CONTENT CURATION

Tactics for fueling your content engine.

Best-in-class marketers create <u>and</u> curate content
With these simple steps and best practices you'll be curating in no time. This checklist includes:

- Getting started
- Daily curation
- Best practices for curating

Getting Started

Step 1: Identify – pick your topic

- Decide what you want to be known for
- Think beyond your product and brand
- Make sure your topic is relevant, helpful, focused, and important to your audience
- Play to your audience's interests, pain points, and needs

Step 2: Discover – find your sources

- Locate your influencers
- Use a variety of discovery tactics to find new thought leaders
- Create a lineup that includes a combination of experts and up-and-comers
- "Follow" your sources through multiple channels – RSS feeds, e-mail subscriptions, and social connections
- Refresh your list by continuously finding and adding new folks

Fueling your company's Content Engine on the road to success.

Get a demo of Curata and get curating.

www.curata.com/demo

Daily Maintenance

Once you're set up, daily maintenance can be handled in as few as 19 minutes a day:

Step 3: Organize – review, filter, and categorize

- Aggregate all your incoming sources by making smart use of sorting, segmenting, and filtering tools
- Include a variety of sub-topics, sources, and opinions
- Include competitor content
- Create a quality user experience through the strategic use of categories, sub-categories, and tags
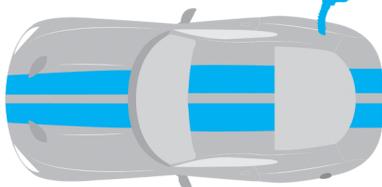
Step 4: Create – add value

- Put it in context – Add commentary to all your curated content
- Don't be a diva – Engage in conversation with your audience but remember to include your own voice as well
- Abide by the rule: Curate, create, don't pirate
- Be inspiring – Create original content inspired by curated content and market trends
- Balance the act – Create the right curated-to-created ratio based on capacity – your audience's and yours

Step 5: Share – publish and promote

- Consider creating an independent brand for your curated content
- Share to diverse channels - social media, blogs, microsites, corporate sites, newsrooms, newsletters

Checklist: 12 Tips for Content Curation

Tapping into the power of curation to complement your created content.

☐ **#1: Have you curated from multiple sources?**
Check the number of articles that you leverage from any single source; specifically curating those articles that are directly relevant to your audience. Good curation is just that, sorting and searching through the content to find the best stuff.

☐ **#2: Did you include only a small portion of the original content?**
Reproduce only those portions of the headline or article that are necessary to make your point or to identify the story. Do not reproduce the story in its entirety.

☐ **#3: Is your excerpt too long?**
If you are re-posting an excerpt from the original article, make sure your excerpt only represents a small portion of the original article.

☐ **#4: Is your image thumbnail size?**
When sharing images only share a portion of its original form, such as a thumbnail, unless you have explicit permission to share the full-size of the image.

☐ **#5: Did you retitle the article you curated?**
Retitling curated content means you are no longer competing for the same title in search results. You can add your own spin and you can incorporate keywords that are important to your organization.

☐ **#6: Is your original source clearly identified?**
Demonstrating that you have curated content from a wide variety of sources, and content from some very reputable sources, makes you more credible as well.

☐ **#7: Is there a clear link back to the original source?**
Linking to the original source may drive traffic away from you momentarily, but makes you more credible for identifying relevant content in other well-known publications.

☐ **#8: Is your original source link buried?**
Link back to the original article prominently, not buried all the way down at the end of post.

☐ **#9: Does your share bar have a close button?**
If you are using a share bar or iFrame, give the reader an option to close the iFrame or Share Bar to view the content without it.

☐ **#10: Are your no-follows turned off?**
The no-follow attribute on hyperlinks tells search engines not to give SEO credit to the site you have linked to. Don't use no-follows on your links to the original publisher's content.

☐ **#11: Did you include your own commentary?**
Inject a bit of creation in all of your curation efforts. Add your own voice to your curated content. (e.g., provide context for the material you use, add your own insight and/or guidance for your audience)

☐ **#12: Is your annotation longer than the excerpt?**
Make your commentary longer than the excerpt you are reposting. This is also good for SEO because it reduces the amount of duplicate content.

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