CILIP Conference 2015
Bringing the information world together

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CILIP UPDATE
facet publishing
Mastering Content Curation

An Introduction

Steve Dale @stephedale
Content Curation

What?
Why?
Who?
How?
What?
MY ROLE IS DIGITAL MEDIA CURATION.

AM I SUPPOSED TO KNOW WHAT THAT MEANS?

HA HA! I LOOK DOWN ON YOU FOR NOT UNDERSTANDING MY TRENDY JARGON.

YOUR IGNORANCE IS ON DISPLAY FOR ALL TO SEE!

LEAVE THIS MEETING NOW! YOU ARE NOT WORTHY!

MAYBE YOU COULD JUST TELL US WHAT CURATION MEANS.

FINE. LET'S TRY THAT.

IT MEANS UM... UM...

IS IT TOO LATE FOR ME TO OVERLOOK YOUR IGNORANCE AND MOVE ON?

© http://dilbert.com
What is “Curation”? 
We like to collect and organise
The role of the ‘Curator’ is associated with bringing together collections – for example, paintings or historical artifacts, in galleries and museums.

The skill, or discipline of the curator is finding and presenting the paintings or artifacts in a way that tells a story.

A pile of unrelated stuff that tells no story and requires no curation skills is called a “car boot sale”!
Curation Is Everywhere

Curated by Drew Skau (@WTFViz). Visualizations based on bogus statistics, and plenty of nonsensical jargon.

WTF Visualizations

http://viz.wtf/

pictures of big data

http://bigdatapix.tumblr.com/

Kids & Parenting

Pinterest Board, curated by Kirsty Hornblow

Social media platforms are curating content, by giving curation tools to users (YouTube playlists, Flickr galleries, Amazon lists, etc.)

Media entrepreneurs are building new types of media platforms around posting excerpts from the most relevant stories from around the web (The Drudge Report, The Huffington Post, etc.)

The Guardian #smarttakes. Selected commentary from journalist and social networks.

Bento Box – Curated Training Modules

https://www.bento.io/grid
A content curator is a critical knowledge broker who continually seeks, collects and shares the most relevant content in his/her knowledge domain.
What is **NOT** Content Curation?
## Content Curation is NOT Content Marketing

### Content Curation
- Is not after quantity. Quality is his key measure.
- Always provides insight as to why something is relevant and where the item fits in its larger collection (stream, catalog, list, etc.)
- Adds personal evaluation, judgment, critique or praise.
- Provides useful information about other related, connected or similar objects of interest.
- Credits and thanks anyone who has helped in the discovery, identification and analysis of any curated item and links relevant names of people present in the content.
- Does not ever republish content "as is" without adding extra value to it.
- Does not curate, select, personalize or republish his own content in an automated way.
- Discloses bias, affiliation and other otherwise non self-evident contextual clues.

### Content Marketing
- Is after quantity. "The more content published, the better", is his mantra.
- Curates, republishes and retweets content without having fully read it.
- Reposts, shares without providing or adding any insight.
- Adds no evaluation, judgment or personal critique.
- Provides no personalization.
- Does not include additional useful info, references and links.
- Does not add credit or attribution.
- Republishes content "as is".
- Uses automation tools heavily.
- Does not disclose bias, prejudice, affiliation and partnerships that may influence his writing.

Source: Robin Good, http://www.masternewmedia.org/content-curation-is-not-content-marketing/
Why?
Finding relevant stuff is getting increasingly difficult!
We live in a socially connected world, where anyone can have a voice, and everyone wants to be heard.

...but **Quantity** is growing at the expense of **Quality** and **Relevance**
Who created the things we were reading in 1980?

**PRINT MEDIA**
- Articles: Writer (W), Writer (W), Writer (W)
- Ads: Writer (M)

**BOOKS**
- Books: Marketing (E)

**DIRECT MAIL**
- Direct mail pieces: Marketing (M)

**CORPORATE**
- Memos, policies: Executive (E)

**Writing**
- Editing: Editor, secretary (E), Marketing copywriter (M)

**Media**
- Created by Josh Bernoff, WOBS LLC
- This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License

Source: Josh Bernoff www.bernoff.com
Who creates the things that we read now?

