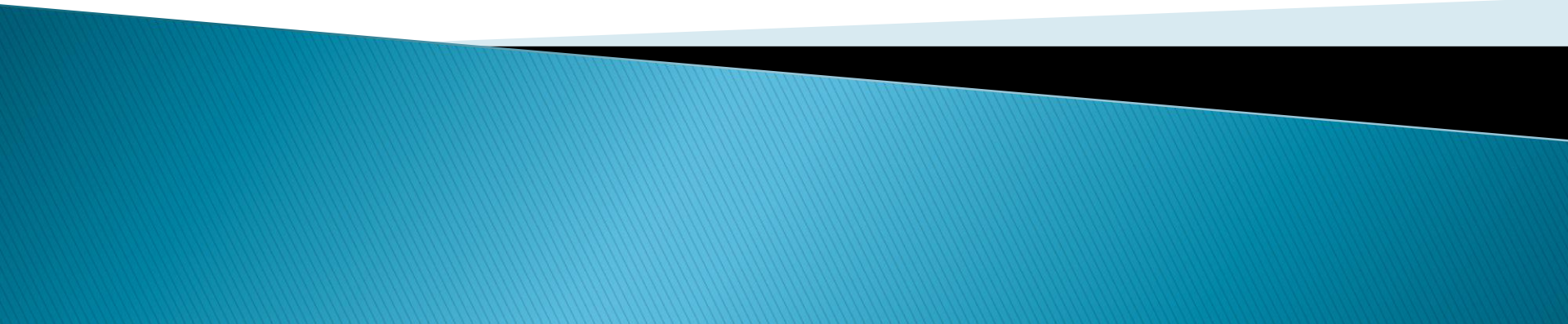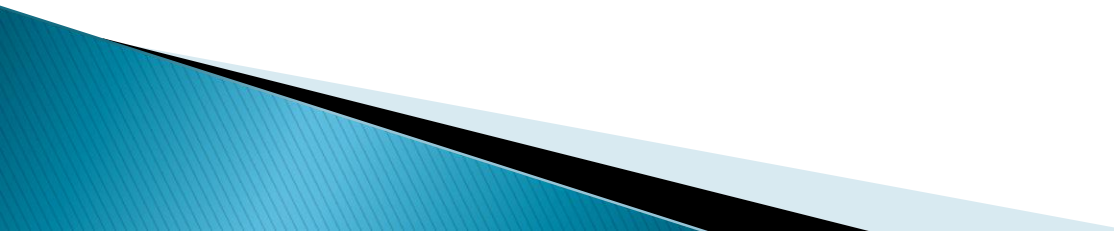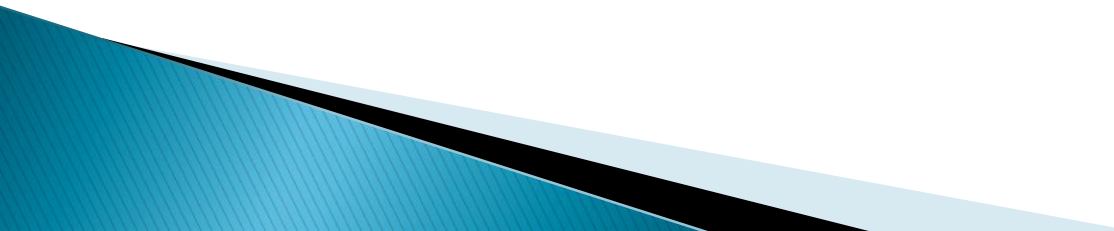# Content Curation Blueprint
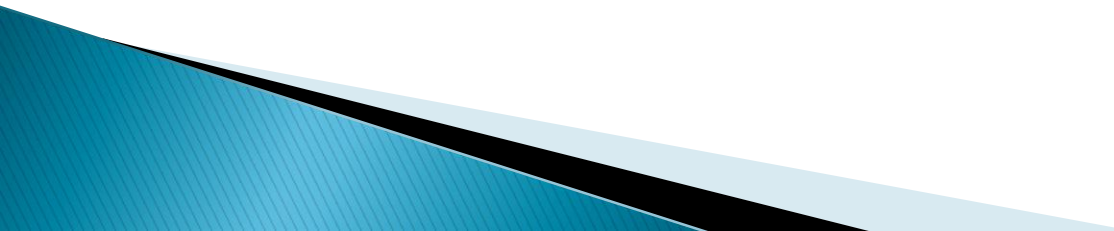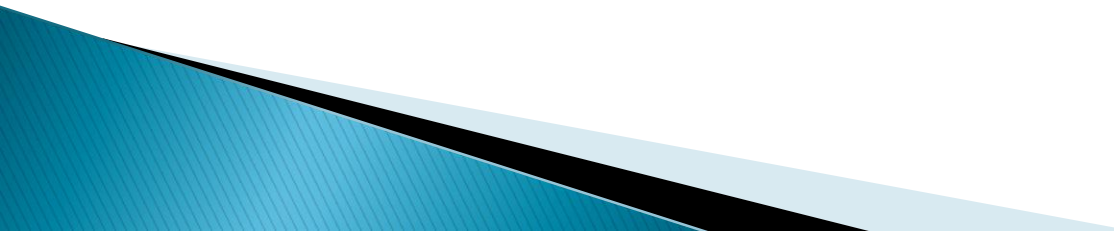
What Is Content Curation?

