

## FACT SHEET 5

# FIVE RULES FOR BETTER CONTENT CURATION

Content curation is the practice of sharing third-party blogs, infographics, reports and more to enhance your own brand. Curation enables you to share high-quality content in less time, establishes you as a credible source of news and information, and publicly associates you with the experts in your field. To maximise your impact, choose your content strategically and follow these best practices for sharing.

**1 Share judiciously** Don't share, post or retweet content without vetting it first. Will the content serve your stakeholders with quality information or entertainment? This is more time-consuming but quality is more important than frequency when it comes to curation. Sharing irrelevant or low-quality content turns readers away and will only act to harm your brand.

**2 Be balanced and consistent** Create a publication schedule you can keep up with, and then stick to it. Regularity and consistency will keep your viewers coming back for more, and help expand your readership to new users.

**3 Attribute** Always provide links back to your sources, and credit the creator of any material you share. Attribution builds relationships with content producers and establishes credibility for your brand.

**4 Use multiple platforms** Different platforms offer different opportunities for curation. Explore all of them to determine the best way to reach and engage your customers. Good platforms to start with include Facebook, Twitter, LinkedIn, Instagram and Pinterest.

**5 Engage with content producers** Go beyond curation to offer your own opinion on people's content. This helps build your reputation as an industry expert. It also builds relationships that will get your own content shared in the future.

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**If in doubt, talk to an expert. The team at Bella Media are experts in social networking and content curation. Call 02 9398 2755 to talk to us about your social networking strategy.**