**Writing**
- Traditional articles
- Traditional ads
- Native ads
- Contributed content
- Comments

**Editing**
- Traditional books
- Self-published books

**MEDIA & MEDIA SITES**
- Brand sites
- Email marketing
- Corporate blogs
- Social media

**DIGITAL MARKETING**
- Executive communication
- Managers, HR, etc.
- Person-to-person email

**CORPORATE**
- Personal email and texts
- Personal social media

**PERSONAL**

<table>
<thead>
<tr>
<th>Content</th>
<th>Creators &amp; levels of writing skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>Writer, Editor</td>
</tr>
<tr>
<td>Marketing</td>
<td>Most skilled</td>
</tr>
<tr>
<td>Corporate</td>
<td>Marketer, Employee</td>
</tr>
<tr>
<td>Consumer</td>
<td>Least skilled</td>
</tr>
</tbody>
</table>

Source: Josh Bernoff www.bernoff.com
Growing Demand for Decision-Ready Information

People don’t have the time to read, think and write much, so they will appreciate someone who has filtered out the bulls**t and produced quality information.

There’s a lot of this about!
“In a world of bandwidth and content abundance, we're overwhelmed with data, tweets, blogs, check in's and media. It used to be we surfed the web. Now the waves of the web are just too big. Curation is the new magic that makes the web work. Bringing the web back to human scale with human filters you trust and love. A powerful mix of passion and context turns noise back into signal.”

How?
21st Century Literacies

Traditional Literacy
• Ability to identify what information is needed and the ability to locate, evaluate and use information

Information Literacy
• Ability to identify what information is needed and the ability to locate, evaluate and use information

Visual Literacy
• Ability to understand and produce visual messages

Digital Literacy
• Ability to use digital technology, communication tools and networks to locate, evaluate and create information

Media Literacy
• Ability to question, analyse, interpret, evaluate and create media messages

Critical Literacy
• Ability to question, challenge and evaluate the meanings and purposes of texts

Tool Literacy
• Ability to use tools to manage, consume and create information

Source: Dr Daniel Churchill, www.learnactivity.com
Effective Content Curation

Understand Self

Learn (from audience engagement)

Share & Acknowledge

Evaluate, Reflect, Comment

Find & Filter Relevant Content

Understand Your Audience

Find, join and contribute to the most relevant and useful communities for your job/role both inside and outside of your organisation.

Identify relevant and high quality learning content for your job/role

Reflect, experiment and put into practice what you have learned

Develop your skills through collaborative interactions with peers and receive honest advice.

Share your ideas and comments and see comments from others.
My Daily Routine

SEEK

Social + Professional Networks

News Services

SENSE

EVERNOTE

feedly

hootsuite

netvibes

Filter, Aggregate, Organize, Review.

Add Insight & Value

SHARE

buffer

Publish, Share, Promote
Or more simply…

1. Choose a relevant theme or topic (preferably one that you know something about).
2. Find and discover quality sources of content.
3. Organise, review, filter out the rubbish from the gems.
4. Create new content with added value, perspectives and opinion. Attribute as appropriate.
5. Publish and promote.
A Look At Some Of The Tools
THE ULTIMATE LIST OF CONTENT CURATION TOOLS AND PLATFORMS

Posted in Ultimate Lists with tags: content creation, content marketing, curating, curation, curation platforms, curation tool reviews, curation tools, curation traffic, dashter, mycurator

Source: http://www.youbrandinc.com/ultimate-lists/ultimate-list-content-curation-tools-platform/
Popular Content discovery tools

- Newsle
- News.me
- Flipboard
- Prismatic
- Buzzfeed
- Mashable
- Techcrunch
- Google Alerts

...check out Robin Good’s curated collection at: https://content-discovery-tools.zeef.com/robin.good

The Content Curator’s most important tool in the toolbox...

