

# A guide to user-generated content (UGC)

## Are you going to incorporate UGC?



There are a few important things that you need to consider.

As a publisher, you are responsible for ensuring that all content on your site or app complies with all of our applicable program policies on all of the pages where Google ad code appears. This includes comments that are added to your pages by users.

### So, what should you do?

#### Am I going to manage this myself?

Ok, this is a lot of work, but don't panic. Here are some strategies to be successful:



**Publish a content policy:** Your users should be told what is allowed, and what is not.



**Routinely review your pages with user-generated content:** Set aside time to review your pages.



**Add links to help your users report bad content:** Add a "Report a Violation" link to allow your users to report problematic content.



You can focus entirely on the content of your site. Make sure your site complies with our [Program Policies](#).



#### Or, will I use a third party to manage UGC?

This is a good option for many publishers. However, the same best practices we suggest for content management should be incorporated by your vendor.



**Recruit user moderators:** Enlist the community to help flag inappropriate content.



**Build an automated content filtering system:** Based on the type of content on your site, you can create filtering to automatically detect certain content.

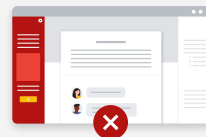
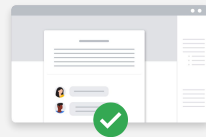


**Use a CAPTCHA on content submission to fight back against bots:** Before users can submit content, ensure that they're human beings and not bots by using a CAPTCHA.



#### I still want UGC, but I don't want to monitor it or use a third-party management platform. What should I do?

If you are unwilling or unable to place strong and responsive controls on user comments, change your site design. Have user comments launch into a new webpage that does not have Google ad code.



## Resources

Check out these resources for more information on user-generated content and best practices



[User-generated content overview](#)



[User-generated content policy video](#)



[Good strategies for managing user-generated content](#)



[UGC best practices and community-building video](#)