

Content Curation: A Guideline on How To Start

1 – Know Your Audience

To know what content will be relevant and engaging, you must first identify your audience and understand their interests. Some questions you should ask yourself include:

Is this content related to our brand, product, or industry?

Does this content resonate with my target audience?

How does this content help my target audience?

Does this fit our brand messaging and our target audience's perceptions of our brand?

What type of content is my competition sharing? Is it generating engagement?

2 – Decide on a Content Curation Ratio

Find a balance between sharing curated content and original content. The ratio will vary from one business to another, so use A/B testing to experiment and find your ideal ratio. Here are three crucial tips to keep in mind:

- Make sure the time periods are all the same length.**
- Make sure the tests have the same starting day of the week.**
- Your test needs to be long enough for you to gather significant data.**
(A month is generally a long enough time to see emerging trends.)

3 – Find Relevant Content

There are many places to find relevant content. Below are a few places where you can start:

- 1 Social media:** There's a plethora of trending content on these platforms. Not only is there a rich well of content, but social media posts also lend themselves to easy sharing and reposting.
- 2 Newsletters and publications:** You can also subscribe to newsletters and follow publications that may not be as mainstream.
- 3 Content that mentions your brand:** These may be in the form of reviews or customer experiences. By sharing the content of others mentioning your brand, you still get your brand visibility without overly promoting yourself, which can be a turn-off after a while. Additionally, you build brand trust because your audience sees that other customers have had positive interactions with you.

Try incorporating some of your own thoughts or events that tie back to your organization when sharing curated content.

4 – Create a Schedule to Share Your Content

There are various ways to share your curated content. You can use a social media calendar to share curated content on social channels or share blog posts via your newsletter. Whichever channel you choose, make sure you are regular and consistent in your sharing. Here are actions you can take to share content more regularly:

- You can use a social media calendar to stay on schedule and to find curated content early.
- You can share curated content via your newsletter.
- You can write original blog posts from curated content to share with employees.
- You can use modern Employee Advocacy tools like Haiilo to make scheduling and sharing content easy.

For example, **PwC Luxembourg** was able to motivate 73% of its employees to share at least once on their social networks, compared to a global average of 47%.

5 – Analyze Your Content's Performance

There are goals you try to reach by sharing content, so it's essential that you analyze your content's performance and what it's doing for your business. Some metrics you should use to measure performance include:

- Clicks, likes, and shares
- Number of followers
- Traffic (to your website, landing page, etc.)
- Open rate
- Click-through rate
- Subscription/unsubscription rate
- Number of mentions your brand has across all platforms

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