Bookmarklets

Install bookmarklets and extensions on your web browser to make it earlier to clip and share content.
Federated Search (1)

Google's standard search results

My Diigo bookmarks search results

My Kifi bookmarks search results

My Evernote Search Results

Twitter search results

Google's standard search results
Federated Search (2)

Twitter Search Results

Content Curation: a primer | A Listly List

Twitter Results for "content curation"

- Martin van Beek @dutchtal: The Problems With Content Curation Tools: Part I - Business 2 Community http://t.co/kVc2ZabZw
- Ombline de F @omb_line: RT @KadySan: Si #content is the King alors @socoopit est un royaume de 1,8 million de curateurs #MBAMCI #curation #leader
- Hélène Mérazian @HelenEMerazian: RT @KadySan: Si #content is the King alors @socoopit est un royaume de 1,8 million de curateurs #MBAMCI #curation #leader
- Kady Sanou @KadySan: Si #content is the King alors @socoopit est un royaume de 1,8 million de curateurs #MBAMCI #curation #leader
- Leila Samii @leilayalee: 10 Real Time Content Discovery Tools for Curation, Engagement and Sharing http://t.co/SGS0G/Y0C2 via @toprank #SMW http://t.co/Ux3AHWwz2v
- TO NO App @tomoeapp: Content creation & content curation for a Better Website #Tech #TDT http://t.co/L8B5FfTdsA

Google Search:

About 3,090,000 results (0.49 seconds)

1. Smarter Content Curation - stackla.com
2. Content Curation Platform - yourprss.co.uk
3. Content Curation Platform - crafted.tm
4. Digital Content Curation
5. Content curation - Wikipedia, the free encyclopedia
6. Content Curation Primer | Beth’s Blog - Beth Kanter
7. Content Curation - Mashable

Twitter Results:

- diigo Results from your Diigo Library (Premium for)
- CILIP’s 2015 Conference - Steve Dale
dlcpconference2015.org.uk CLILP stephendale curation
- Content Curation Tools - International Journalism Festival 2015
- TECH TALK WITH MIKE: Sniply for content curation and web 
google.com news curation
- Content Curation Comparison tables - SocialCompare
- EVERNOTE
- 3 Related Results in your notes

New post: Understanding
May 16th, 2015
Understanding "content curation"

A Beginner’s Guide to Content
Nov 10th, 2014
A Beginner’s Guide to Content Curation

What's New in Curation
May 17th, 2015

Add to Hootsuite
Hootsuite is a web and mobile social media dashboard that publishes and monitors conversations across multiple networks including Twitter and Facebook.

- Tabbed interface showing multiple activity streams.
- Basic details on any of your contacts by just clicking on their thumbnail/user name.
- Weekly analytics reports very showing:
  1. Number of clicks per day
  2. Geographical information on the people clicking through
  3. Top referrers
  4. Most popular links click summaries.
- Post to multiple Twitter accounts, Facebook profile and page, Google+ page, LinkedIn profile, company page and groups.
- Scheduling feature for date + time Tweets published.
- Free for up to 5 social media accounts - monthly subscription for 6+ accounts.

See also TweetDeck: https://tweetdeck.twitter.com/

https://hootsuite.com
Netvibes

- Free for all users, with no advertising!
- An information aggregation tool that can give a broad oversight on what’s going on, all in one dashboard
- Setup a dashboard for each subject you want to monitor (1) or consolidate everything you want to track into one dashboard (2)
- The dashboard monitors updates in real time.
- Different tabs, pages and dashboards can be created to track different topics.
- A large collection of third party analytics widgets available, such as SugarCRM, Alexa, Quantcast and Chartbeat.
- Dashboards can be published publicly to create product microsites and community portals.

http://www.netvibes.com/
Bottlenose is an advanced real time social intelligence platform, which enables you to find out about trends quickly and to explore what is driving these trends backed by detailed sentiment analysis. It helps you address the who, what, when and why questions.

