**Consumers Cool On User-Generated Social Content**

A Visual Objects' consumer survey shows that 75% of individuals are unlikely to use a company's branded hashtag in a post, 73% are not keen on creating branded videos and just 11% interacted with a social media hashtag campaign within the past three months. The survey also revealed reviews are the most popular form of user-generated content and people engage most frequently with Instagram, Snapchat and Facebook Stories.

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[***https://www.mobilemarketer.com/news/75-of-people-unlikely-to-use-branded-hashtags-survey-finds/584549/***](https://www.mobilemarketer.com/news/75-of-people-unlikely-to-use-branded-hashtags-survey-finds/584549/)

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