Best practices for content curation

IABC Western Region Conference

November 2011

Donna Papacosta

Trafalgar Communications
Tweet tweet?

#iabccanwest

@donnapapacosta
Content Curation: It's Going to Be HUGE

BY FC EXPERT BLOGGER STEVEN ROSENBAUM Mon Nov 22, 2010

This blog is written by a member of our expert blogging community and expresses that expert's views alone.

It's counter-intuitive--especially to Americans. But often less is more.

When Erin Scime wrote a blog titled: "Content Strategist as Digital Curator", it's pretty clear that she didn't expect to stir up a whole lot of emotions and anger. Yet, that's what she did--at least in part.
http://www.
A look at what's new

papacosta - Twitter Search (1)
@JoaquimHenrique tenho que ver isso... vc tem o cel do *papacosta*?
@JoaquimHenrique tenho que ver isso... vc tem o cel do *papacosta*?

Google Alerts - @donnapapacosta (1)
Making the Most of Your Most Popular Blog Posts By "Donna Papacosta", Published September 17, 2011 Every day, often while on hold on the phone, I peek at my blog stats, especially the search terms people use to find various posts. From reviewing my analytics, I can see that people often search for ...

"donna papacosta" - Google Blog Search (1)
Buzz Canuck: My 11 Takeaways from Social Media Nite at JWT *...* "Donna Papacosta" @donnapapacosta mentioned one of her most effective meetings was having a simple "lifting of the veil" discussion with a CEO to educate and subsequently push social initiatives forward. 2) Social Media *...*

trafcom - Google Blog Search (4)
Inside PR » Blog Archive » Inside PR 2.69: TV or not TV... that is *...* *...* Stuart MacDonald · Student PR · The Client Side · The Communications Plan · The Panel Podcast · The PR Place · The Spinfluencer · *Trafcom* News · Voice from the PR Maven · Wet Feet PR · Wooby Communications, Iqaluit, Nunavut *...* The Independent Publishing Magazine: Tasty Resources | Using *...* *...* Make a great podcast using Skype, GarageBand (macworld.com); Tasty Resources | Using CreateSpace with Austin Brown | PODCAST (mickrooney.blogspot.com); Podcasting for small business: a success story (*trafcom*.typepad.com) *...*
Podcasting discoveries — Souter Consulting Limited Souter *...* Many of the *Trafcom* News Podcasts are about podcasting. Feel free to download and listen (right here) [soon link]! It was listened to most of the podcast on the page linked to above, and have written a
Off to live in the moment. Will be back online Sunday to hit switch on fab @prconversations guest post by @berkson0 & @fredmcclimans Ta ra!

jgombita, [+ Sat 01 Oct 15:40 via web

10 Simple Steps to Social Media Success bit.ly/p04wdn from @socialmedia2day

bsainsbury, [+ Sat 01 Oct 15:39 via Timely App

Are you practicing the right things for #sales success? http://j.mp/qZwqqG

ronkarr, [+ Sat 01 Oct 15:38 via Visibili

@ColleenHawk Yes, you are m'dear. :)

EBurmeister, [+ Sat 01 Oct 15:38 via web in reply to...

Free-motion embroidered portrait by Michael-Birch Pierce. bit.ly/p61MMT

nicholaspatten, [+ Sat 01 Oct 15:37 via Spatik

@KristenRidley Nah, just in the right dressing room at the right time. :-)
@EBurmeister

ColleenHawk, [+ Sat 01 Oct 15:37 via UberSocial for Android

Late #FF shout-outs @DeBeauxOs1 @OrwellsBastard @MattiBastard

DonnaPapacosta, (RT by carolinekealey), [+ Fri 30 Sep 20:36

@ColleenHawk Yes, you are m'dear. :)

EBurmeister, [+ Sat 01 Oct 15:38 via web in reply to...