- Enterprise (subscription) and free (Bottlenose Lite) versions available
- Allows you to set up a number of streams, pulling in search results from a specific source (i.e. Twitter) or multiple sources such as blogs, news sites and social networks.
- Sonar style image which is a real time map of social activity for your stream. The tool provides a unique visual representation of a topic or stream to help you gain insights into the trends as they take shape.
- In Sonar view you can switch from topics and hashtags to mentioned users or to content type.

http://bottlenose.com
http://lite.bottlenose.com/
Feedly

- Feedly aggregates RSS feeds. An aggregator captures, and organises, feeds to simplify the consumption of news - without having to visit the source website. Free and Premium service.

- Feedly provides its own hosting service, meaning Feedly stores RSS feeds on its own servers. When Google Reader died in 2013, so did the hosting service that virtually all RSS readers relied upon.

- Feedly is operating system agnostic, and the most widely used reader on the market. For those of using the service from a browser

- A variety of browser extensions available.

- The only RSS aggregation service that includes both a browser interface and a first-party mobile app. Access your feeds from the location and device most convenient to you.

- Feedly offers a wide range of sharing options, including a ‘custom sharing tool’ (a premium feature) that act as an API. Content can be shared across all of the big social networks, and apps such as Evernote, Pocket, OneNote, Buffer, and Hootesuite.

http://www.feedly.com
SpecificFeeds

- SpecificFeeds is a free web app which allows you to provide the opportunity to your RSS readers to subscribe only to the type of news and stories they are interested into by allowing them to select tags, keywords and authors they want to read about.

- You simply submit your RSS feed to SpecificFeeds and the service automatically creates a web page and an icon that you can share or publish on your website to help those that want to subscribe to your news, but who prefer to pre-select topics, tags or authors they like to see.

http://www.specificfeeds.com
Newsblur

- Clean interface
- Ability to connect users with a community of other readers.
- Readers can also discuss specific articles with each other directly in the software through a comment system located under each piece of content.
- By using NewsBlur's training filters, you can hide stories you don't want to see and highlight the stories that interest you. Teaching NewsBlur your preferences (or lack thereof) for certain blogs, authors, and topics cuts down on the noise and connects you with the news that interests you most.
Listly

- Helps you makes lists on just about any topic.
- A list can be viewed in different ways: ranked by the crowd, curated or from newest to oldest entries.
- A list can published as a social object. Others can then view it, link to it, share it, embed it, add to it and rank its contents.
- Twitter lists can be integrated to its service – but updates to Twitter lists don’t update Listly.
- A free Listly account offers unlimited lists. The premium offers private lists with secret URL, more moderation and layout features and no advertisements.

http://list.ly/
Kifi

Kifi is a powerful social bookmarking service that keeps and helps you organise all the pages that matter to you.

- Chrome or Firefox “Keep” plugins make it easy to save all your important pages
- Public or a private libraries.
- Tag, rename, and choose an image for your keeps
- Organise ‘keeps’ into your own libraries
- Follow other libraries that match your interests.
- The Kifi plugin offers the easiest way to recall the things you’ve kept.
- Indexes the full text of every page that you save, making it easy to find them again
- Discover recommendations from friends
- Delivers a feed of recommendations every day, based on what you keep and the libraries you follow
- Engage in real time conversations on any page
- Call attention to the most important part of any page by highlighting text and images of interest
- Kifi app is available for Android and iOS devices
Pearltrees

A visually-oriented connective network of multi-media content, which can be shared, repurposed and linked in a number of ways across social media platforms. The ‘Teams’ group function enables users to collaborate to create shared curated collections of content. Freemium service. Launched in December 2010 and now boasts two million monthly active users, collecting over 50,000 links every day.

- Allows users to collect, organise and share any URL they find online as well as to upload personal photos and notes.
- Annotations and edits can be published so that anyone viewing that tree can see them.
- Ability to “Team Up” with other curators who share the same interests. Team members can all add to the content.
- Share an entire curated collection on with a single click.

http://www.pearltrees.com/
Google Bookmark Manager

• A visual bookmarking tool for the Chrome browser.

