Content Curation

From Email on 6/14/2018 to identified social media contacts and church & fellowship contacts.

What is Content Curation?

Content curation is the process of gathering relevant information created by others to share with your specific audience. It is the work of finding, organizing, and sharing existing content with your followers. Read more at: https://blog.hootsuite.com/beginners-guide-to-content-curation/   While curation is not creation of content, you may find yourself in a middle ground where the work being shared is certainly not original to you, but you have formatted it in some way to make it appeal to your audience.   We'll call that combining.

1. Identify a form of content you create, one you curate, and one you combine. Share in email:

Marilyn example: Content I...

Create: Write an article for the First Pres newsletter about our LifeSkilz high school students.

Curate: Share on Presbytery of Riverside Facebook page a story about a current disaster from Presbyterian Disaster Assistance.

Combine: Quote an inspirational author and put it on my own photo for use on social media.

2. Reflect: Part of realizing that we curate as much or more content than we create is taking action to make sure we are connected to the flow of information. It is more likely that people aren't withholding information so much as they just sometimes forget to share and are juggling too many deadlines. Or we don't know where that information already exists so we can curate it.   Do you need photos, event announcements, details, context, schedules? From whom?

Act: Identify for your social media role and setting just one person or group from whom you need to periodically get information.   Think through specifically what will make you a better advocate/partner. Make a specific request by whatever media - phone, in person, email, social media.   Potential share in email: What did you learn/realize/struggle with/obtain?

Marilyn example: Linked here is a handout provided at the June Stated meeting of the Presbytery of Riverside.   It followed a written request given to the Presbytery Commission (chairs of all the committees), requesting their assistance in communicating our Presbytery messages through the webpage, social media, and email (including The Update). This month, I emailed the linked document to committee chairs and project contacts on June 11th with a specific reminder of the June 15th newsletter submission deadline.   I've already received both requests and suggestions, and I'm not at deadline yet. I feel better that these very busy folks got what I hope they perceived as a helpful reminder.

3. Technical Skill: Prioritize Your Facebook News Feed(linked How to...)

In order to curate content of interest to our audience, we need to see on our own social media content of value to share. Try the procedure. Share in email:

1. A suggested organization or type of organization that congregations in our Presbytery might benefit from liking, following, and seeing first.

2. Any suggested changes to this working draft How to document. Could you pass this on to a new volunteer assigned to social media?

Marilyn example: I went to Los Ranchos Presbytery to see what Pages they liked. A page I had not already liked (because I didn't know it existed) is Spirit of GA, and it is specifically for the 223 General Assembly. So I liked and followed as the Presbytery and as First Pres, and I made it a Marilyn See First. A few months after GA is over, I'll probably drop the See First for something else, but right now that could be interesting content for my Presbytery and First Pres audiences since we are shortly sending off our Ruling Elder and Teaching Elder Commissioners, Young Adult Advisory Delegate, and Presbytery Leader for Mission and Vision.