



CONTENT CURATION OR HOW TO BE AN INFORMATION HERO

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We need heroes!

A black and white close-up portrait of James Bond, played by Daniel Craig, wearing a dark suit, white shirt, and dark tie. He has a serious, intense expression and is looking slightly to the right of the camera. The background is dark and out of focus.

SPECTRE

007

To help our organisations....



...deal with Information Overload and Filter Failure



Skills

Go to www.govote.at and use the code **23 57 52**

What are the skills of an Information Hero?

the Content Curator

Finds all the relevant information on certain topics

Online, on Social Media and in 'hidden' content

For a specific target audience

And

Judges, enriches, processes and manages this information before sharing it on the right way

Content Curation is

a strategy which organises, selects and modifies relevant information on a continuous basis on a specific topic enriched with context, vision / meaning and presentation.

It is not

Collecting links

Retweeting / share / forward

Content Curation; the importance






Information overload makes it more and more difficult to find valuable information, which leads to:

 Loss of time






 Focus

 Quality of work

Content Curator; understands his audience

-  What are their wishes?
-  What is their online behaviour?
-  What are they interested in?
-  What are their needs?
-  Has your audience sufficient digital skills?

Content Curation; Collecting

-  Identify the right sources
-  Know experts or influencers
-  Know the right search strings
-  Connect to RSS feeds or Twitter feeds
-  Know the right tools (Tweetdeck, Hootsuite, Flipboard, Cousteau etc)

Content Curation; Share

 Copyright

 Presentation

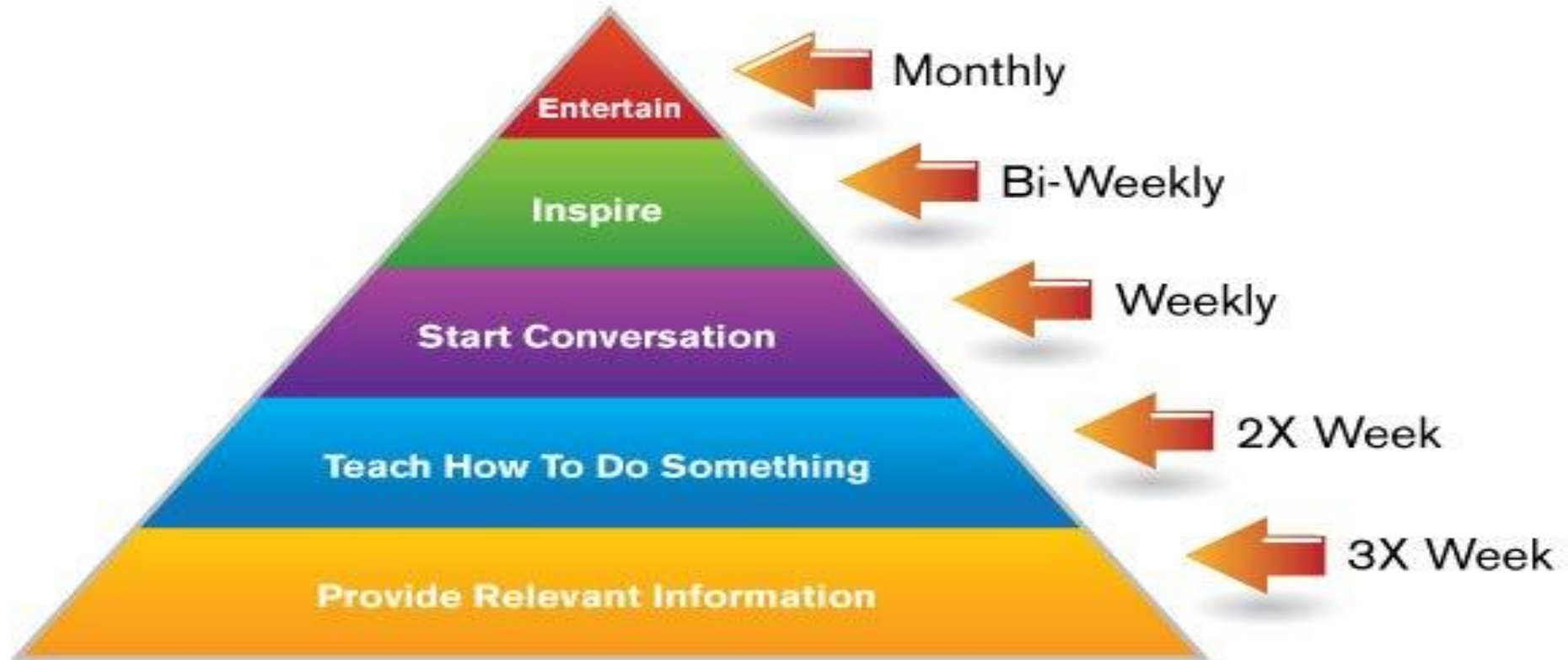
 Use the right tools; Blog, Storify, Instagram, Pinterest or....

Content Curation; Guideline (by Harold Jarche)

The Ideal Content Curation Practice

SEEK	SENSE	SHARE
Define topics and organize sources	Product: Writing w/links, presentation,	Credit sources and answer questions
Scan more than you capture	Annotate, Archive , Apply	Feed your network a steady diet of good stuff
Don't capture unless high quality	Must add value to work or strategy	Comment on other people's stuff
Time: 15 minutes 2x Daily	Time: 30-60 minutes Daily	Time: 15 minutes 2x Daily

Content Curation; Planning



Content Calendar

Voorbeeld contentkalender - contentplanning

Voorbeeld van contentkalender

	Blog 1	Blog 2	Blog 3	Facebook	Twitter	Google+	Pinterest	E-mail		
1-Dec-2013	10 Tuincentrum Leurs verslag (S)*	13 Riviera Maison kerstcollectie (S)*	15 Winactie alternatieve kerstboompjes (S)*	11 Verslag (S)* 15 Riviera (S)* 19 Winactie - promoted! (S)*			Foto's kerstcollectie RM & Tuincentrum Leurs			
2-Dec-2013	10 Snelle kerstversiering maken (S)*	13 NK Kerstdorpen bouwen (S)*	15 Trouwen met kerst - boeketten (S)*	11 Kerstversiering 14 Oproep NK 20 Kerstboeketten - album			Boeketten kerst			
3-Dec-2013	10 Scandinavische Kerstmarkten (S)*	13 Trouwen met kerst - bruidstaarten (S)*	15 Winactie Margriet WinterFair (S)*	11 Scandinavische kerstmarkt 13.10 Bruidstaarten 19 Winactie - promoted!	 Saskia de Laat Tekst Winactie: Dit is de tekst die ik ga gebruiken. Plaatje, link: http://imag.url <input type="button" value="Invoeegen"/> <input type="button" value="Annuleren"/>			Mailing #10		
4-Dec-2013	10 IKEA chalet collectie (S)*	13 Eetbare cadeaus (S)*	15 Sneeuwman knutselen kids - Loes (S)*							
5-Dec-2013										
6-Dec-2013										

 Tweeten

 Like



So... are you...?

Go to www.govote.at and use the code **23 57 52**

Are you an Information Hero?

<

0
Sure I
am!

0
Maybe...

0
Not yet,
but I want
to be

0
No.

Questions?

Have a look at the presentation again?

www.informationhero.org/blogs

Or

www.logo.eloweb.nl

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