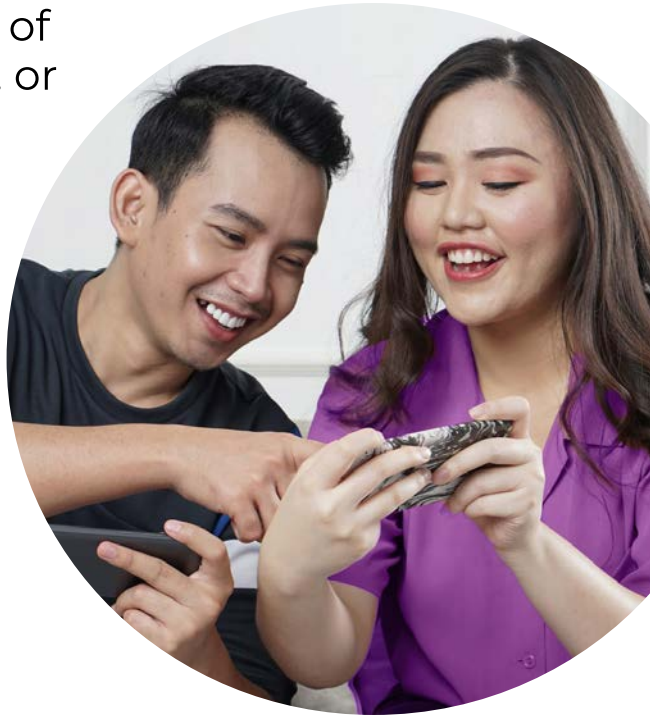


Using curated content in our social media strategy



What is curated content?

Curated content is **content from external sources** that we share with our audience via our website, blog, or social media channels. This could be infographics, lists of expert tips, blogs, or 'how to' guides.



Putting it simply; the process of using curated content means **finding content we know our readers will be interested in** and connecting them to it.



However, the success we enjoy depends on the way we **frame this content**. We can't simply share a link without explaining its importance to our industry or brand. In other words, we need to position ourselves as a thought leader even though we are sharing others' content.

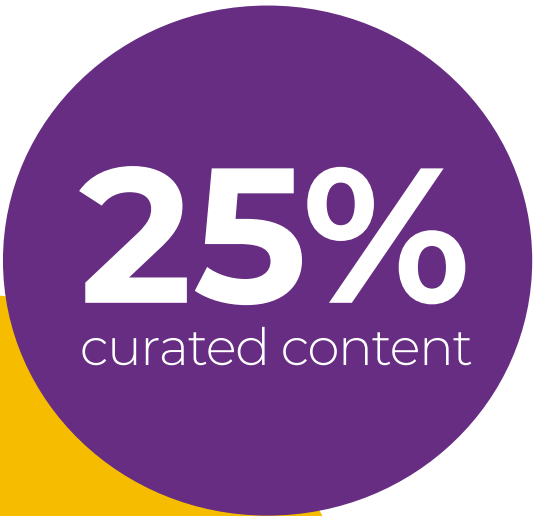
How, when and where marketers use curated content



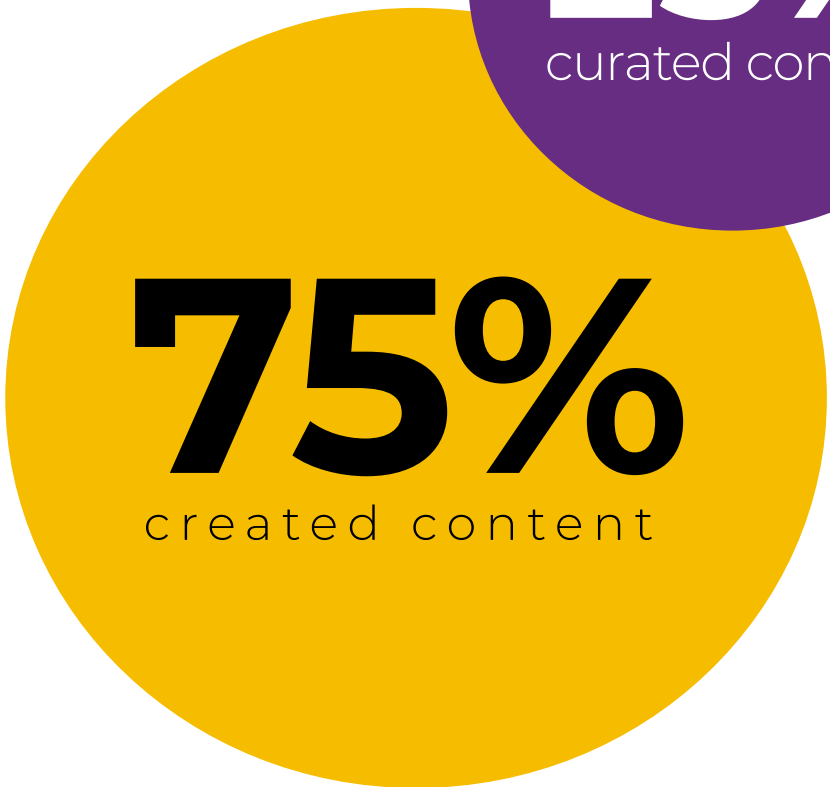
Almost **all marketers use curated content** in addition to their own original content; posting it on their blogs, but especially on their social media channels.



