**Opinion: 2021 To Be Year of User-Generated Content**

User-generated content will become an integral part of most marketing strategies during 2021 as a viable time- and money-saving tactic that drives consumer connections and engagement, predicts Jose Angelo Gallegos. He highlights ways brands such as Facebook, KFC, Buffalo Wild Wings and Cisco have built campaigns around consumer and employee content, highlights necessary elements and offers four planning tips.

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<https://www.socialmediatoday.com/news/what-we-learned-from-ugc-in-2020-and-how-to-plan-for-2021/591669/>