- Content Creation is the process of research, aggregation, analysis and organisation of web content and presenting it in a meaningful, coherent and organized way.
- It is usually done based around a particular topic, or niche.
- Content curation suggests that it is carried out by a real person, a human being, rather than by a piece of software or service.

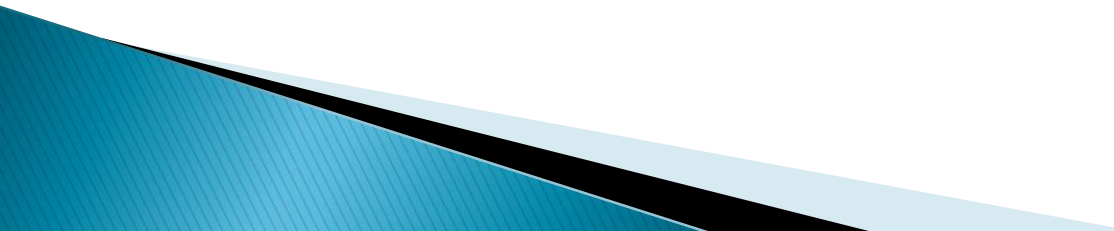- That in turn suggests that the Human Being is a Curator, usually an expert in the field being curated.
- Due to the vast amounts of data available, and being constantly created every day in huge volume, the task can be time consuming and difficult.
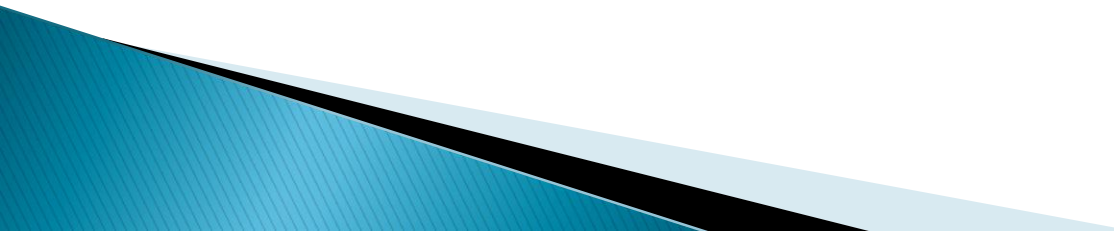
Why Is It Useful?