When it comes to use, ratios can be anywhere between 25% curated content vs. 75% created content, to a 50/50 split. It just depends on a **business' social media strategy** and their **overall goals**.



25%
curated content



75%
created content

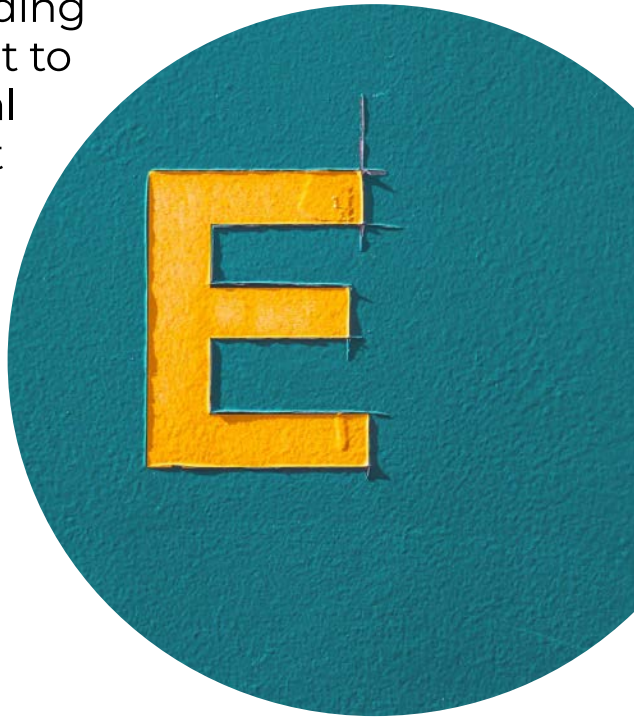
Choosing suitable curated content



The Three E's

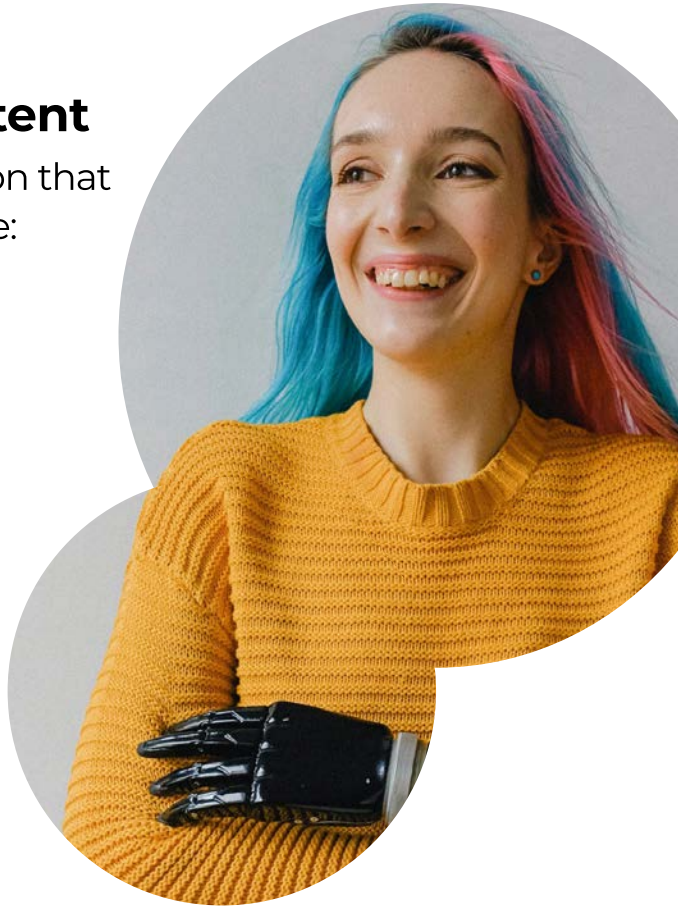
When we are deciding on suitable content to share on our digital channels, we must always bear the three E's in mind:

Engage, Educate
and **Entertain**
our readers.



Criteria for choosing content

So it stands to reason that content needs to be:



Relevant

We can get a good idea of what subject matters our audience wants to read about from extensive study of our **analytics**. That notwithstanding, the idea is to **complement** the content we create by providing industry expertise that we might not have ourselves so we need to choose content that is in line with the message we are trying to put across.