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DonnaPapacosta, (RT by carolinekealey), [+ Fri 30 Sep 20:36

Top 50 YouTube channels revealed on.wsj.com/rdB5LL #video

DonnaPapacosta, (RT by Jimboco), [+ Fri 30 Sep 15:20

In corporate comms, ditch the 'we' and make things personal lnkd.in/E4PSqK

DonnaPapacosta, (RT by iabcseattle), [+ Fri 30 Sep 12:03

Slides from my #iabctoronto presentation on #blogging: Get known, get remembered, get blogging slidesha.re/pmm4mp

DonnaPapacosta, (RT by Suriya_Vee), [+ Wed 26 Sep 10:08

RT @karenluttrel: Search Engines don't "get" clever. Keep blog headlines straightforward. - @DonnaPapacosta on #blogging

DonnaPapacosta, (RT by techmarketer), [+ Tue 27 Sep 21:42

Can blogging help you build your career? #iabctoronto toronto.iabc.com/iabc-events/20...

DonnaPapacosta, (RT by pictorrento), [+ Mon 26 Sep 09:49


DonnaPapacosta, (RT by pictorrento), [+ Mon 26 Sep 09:49
Wayne Henderson - 1:03 PM - Public

FRiNGE fans, the new episode of the FRiNGEcasting With Wayne And Dan is out now at http://MediaVoiceOvers.com/FRiNGE and in iTunes, Blackberry, Zune, etc.

Be sure to check the show notes for Walter Bishop's inspiration at http://MediaVoiceOvers.com/FRiNGE

Download, listen, subscribe, enjoy, comment. (904) 469-7469.

Thank you!

FRiNGE Podcast : Wayne Henderson: Media Voice-Overs
Wayne Henderson: Media Voice-Overs. Home; About; Mentions; iTunes; Live. blog; Podcast Productions. Christmas Memories; FRiNGE Podcast; LOST Podcast; Packers Fan Podcast; Tuning In With Wayne Henderson...
Clay Shirky

“It’s not information overload. It’s *filter failure*."

What is curation?

Finding, grouping, organizing and sharing the best of relevant content
Why curate?

• For your own knowledge and learning
• Show others you’re a resource
Curation steps

• Find content
• Collect it, save it
• Document it; add context and meaning; tell a story
• Share it; allow others to embed
Individuals as curators

• Helps you to be seen as a leader, expert
• Combine your original content with curated content
• Trusted guide
Storify

Handouts from most of the presentations at IABC11 are available online.

“RT @IABC_Ottawa: RT @BasiaV: Comms pros, be sure to download all the #IABC11 presentations here http://www.iabc.com/wc/WC11.htm #IABC

kerrymortimer
June 26, 2011 at 21:58

Many members posted recaps of their personal conference highlights.

“@mechristopher Thanks for the mention! Some #IABC11 nuggets gleaned from @Sue_Horner: http://t.co/uhSxEgq

Sue_Horner
June 27, 2011 at 8:21

One of the hallmarks of a successful professional development event is being able to apply what you've learned right away.

“RT @erin_hallmark: @IABC_SanDiego The day after I got back. I applied 3 things I learned at #IABC11 to a branding
Brands as curators

• Helps keep brand top of mind, especially during long B2B sales cycle
• Organization as a trusted guide
How To Select A Recommendation Solution
(Patricia Seybold Group)

Products are the tip of the iceberg for recommendation technologies: They belong everywhere personalization improves a user’s productivity or experience. This paper identifies the key criteria for selecting a solution.
DreamWorks: Behind the Scenes with a Code Warrior
A behind the scenes look at DreamWorks Animation's technical and artistic prowess that has created some of the biggest Hollywood blockbusters of our time from "Shrek" to "Kung Fu Panda" to "Puss in Boots."

Videos
- Solar Car With Secret Weapon
  The solar-powered car's computer collects data from its telemetry system and makes adjustments in real time to improve performance.

Stories
- Solar Car Design Powered by High Performance Computing
  Access to an HPC cluster enabled Cambridge University's World Solar Challenge team to complete computer simulations in minutes rather ....

