hashtagged photos about their destination all in one place. No longer do they need to search individual hashtags on Instagram and endlessly scroll down to see old photos. They can now aggregate all of their hashtagged photos in one place and filter through them using date specific searches.
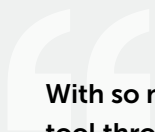
> With so many qualified photos being captured within Stackla, Mittlestaedt is compelled to use the tool throughout the day. "I look over it every morning. I look for pictures that are captivating that should be shared across our social media. I'll check again around lunchtime and then before I leave."

CUSTOMIZED WIDGET UTILIZATION

At its core, Stackla is a tremendous tool for putting user-generated content into customizable widgets that can be easily placed on any page within the Simpleview CMS. Think Iowa City has wasted little time in creating impactful widgets that enhance pages on their website. The DMO has created individual widgets that feature content specific to restaurants, things to do, events and, of course, a medley of all the best content to go on the homepage.
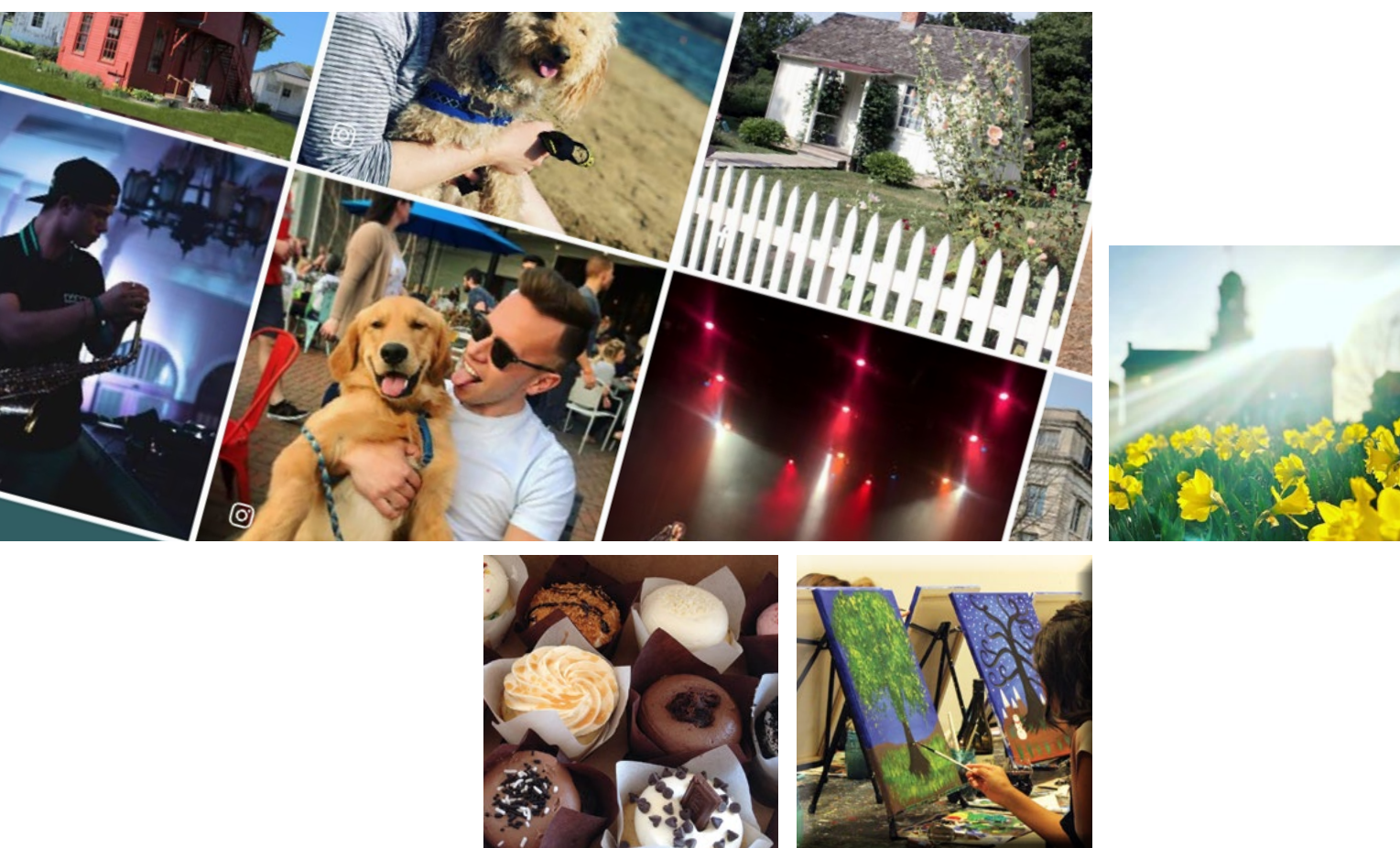
CUSTOMIZED WIDGET UTILIZATION (continued)

