

Curation: Other Ways To Use Curation

Hi, this is Susan. Now that we've looked at content curation for social engagement, let's think about some other ways we can use curated content. If we do it right, curation can boost our efficiency and the cost effectiveness of our content. And it can help us to establish our brand or company's authority. It's also a natural springboard for organic influencer outreach.

Remember, the goal is to deepen our audience's trust and reliance on us for great information.

Curating well is much more than sharing links. It requires us to summarize and comment on the content we share. Here are some ideas for how to do it. In a blog post, find the week's most shared content in Buzzsumo. Read and think about what these posts mean for your customers and your industry. Write a summary of each one, including a snippet of text and a link to the original content.

Mari Smith does a great job with this tactic in her Social Scoop blog. Mari's contribution is significant, as she combines articles and adds her comments explaining each piece to the reader.

You can also curate for a newsletter. Find the week's, the month's, or even the day's most engaging content. Look for themes, and organize the links accordingly, providing extra insight for the reader.

Scott Monty of Braintrust Partners does this incredibly well in his Full Monty newsletter. Buzzsumo's save button makes it easy to save articles to a project. We can use the feature to organize content by topic or by the week we want to send the email.

It's important to remember that while content curation is cost-effective because we don't have to create everything from scratch, it's not free. We'll still need to spend time writing the summaries and comments, and we will need to distribute the content as well.

We can build our professional networks by letting the writer or publisher of the original post know that we're featuring them. Those original authors might even be willing to expand on the ideas in a standalone post for your blog or newsletter.

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To recap:

- Curating content can be a great way to build a blog post or newsletter.
- Always provide summaries and commentary helping your audience to see why the content is valuable.
- Buzzsumo's most shared section makes it easy to find content for either of these applications.
- Saving to projects allows you to easily organize your ideas by topic.