- Tapping Subconscious Decision Making
  Evolving research techniques

- How the Subconscious Drives Buying Decisions

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You Are Free to Use This Content
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Aggregation vs. curation

- Aggregation – no human factor
- Curation – adds the human factor

“When we like it, it’s curation; when we don’t like it, it’s aggregation.”
EXAMPLES OF CURATED CONTENT
186 links

12 oct 2011  6 saves
Everything has been done. Give up now.
http://inoveryourhead.net/everything-has-been-done-give-up-now/

Smart Julien #storytelling RT @julien: Everything has been done. Give up now. http://t.co/XQUCKPld

via:packrati.us  storytelling

10 oct 2011  3 saves
How to tell a Story that Sells I myBrainshark
http://my.brainshark.com/How-to-tell-a-Story-that-Sells-383385358

storytelling marketing sales branding

30 sep 2011  1 save
Are you capturing employee stories and turning them into content? I Social Media...
http://holtz.com/blog/social-media/are-you-capturing-employee-stories-and-turning-them-into-content/3752/#.ToZC6WJ_f1U.twitter
To capitalize or not to capitalize: 7 easy rules

The author faced a serious conundrum recently: Is the 'c' in 'charley horse' uppercase? The search for an answer helped her create this set of guidelines.

In front-page feature, Idaho newspaper fact checks a press release

The feature, titled 'Anatomy of a Press Release,' takes an in-depth look at a politician's recent release. Is this a put check for the PR industry?
Be The Curator of Your Favorite Topic!

Create your topic-centric media by collecting gems among relevant streams
Publish it to your favorite social media or to your blog
Interested? You can Follow This Topic

All you have to do is click the 'Follow' button in the top right hand corner.

Any comments? I would love to get your feedback.

[Video] Google "maybe The Best Ads are Just Answers"
#OccupyWallStreet now has a list of very specific complaints
NYCBA All Sources

U.S. Recession a "done deal," ECI says
blogs.wsj.com All Sources

In which Michael Lewis rides bicycles with Arnold Schwarzenegger
VanityFair.com All Sources

Huge CEO severance packages still "rewarding failure"
ytimes.com All Sources

Cheer Up
Twitter data as an indicator of the world's mood
Wired.com All Sources Tweet This

Tax Arcana
Investors overwhelmingly support higher taxes for the rich
bloomberg.com All Sources Tweet This

THE RIVER
S&P and Dow Jones in talks over merger of indices
RUMORS 2 HRS AGO 8 SOURCES

A case against the Kindle Fire as a low-end disruption
EVALUATIONS 4 HRS AGO 22 SOURCES

Economists already trying to figure out how long the EU recession will last
4 HRS AGO 8 SOURCES

You can win $25K in plastic surgery at a Trump casino
UGH 5 HRS AGO 23 SOURCES
Problem. Solved.

From struggling local salon to booming national franchise
From his father’s flagging Fort Lauderdale, Fla., salon, David Coba managed to create a national franchise of European Wax Centers by taking the disorganized, but popular waxing service his father offered and streamlining it. Eventually the salon focused exclusively on waxing and began to grow to other locations. Having figured out good processes for managing wax, the family created a franchise that has grown to 215 locations.

Transforming spreadsheets: planning, budgeting and forecasting for midsize companies
A spreadsheet-based approach to performance management won’t meet the challenges facing growing midsize businesses. You need confidence in the information you’re using for critical decision-making. Read this white paper to see how IBM® Cognos® Express can transform the spreadsheet-only process.
- **Davis: We need a better gender balance in politics**
  Actor Geena Davis believes the U.S. will elect a female president during her lifetime, but there's quite a bit of work to be done first in changing people's perceptions of women as political leaders given they're still treated much differently than their male counterparts. During a recent appearance on "Piers Morgan Tonight," Davis said the U.S. people have to get to a point where it's completely normal to see females as political leaders. "We have to get to where it's just as likely for a woman to be a president as a man, and we're not anywhere close to that yet. So every woman gets so focused on and ends up representing the whole gender." [CNN](9/23) Share: 📰 Facebook 🌐 E-MAIL