Inclusion into a widget on the Think Iowa City website has become a badge of honor amongst local photographers. Mittlestaedt explained, "When we integrated widgets on our website, I put a screenshot on our Instagram story telling people to tag us for a chance to have their photos featured. It's crazy how many people started tagging their Instagram photos because they know their photo might be on the front page of our website in the Stackla widget."

Inclusion into a widget on the Think Iowa City website has become a badge of honor amongst local photographers.

SOCIAL MEDIA ENGAGEMENT

In Mittlestaedt's words, "Not only do I use Stackla to pull photos, but I also use it to engage with users in the area. If I see a good photo, I'll interact with it. I've noticed it's helped a lot with our following and our engagement."

For Iowa City, Stackla has found more than 60,000 photos of the destination. The tool pulls those photos into its content section and enables clients to go directly to the photo's location on Instagram and engage with the piece of content. This can be done quite quickly and daily, leading to increased engagement and a boost in followers.
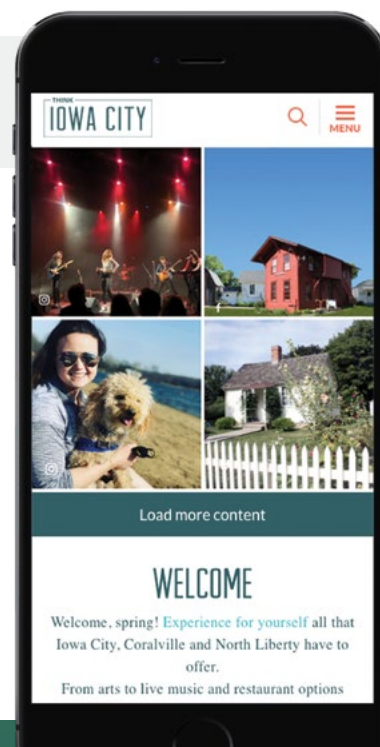
RIGHTS ENGAGEMENT

The Think Iowa City team utilizes one of the most impactful plug-ins available within Stackla. The Rights Management feature of the tool enables a client to act on found photos and request permission to use particular UGC in a DMOs marketing outlets including social media, print, advertising, website and others.

Since Think Iowa City began using Stackla, the DMO has secured rights for an astounding 120 user-generated photos. To do so, the DMO team utilized both the Rights via Registration and Rights via Response features. The Rights via Registration feature enables the DMO to contact users and ask them to agree to a set of terms and conditions that relinquish photo rights to Think Iowa City. Stackla catalogues registration responses, thereby enabling the DMO to directly download rights-given photos for use.

"I don't think anyone has ever denied a request. I've gotten every single picture I've asked for. Were starting to build a new visitors guide. We've found awesome photos with Stackla that we're going use," says Mittelstaedt.

Think Iowa City continues to utilize Stackla's Rights Management features on a weekly basis. At their current rate, by the time their first year at Stackla is complete, the DMO will have over 400 UGC photos at their hands for usage across their marketing efforts.

> The Think Iowa City team utilizes one of the most impactful plug-ins available within Stackla: Rights Management.
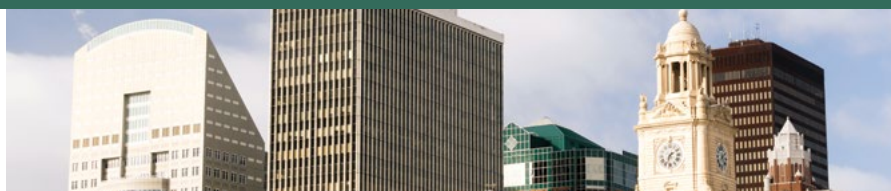
> "
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powered by **Stackla**