- Content is King. That's why it's useful.
- Every business, entrepreneur, organisation need to produce, or publish content.
- Creating new content is difficult and time consuming.
- So acting as a Content Curator is a viable alternative.
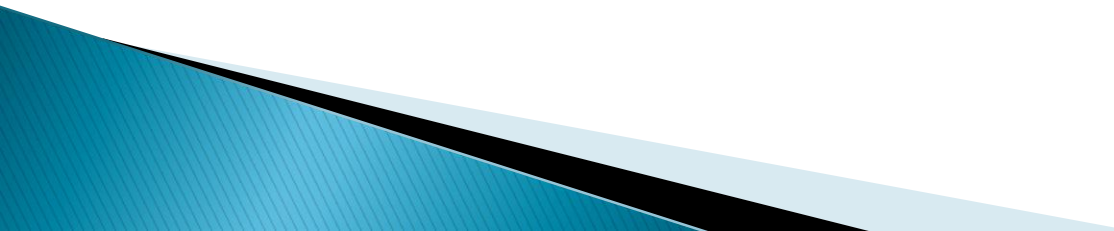- Instead of producing the content, curating it is an easier (possibly) option

- What does this mean in term of your reputation?
- It presents you as the expert, the trusted source, the one that is 'in the know'. Gaining this reputation is very valuable, it adds to your brand and builds your social capital.
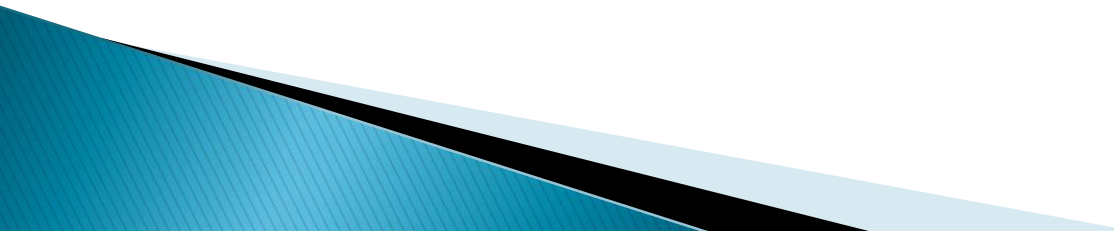
Why Is It Hot Right Now?

- There is a LOT of content on the web

- The Huffington Post
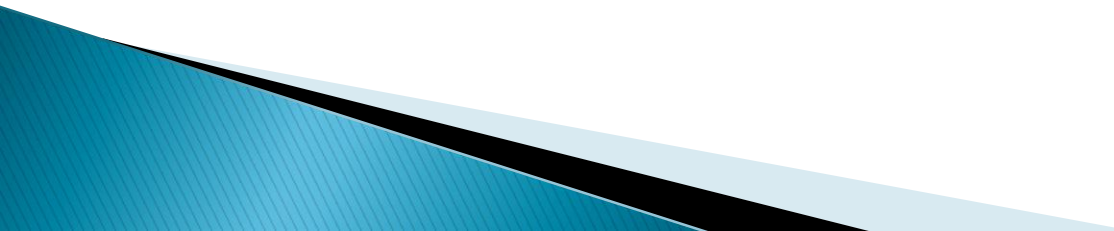- Tech Crunch
- Mediaite
- Pricey Pads

Step By Step Blueprint

▸   Step 1 :: Research

▸ Topics and sources

▸ Be very sure what your topic is, make it narrow, not wide.

▸ Research sites and sources of content, in a variety of media categories, written, pictorial, audio, video, even games and apps.

▸ Read a lot, a lot more than you ever share.

▸ Don't use it unless it's very high quality. Quality not quantity.

- Use tools such as
- • paper.li,
- • reduc,
- • bagtheweb,
- • pearltrees,
- • scoop.it