- **Children films fall short on tech-focused role models for girls**
  When it comes to children's movies, there's a clear lack of strong female characters boasting careers and interests in the areas of science, tech, engineering and math, or STEM. The few female characters in family films that do show interest or aptitude in these subjects are either animals, zany or just odd, according to an analysis by the Geena Davis Institute in Gender in Media. Such portrayals could have a strong impact on how young girls view career options as they progress through school and into the workplace, according to this analysis. [TheAtlantic.com](9/23) Share: 📰 Facebook 🌐 E-MAIL

- **Female detective movie stands on the horizon at Disney**
  The Disney studio is getting ready to launch a new film character, a young female detective, in an upcoming movie. The character is being developed by the same team that created the hit movie "Frozen," and is expected to be a strong role model for girls and women.
Best Practices 2012: Call for Entries

The 2012 Bio-IT World Best Practices competition has released its call for entries. Since 2003, Bio-IT World's Best Practices competition has been recognizing outstanding examples of technology and strategic innovation initiatives across the drug discovery enterprise. (Read Full Article)

Eric Perakslis Appointed New CIO of FDA

Bio-IT World | Eric Perakslis, formerly Chief Information Officer (CIO) of R&D Information Technology at Johnson & Johnson Pharmaceutical R&D, has joined the U.S. Food and Drug Administration as the FDA's new Chief Information Officer and Chief Scientist (Informatics). (Read Full Article)

Powering Preventative Medicine

October 6, 2011 | DNA Electronics certainly sounds like the quintessential bio-IT company, but this London firm is quietly making waves in the field of next-generation sequencing (NGS) and molecular diagnostics. Some of the firm's key intellectual property (IP) is providing the foundation for present and future semiconductor sequencing platforms.
This is your Flipboard. It’s your social magazine, now with more to enjoy.

News: Flipboard Launches Brand Advertising
More Sizes! More Colors!
THE NEW SHORTFORM WIDGET
GET STARTED »

Who's PARTYING NOW? See more

YEEEEE
hosted by FrankdaTank

new fun
hosted by yingli

1185 people partied in TechCrunch Founder Stories
hosted by TechCrunch

[Start party! »]
Featured Content

**CIRCUS | Preview | PBS**
Preview of PBS' upcoming six-hour miniseries CIRCUS, airing in November 2010. Hit the road with CIRCUS and take an unforgettable trip from the big top to the "back lot" with the diverse characters who make up the legendary Big Apple Circus.
What's hot on Alltop

MOST POPULAR STORIES
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- Jesse Middleton Juggles Three NYC Startups, Makes Jack
- Wi-Fi Hotspot App Connectify Gets New Funding From ITQ – Welcome to infinity

HOLY KAW!
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- 8 keys to building an audience with news aggregation
- 8 keys to building an audience with news aggregation
- How will you celebrate Vegetarian Awareness Month?

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- Thanks to Mashable's Socially Savvy Supporters
- Boeing 787 Dreamliner: Can a High-Tech Jet Make Flying

FAST COMPANY
- Jesse Middleton Juggles Three NYC Startups, Makes Jack
- Apple Rumor Patrol: Two iPhones, Or Not Two iPhones, That
- Spotify Becomes Private, Guardian Invaded By Protestors,
- Tiny Spanish Island To Be Completely Powered By Solar And
- This Week In Bots: Animaltastic Innovation

SOCIAL MEDIA DASHBOARD FOR BUSINESS
Have you said any of these awful phrases to your staff?

ragan.com - If your answer is yes, consider yourself a bad manager. By Meredith Coburn | Posted: October 7, 2011
There are bad bosses. And then there are bad bosses. Corporate communication can be stressful, bu...

SandyAWilson

31 reasons not to be afraid of digital signage #dsafraid // Reason #1: Networking - Digital Signage Solutions

blog.mediatile.com - In light of October being a rather scary month, we thought we would highlight 31 reasons not to be afraid of digital signage. We hope you enjoy them. Reason #1: Networking Often times, the

Why Recruiters Prefer Facebook for Recruiting Young Professionals

mashable.com - Despite the challenges social media presents for human resources professionals, it plays a growing role in talent recruitment. The big question, though, is where to find talent. While employers con...

theAaronCraig

31 reasons not to be afraid of digital signage #dsafraid // Reason #2: Cellular - Digital Signage Solutions

blog.mediatile.com - In light of October being a rather scary month, we thought we would highlight 31 reasons not to be afraid of digital signage. We hope you enjoy them. Reason #2: Cellular digital signage As mentioned...

