

Curated Content Techniques

Share on social media:

This is curated content in its starkest form. It simply involves sharing a few words and a relevant link on your favorite social media channel - a technique that is especially popular on Twitter.

Create new content by adding your own commentary to relevant third-party content:

This format is what most people think of when they hear the term curated content, and is an easy way to associate your business with news, trends, and smart conversations that are taking place in your industry.

Ask experts to contribute to a round-up post or panel discussion:

Ask a group of people for their answers to one specific question. Generally, this content is entirely original, in that the responses have not been published elsewhere.

Aggregate curated lists:

Lists are a very specific content format; for a list to qualify as content curation, it must collect information from a variety of sources.

Work with others to co-create social content:

This is a form of user-generated content (UGC) that removes the risks because you, the curator, are in charge of the content and presentation.

Invite your fans and customers to help with community-created social content:

Rating sites like TripAdvisor use this model to provide and encourage its community to interact on its platform. Unlike other curated content types, this technique isn't done when the content is published - it continues to evolve and gather new commentary over time.

Rank the best:

Think Top 10 lists and the like. This type of content curation is golden because it's a form of ego-bait - the people included on lists like these are personally driven to tell everyone they know about them.

Select the best tidbits for your audience:

The key to content curation success with this format is knowing what will matter most to your readers. The objective is to save your audience time by choosing the best of what's available and providing one-stop access to it.

Create a gallery:

Don't limit your content curation to text. Create photo galleries that spotlight your knowledge and clients. You should also think beyond your own publishing platform, and create galleries on your social media platforms, such as Facebook and Instagram.



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