

HOW TO Curate Content The Proper Way

Content curation is the process of sorting through the vast amount of content on the Web and presenting it in a meaningful and organized way around a theme. The work involves sifting, sorting, arranging, and publishing information. —Beth Kanter

Review some successful curation examples for inspiration:

- ☐ Your Facebook feed.
- ☐ Amazon Lists.
- ☐ Netflix.
- ☐ Your favorite Pinterest board.
- ☐ Your local grocery store.

The framework that curators bring by curating is a way to augment the usefulness that each piece of content brings individually.

How to get started with content curation:

- ☐ Define where you will curate the content. Will you use a social network or a dedicated content hub from a company like Pressly?
- ☐ Determine what types of content you will curate. Will you curate elements of blog posts such as infographics, charts, quotes, and more?
- ☐ Define how you will reach out to the folks from whom you curate content.

Now for the details on how to curate content the proper way:

- ☐ **Provide your take on things by giving every curated piece some context.**
Whether it's through commentary, quoting, or abstracting, you should always surround the content with your views, knowledge, and insight.
- ☐ **Keep a healthy mix of curated and original content.**
To distinguish your brand from just another content aggregator, you should inject custom content that's personal and customized to your audience.
- ☐ **Take all the learnings from your most popular curated pieces and build off of it.**
Surround your created content with reputable third-party content that are aligned with your points, tone, and opinions.
- ☐ **Don't make it all about you.**
Avoid being you-centric with curation. It would be very easy to populate your hub with glowing reviews and articles about your business, but that would kind of be like Stephen King creating an Amazon List of the best horror novels and only including his books.

☐ **Answer your audience's common questions about your space.**

Curation is an effective way to address your potential customers' inquiries or concerns through validated, third-party content. Once you've identified these FAQs, start sharing pieces that shed light on these topics to further instill your expertise in the area.

☐ **Be very, very selective.**

You're trying to showcase your unique taste through these curated pieces. Pick only high-quality content that speaks toward how you'd like to be perceived.

☐ **Always attribute your sources.**

Always attribute who produced the content, and let them know! More often than not, they'll be happy to share the post, expanding your reach and views.

☐ **Take advantage of in-house expertise.**

Curation isn't just for the marketing team. No matter which department, everyone in your organization is constantly coming across interesting articles in and around your space. Create an internal culture of curating and knowledge-sharing.

☐ **Build a hub for your curated content.**

In order to capture your audience on your own domain and have them coming back to you for more, you should always set up a content hub before sharing on social or any other distribution channel.

☐ **Don't forget about CTAs!**

Make sure that your content is outfitted with appropriate Calls to Action. Whether it's signing up for a newsletter, requesting a demo, downloading an asset, or even a link to another piece of content, give your audience something to do once they've consumed your content.

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