IABC/Seattle October Meet & Greet - Event Summary

cvent.com - Please join us for the IABC/Seattle Fall Kickoff Meet & Greet: 10 Ways to Energize Your
The #digitalstorytelling Daily is out! Edition of Thursday, Nov. 03, 2011
The storytellingpractitioners Daily is out! Edition of Thursday, Nov. 03, 2011
The Daily Awesome is out! Edition of Thursday, Nov. 03, 2011
The IABC Leaders Daily is out! Edition of Thursday, Nov. 03, 2011
The My Marketing Mavens Daily is out! Edition of Thursday, Nov. 03, 2011
The public-relations Daily is out! Edition of Thursday, Nov. 03, 2011
The Podcaster's Daily is out! Edition of Thursday, Nov. 03, 2011
The PR Post is out! Edition of Thursday, Nov. 03, 2011
@thornley Social/Digital Media is out! Edition of Thursday, Nov. 03, 2011
The Social Media A-List Daily is out! Edition of Thursday, Nov. 03, 2011
The iabc Daily is out! Edition of Thursday, Nov. 03, 2011
Format?

- E-newsletter
- Blog
- Microsite
- Curation tool
Quick list of tools

- Delicious
- Pearltrees
- Diigo
- Storify
- Scoop.it
- Paper.li
- Triberr
- Google+ Sparks
- Tumblr
- Magnify.net
- Curata
- Curation Station
Views and Opinions on Green IT

why moonshot matters - by peter judge

Hewlett-Packard's Project Moonshot was the most interesting data center hardware kit launch for some time. It's significant for lots of reasons. Firstly, of course, it's the first good, strategic news to come out of HP for a while. That's not much of an exaggeration - the attention has been on HP's fumbling over its PC division, axing its consumer devices, and buying big software firm Autonomy, followed by the resulting abrupt change in CEO. Of course, while all that has been a very exciting story, HP's hardware activity carries on regardless, and its data center strength looks significant. It's got its unified fabric, and now it is showing its ability to make radical decisions on processors, going with the new server-friendly versions of the ARM processor produced by Calxeda, instead of more traditional fare from AMD or Intel. The move towards lower power processors - and lots of them ... (Read Full Article)

fossil fuels: 21st century whale oil or making a comeback - by doug mohney

Depending on who you listen to over the past two weeks, fossil fuels are either this century's obsolete 'whale oil' or about ready to make a near-term comeback. It's the near-term comeback that Greenies should worry about. Energy guru Amory B. Lovins is promoting the whale oil line as he plugs his new book, "Reinventing Fire: Bold Business Solutions for the New Energy Era." Lovins has a big roadmap to running a 158 percent bigger (yes, BIGGER)
Defining your curation strategy

• How are you trying to position yourself or your organization?
• What role does content play in your overall marketing or communications strategy?
• How can you keep your efforts going?
• How will you measure success?
Ideas for curated content

• Industry news
• Expert tips and advice
• Presentations
• Case studies
• Reviews of events or books
• Photos
• Infographics
• Videos, podcasts
REMEMBER TO BE DISCERNING!
Curating company news for the intranet

- Company news
- News about competitors
- What’s happening in the industry
- Other factors that affect the market
Best practices

• Understand your market and your place in it
• What does your audience care about?
• Identify thought leaders, influencers
• Pick a platform
• Organize content
• Add your own flavour; tell a story
• Share, and make it easy to share
• Always link to the original source
• Add original content too
• Measure your results
How to get started

- Know your niche
- Think like a curator; keep your eyes open and your tools running
- Be consistently helpful
- Share, share, share
Please keep in touch

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