Content Curation in social media

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Definition of Content Curation

Using judgment and a sense of style/awareness the act of selecting and arranging content to:

- create a narrative

- build a brand

- disseminate knowledge

- evoke a response

- create a community

- communicate in some way

Another Definition

Hand-picking content assets and layering or distributing them with a unique voice on behalf of your organization.

Types of curation

- Social
- Data
- Consumer
- Organizational/institutional

Strategies for content curation

1. Create an intentional content experience
2. Maintain consistency
3. Maintain context
   - Assert authority
   - Build relationships
   - Guarantee return visits

Goal

- Approach your organization's content as a medium – as capital -- that needs to be strategically selected and placed to:
  - engage the audience,
  - convey a message, and
  - inspire action.

Steps to Content Curation
Step 1

- Assess and analyze
  - Observe, monitor, and listen to assess and analyze your content and audience
  - Recommend high-level steps to create more cohesive content
  - Create curation goals
  - Recommend strategies for dissemination

Step 2

- Reframe
  - The content collection by creating an overarching strategy that defines how content be should be organized, positioned, and made relevant to the intended audience

Step 3

- Examine
  - The spectrum of what is available and desired for dissemination
  - Identify what is premium (the most unique among competitors, desirable to your audience, and creates engagement)
  - Agree on topical areas of strength, focus and breadth for your online presence

Step 4

- Use analytics for measurement/monitoring
  - Origin of users
  - How content is shared
  - Time spent in content engagement
  - Reasons for "unfollows"
  - Keyword/phrase tracking to identify importance
  - Movement between content segments

Step 5

- Become a subject-matter-expert
  - Define and manage the rules of play
  - Manage content and platforms
  - Stimulate conversation
  - Communicate insights
  - Extend general knowledge
  - Reduce distance/become the middleman
  - Build trusting relationships

Content strategist as curator Summary

- Define a mission and attributes for community members
- Outline goals for engagement
- Contribute and become conversation drivers,
- Identify, appoint status, and give responsibilities to community leaders and contributors
- Produce programming (events, features, rewards) to create engagement
- Define metrics and track behavior
- Maintain/increase presence

http://www.curatingfaithformation.net/uploads/5/1/6/4/5164069/the_content_strategist_as_digital_curator.pdf