We also need
to take care not
to post content
that is too niche.
People will become
**disinterested by
technical language**
and jargon they
struggle to understand.



Timely

If a topic is **trending** on social media, there is little point in sharing curated content 2 weeks after events have unfolded. Not only will this make it look as if we are behind the curve; readers will have tired of seeing content related to that particular theme by then and will be less likely to interact with our post.



Useful to our target audience

Always be thinking, what can the readers take away from this link we are sharing? Are they learning something we can't teach them? Are we connecting them to a service they need?



Useful posts equal increased engagement!

The advantages of using curated content



Cost and time efficient

It is faster and cheaper than creating original content because there is no need to spend endless hours researching, drafting and editing your work.



Increased visibility

Sharing links improves our **brand visibility** because our reach is much wider. Not only that, it helps us achieve just as much, if not more, engagement as creating our own content - especially if the subject matter we choose is interesting or useful enough to our readers.





As we said above, we can provide them with expert knowledge that doesn't necessarily come from us. We might want for example to show **our stance** on a particular subject, but don't have the niche knowledge to write a piece ourselves, so we link them to someone who does - still allowing us to cash in on the **engagement and increased reach**.

Build on existing networks



Sharing curated material allows us to build our **professional network** and helps us connect with influencers.

So if we drive traffic to an **influencer** or industry expert by linking to their content; they will be likely to interact with us in a positive way i.e. reciprocating in the future by sharing our content, or thanking us, tagging us and even following our pages.

The disadvantages of using curated content





Curated content
belongs to
someone else
When we
create our own
content, it is
100% original
and we own it.

In essence, we can do what we like with it.
Publish it when and where we like, market it
how we like and so on.

Curated content however, belongs to external organisations or people and we need to be careful how we reference it, so as **not to be offensive** or **breach any copyright laws**.



For example, you cannot take a quote from an external article and use it. This is because we don't own that content.

Shifting your audience's focus away from you



The other downside to using curated content is that it can **divert our reader's attention elsewhere**. Ok, so we get the initial engagement, but chances are they will spend longer interacting with the external content. The result can mean less opportunity to demonstrate our own expertise, or position ourselves as thought leaders.

Curated content **vs.** content creation



Striking the balance



There has been debate for years amongst marketers over which type of content is best: Those who exclusively create original content claim that those who use curated content are lazy and unimaginative. Whilst advocates of curated content counter with claims about the efficiency of employing the practice, in terms of man hours and cutting costs.

Don't put all your money on the one horse

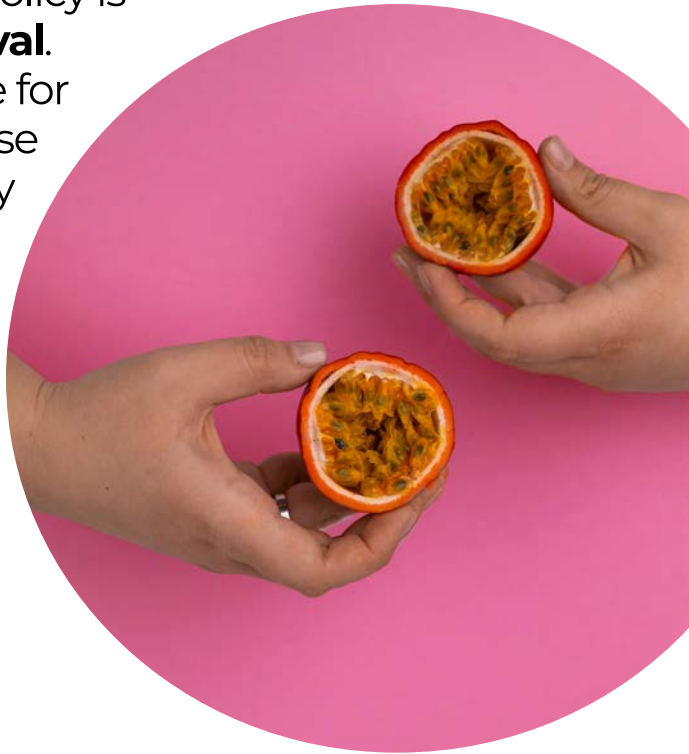
All things considered, what it comes down to is striking the right balance for your organisation.



There is no one size fits all approach here. We all have different ways of doing things and the values that one organisation prioritises; might not be so important for another.

Thinking about Passion4Social, we as a social enterprise put a lot of store in collaboration. In fact, sharing resources, contacts and information on policy is **key to our survival.**

This is not so true for a Corporate whose motives are solely centred on making profits.





It is important to remember that both types of content **serve different purposes** and both have their merits. Completely abandoning one would only mean missing out on opportunities.



It is up to us
to find that
balance between
self-promotion
and **building**
relationships.



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