• The browser-integrated bookmarking manager makes it possible to create visual link collections by adding URL’s or by using the browser extension while on any website.

• Collections can be searched, nested, sorted and organised according to personal preferences.

• Bookmark collections from other browsers can be easily imported and a feature auto-generates a set of link collections based on common subjects.

• If you are logged into Chrome your collections are synchronised across all of your devices.
Evernote

Software and services designed for notetaking and archiving. A "note" can be a piece of formatted text, a full webpage or webpage excerpt, a photograph, a voice memo, or a handwritten "ink" note. Notes can also have file attachments, can be sorted into folders, tagged, annotated, edited, given comments, searched and exported as part of a notebook.

• Available as “free”, “Premium” and “Business” versions.

• Web, app and client versions available for Microsoft Windows, OS X, Android, iOS (iPhone, iPad, iPod Touch), Windows Mobile, Windows Phone, WebOS, and BlackBerry.

• Notes can be captured as entire formatted web pages, simplified web pages or clipped web pages.

• Notes can be shared in the following ways:
  • Post to Facebook
  • Post To Twitter
  • Post to Linkedin
  • Email Note
  • Copy Share Note URL to Clipboard

• Presentation mode available in the Client version.

• Notes can be converted to PDF. PDF mark-up in Client version.

• Can set reminders for notes

http://www.evernote.com
Google Research

- Google Research is a sidebar available inside Google Drive documents and presentations which allows you to do Google searches and to easily curate relevant results, including images, videos, text excerpts, links with full automatic attribution references, into the document or presentation you are preparing.

- The Google Research sidebar facility can be called at anytime up by simply going to the Tools menu and selecting “Research” or by selecting any word in your text and then typing Ctrl+Alt+Shft+I.

- Search across Google standard web results, including news, images, videos and Google Scholar databases, and from your own Google Drive documents and tables.

- Able to “preview” any result, by opening an additional sidebar showcasing a resized view of the web page in question)

- Drag and drop content into your open Google document / presentation or “insert the resource as a link”, or “cite” it (by being able to select between MLA; APA and Chicago citation formats).
Paper.li

Enables the curator to automatically create an on-line newspaper, selecting content using keywords, conversations and/or links to websites that are relevant to a particular topic or theme. Free and Premium service.

Pros

• Good integration with most social media services
• Simple subscription process for new followers
• Clean, newspaper-style layout with navigation links
• Highly automated
• Email newsletter (Pro)
• Notification controls (Pro)

Cons

• Limited metrics
• High activity sources may “swamp” content.
• Some ads may not be contextually relevant
• Curation of sources, not content.

http://www.paper.li
Scoop.it

Pros
• Elegant + clean magazine-style design
• Limited automation - curator has total control of content
• Curator can add insight to ‘scooped’ content.
• Community of curators + auto-suggested content
• Email newsletter (integrated with Mailchimp - free)
• No ads

Cons
• Limited metrics (free version)
• Limited text formatting (free version)
• Not for the novice curator - you need some editorial/curation skills

http://www.scoop.it
Storify

Enables the curator to search for specific content from social media sites that can be sequenced into a blog style story. The curator can add their own text and embed the final product into their blog.

- Provides a sequenced story of an event
- Home page displays the best stories made from images, videos, links, updates and other media collected by Storify users. Any element in a story can be re-used for your own stories
- The Storify editor can search social media networks to find media elements about the topic you want to Storify.
- Drag and drop status updates, photos or videos.
- Write a headline, introduction and insert text anywhere inside your story. Add headers, hyperlinks and styled text. Build a narrative and give context to your readers.
- Integration (plug-in) with Wordpress
- A premium service (subscription) available for media organisations, publishers, or anyone seeking to deeply integrate social curation and storytelling into their site.

https://storify.com/
Newsle

- Provides an activity stream for updates from your LinkedIn and/or Facebook and/or email contacts.