Step 2 :: Analyse
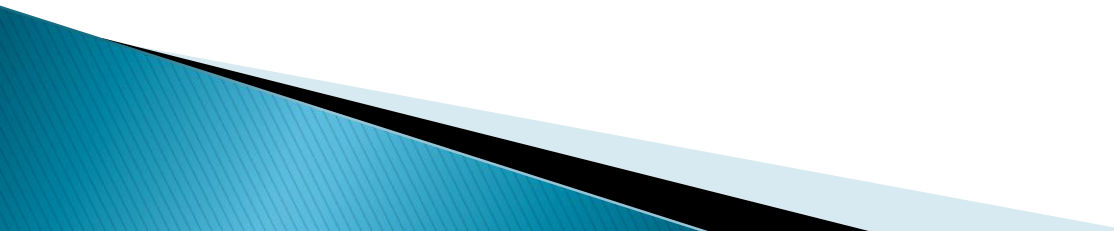
- Take note of the format of what you are sharing, and ensure a good mix of sources.
- Add value, in the form of opinion, additional resources, annotations, comparisons etc.
- Always give proper attribution to the source.
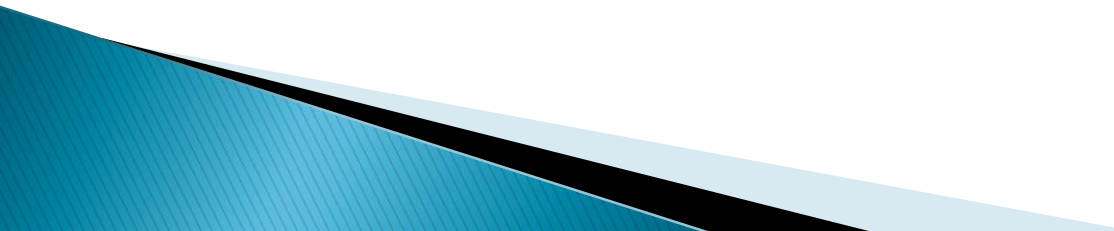
Step 3 :: Publish and Share

▸ Blog
▸ Publish it (with attribution) on your own-domain blog.
▸ Publish it (with attribution) on other blogging networks:
▸ • Wordpress
▸ • Blogger
▸ • Tumblr
▸ • Posterous
▸ • LiveJournal
▸ • Xanga
▸ • Weebly

Social Media

- Link to the content on Social Media Networks:
- •   Facebook
- •   Twitter
- •   LinkedIn
- •   Myspace
- •   Google Plus
- •   Pinterest
- •   Orkut
- •   Ning
- •   Badoo
- Video

- • Viddler
- • Flickr
- • Revver
- • Videojug
- • SmugMug
- • Photobucket
- • Hulu

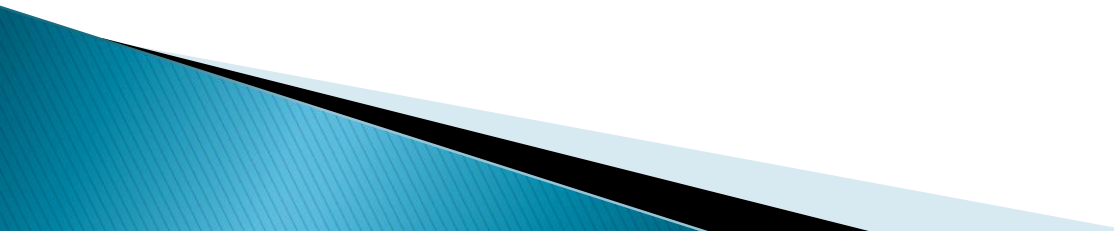# Audio

- Create an Audio (podcast or similar) and share on the podcast networks
  - •   iTunes
  - •   Podomatic
  - •   Podcastalley
  - •   Odeo
  - •   Yahoo
  - •   iPodder

Expert Tips

- Use Google Alerts on keywords you are curating.
- Use Google Reader to monitor relevant RSS feeds from blogs and news sites
- Use iffft to alert you of news
- Monitor Google Trends
- Monitor Twitter for trending items
- Follow other people in your niche on Twitter etc.
- Do it differently, so if curators in your niche just publish on blogs, create a video or audio daily review of news items.
- Do it continuously – people expect it all the time, so either choose a topic you love, or work hard, or outsource it!

Video

- Create a Video linking to the content, and share on the video networks:
  - • YouTube
  - • Vimeo
  - • Veoh
  - • Dailymotion
  - • Yahoo Video
  - • Metacafe

We Wish You Every Sucess