



6 Steps for **Effective Content Curation**

Curating content is an efficient way for you to meet the needs of your audience without having to create everything from scratch. **Take a load off the content team and bring value to your audience with content curation. Here's how to do it right.**

1. Decide how much to share

We recommend an 80/20 rule — that is, 80 percent of the content you share should be original and 20 percent can be curated. By sharing a mix of good, curated content, you'll become a trusted source of information and complement your original content creation efforts.

2. Identify your themes

When you develop an overall content strategy, you should **identify themes** to guide your topic choices. These apply to original and curated content; the content you curate should align with your target audiences' interests as well as reinforce your company's messaging.

3. Vet the content as if it's your own

Before you post, read everything the whole way through. Make sure it's still current and verify that the article is from a reputable source that won't negatively impact your brand or SEO. In addition, figure out if you need approval from anyone else further up the marketing chain of command.

4. Determine where to share the content

This should be tied to your motivation for sharing curated content. To encourage more social engagement, share curated content on social media. Or, build your link profile by including curated content on your website with a summary. You can also inform followers of breaking industry news with a reserved spot in your newsletter.

5. Choose how to share the content

This will be influenced by where you decided you share your curated content. For example, Twitter is great for retweeting, while Facebook gives you room to offer more in-depth commentary. If you decide to include a curated article in your newsletter or link to one on your website, plan to craft a summary.

6. Select a point person (or software)

Make it clear who is in charge of finding articles. Software, like Curata or PublishThis, can be purchased to automate curation. In addition, you can use online tools such as Pocket to find and save content as you browse the web. You can also set up alerts through BuzzSumo or Google News to automatically notify you of relevant articles.



Want to ramp up your marketing strategy? Add curation to your content marketing mix.

Checklist derived from the original blog post on Marketing Trenches, "[Your Quick-Start Guide to Content Curation.](#)"