

Content Curation Best Practices on Twitter

The process of content curation is broken down into a three-part work flow called “Seek, Sense, Share.” (Framework developed by Harold Jarche - <http://jarche.com/2014/02/the-see-sense-share-framework/>). Once all your systems are set up and you’ve internalized the skills, the work can be done in one or two 15-minute daily segments on Twitter.

SEEK: Discovering and filtering your sources—experts, publications, and keywords. This is the fire hose, but if you learn to filter your Twitter stream it can become manageable.

- Spend more time vetting and filtering out most of the incoming tweets, don’t share everything—be selective.
- Vet and verify original source for quality
- Tap into a personally selected circle of trusted expert sources in related, complementary, or similar topics and use Twitter lists to keep them organized.
- Read the links before you retweet and determine if you can enrich it. Look for additional references, reviews, citations, or stories that can help complement the existing story.
- Always be seeking. Look for new, credible, and interesting Twitter sources.
- Use saved Twitter searches for hashtags, keywords to find highly relevant and useful content to curate.

SENSE: This is the process of making sense of the information and links you discover on Twitter. Summarize, synthesize, adding insight, etc. This is what you do already to build your reputation and expertise—now you able to do this via Twitter. You will no doubt *scan* many more resources or articles than you will read deeply and analyze and *share*. Because of your expertise and interests, you will *sense* the opportunities that are appropriate and relevant, then cherry-pick what is important to *share*. And of course, this process should link up to your objectives or professional learning goals.

- When you share something from a website, the title oftentimes prepopulates the tweet. Use a journalistic approach to rewrite headlines (see Writing Great Tweets).
- Ask questions related to the piece of content you are about to share.
- Add your insight to a tweet before clicking a simple retweet.
- Cull through links curated in a blog post or conference presentation for deeper stories to share.
- Pull out the important quote or finding or statistic in the resource you are sharing.

SHARE: Sharing resources and your insights with your professional network—it is also a way to engage. This is the water cooler conversation around the content. You will lead conversations. When sharing resources as a content curator, you will give credit to your source (where you found the link or who wrote the piece), mention other Twitter users who might find the content relevant, add relevant hashtags, and use your point of view to build your authentic voice.

- Attribute the original source (publication it appeared in, the writer, or whomever brought this piece to your attention) to note discovery channels.
- Broaden the possibility that people who care about this will find your tweet by using hashtags.
- Recommend to a particular Twitter user or get him/her engaged through asking a question.
- Crowdsource for additional comments or insights on your blog posts.
- Share resources you discover on Twitter on other channels as appropriate.