- You can teach Newsle what’s important to you by indicating whether you’d like to see more or less of certain types of news items or items related to certain people in your network (e.g. updates from journalists).

- Does not have an API link with Twitter.

https://newsle.com/
digg

- Delivers news and trends from Google, Facebook and Twitter.

- Articles are listed down the page with a brief description and a voting tag that prominently displays how many diggs the article has received.

- You can choose to view listings of popular articles and upcoming articles. Upcoming articles are new articles that have not received enough digs to make it to the popular listing.

- The categories are broken out into technology, science, world and business, sports, entertainment, and gaming. Each of these has subcategories.

- You can comment on articles or share an article with your friends.

Also see Reddit
www.reddit.com >
Prismatic

- A news-reading app that creates a tailored feed based on your personal interests.

- The app analyzes your activities on social networks and finds common threads that identify specific interests. This data is used to recommends topics you will find interesting.

- Once you have selected a few topics, Prismatic regularly tracks down content from all over the web that fit into these topics and presents them for easy reading.

- By liking or disliking a story in the news feed you can train Prismatic’s algorithm to learn more about what types of content you want to see.

- If you find articles that you want to share, Prismatic allows you to publish links to them through Twitter, Facebook, or email.

http://getprismatic.com/home
Newsletters: Goodbits

New product/service. Sign-up for early access.

- Save content as you browse with the Goodbits bookmarklet or Chrome extension
- Automatically extract & crop images from the content
- Prepare your newsletter, editor-free
- Send to your existing MailChimp lists & segments
- Use pre-formatted templates for tablet & mobile
- Use analytics to know which content works

https://goodbits.io/
Flipboard was originally designed as a social network aggregation, magazine-format app for iPad in 2010. It is now the most popular of the magazine-like content aggregator apps for iOS, Android, Kindle and Nook.

Flipboard’s strength is you are able to bring your social networks such as Facebook, Twitter, Instagram, Google+, LinkedIn into one location alongside your favourite news sources and anything else you like to read, or watch (like YouTube) – all while making it easily to share your favourite content with your social networks and enabling you to easily curate your favourite content into Flipboard magazine(s).

https://flipboard.com/
Royalty Free Images

- Getty Images: http://www.gettyimages.co.uk/creativeimages/royaltyfree
- Clipart: http://www.clipart.com/
- Flickr: https://www.flickr.com/creativecommons/
- Wikimedia Commons: https://commons.wikimedia.org/

Finding original attribution
TinEye: www.tineye.com
Key Points

- Information is everywhere, all the time and on any device. We’re sacrificing quality for quantity and accuracy for timeliness.
- Finding what is relevant, accurate and trustworthy are the new digital literacies.
- Content Curation is an emergent skill/role with the objective of separating news from noise.
- New content curation tools, products and services are emerging. Will we all eventually be “content curators”? 
Sources and Useful References

- Robin Good, Content Curation World: http://curation.masternewmedia.org/
- Content Discovery Tools: https://content-discovery-tools.zeef.com/robin.good
- What is curation (video): http://vimeo.com/38524181
- Infographic images slides 15 and 16: Josh Bernoff http://bernoff.com
- Pearltrees Content Curation, curated by Steve Dale: http://www.pearltrees.com/stephendale/content-curation/id7670386
- Diigo shared Group on Content Curation by Steve Dale: https://groups.diigo.com/group/social_media-toolkit
- Flipboard topic on Content Curation by Steve Dale: https://flipboard.com/@stephendale/content-curation-9qjo87g1y
- Content Curation: The Future Of Relevance (Business Information Review) by Steve Dale: http://bir.sagepub.com/content/31/4/199?etoc
People are making names for themselves as industry experts by the ways in which they curate other people’s work. Telling a story like those you find in themed exhibits in museums and art galleries is most certainly a skill, but increasingly, it is becoming easier for each of us (and especially information professionals) to become consummate content curators.

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