




CONTENT CURATION FOR LEARNING

THE COMPLETE GUIDE FROM ANDERS PINK

- WHY IT MATTERS
- HOW TO DO IT RIGHT
- TIPS, TOOLS & EXAMPLES

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NEW TIPS, CASE STUDIES
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FOREWORD: **FROM JANE HART**

These are challenging times for business. 72% of CEOs believe the next three years will be more critical for their industry than the last 50.

What does this mean for learning? If learning is going to keep pace with that change, my view is that we need a rethink. Traditional learning has focused on provision of static formal courses and training. They don't reflect how most people actually learn, and they lag behind emerging trends. If Uber, AirBnB and other disruptive innovations tell us anything, it's that if we don't keep pace with change, our skills will become obsolete, along with our companies.

There is a better way. Instead of providing fixed courses, we can help people to learn continuously. That means supporting a culture which looks externally for insights. That means finding, filtering, and sharing the most recent, most relevant content that will give our teams a competitive advantage. That means a mindshift from creation of formal learning to curation for continuous learning.

I've spent 25 years championing the move towards modern workplace learning. In this guide, Anders Pink set out practical ways to make that a reality with continuous and curated learning that's embedded in the workflow and keeps pace with change.

Learning Professionals can reinvent themselves and become more relevant than ever in these turbulent times. They can become the heroes of continuous, curated learning and help their organisations stay agile. I hope you'll take on the practical tips in this book for doing just that.



JANE HART
Founder

**Centre for Learning &
Performance Technologies**
@C4LPT

FOREWORD: **FROM ROBIN GOOD**

CURATION IS ABOUT TO REVOLUTIONIZE EDUCATION AND LEARNING AS WE KNOW IT TODAY

New startups curate alternative learning paths from existing course offerings, learning professionals have started to curate their own content and learners are discovering how effective it is to learn by having to make sense of a topic rather than having to simply memorize facts about it.

Not only. Curation helps learners develop critical analysis skills and to evaluate multiple viewpoints before making their own mind, preparing them for a future where it will be increasingly harder to tell truth from fiction. At the same time curation helps learning professionals to discover and utilize rare and hard to find resources that can complement the materials they prepare.

Above all curation helps everyone in making sure that the good stuff we create and publish doesn't get lost in the ocean of content that gets shared every day, while providing perspective, context and extra depth to it through the commentary and opinions of those who invest their time doing it.

Organizing, collecting, preserving and making-sense of our discoveries, knowledge and visions is a critical task facing humanity in a time where, notwithstanding the amount of technology we have available, we keep giving priority to production rather than to better understand, analyze and distill the infinite amount of valuable knowledge we already have available.

Curation is a gateway to understanding better whatever we may be interested in, and curators will be our "trusted guides" into this learning journey.

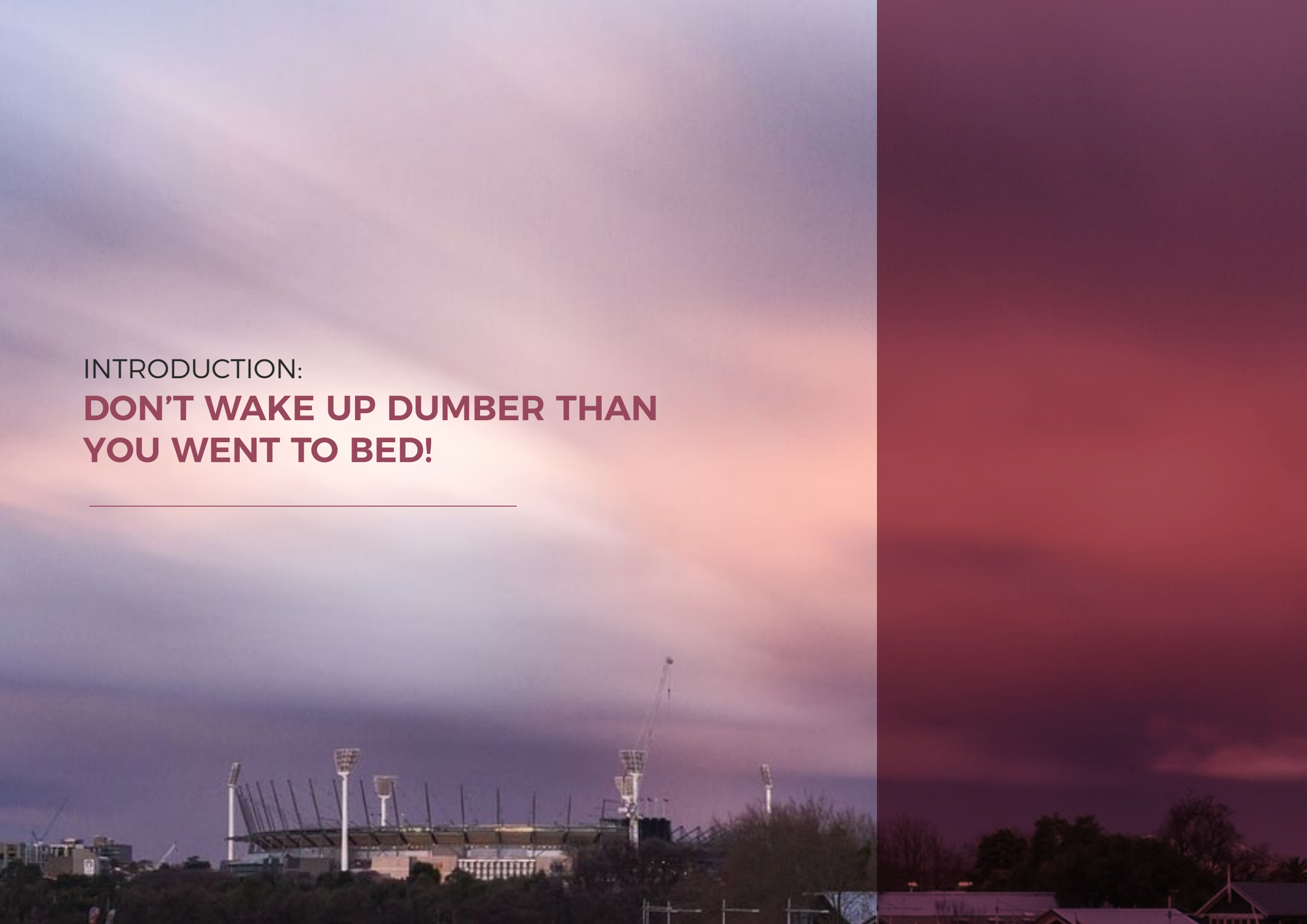


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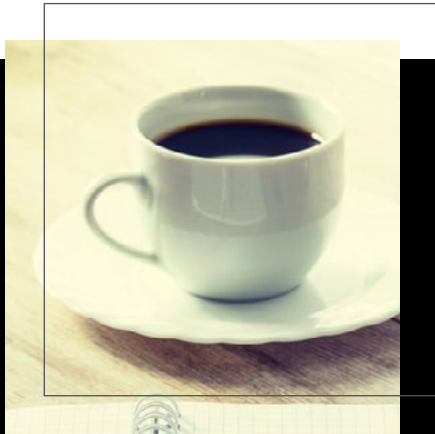
INTRODUCTION:

**DON'T WAKE UP DUMBER THAN
YOU WENT TO BED!**



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Do you ever feel you wake up dumber than you went to bed? We all do. The rate of content produced every day far outpaces our ability to keep up with it. We're all drowning. And in all the noise, distraction and low-value content, we're missing the good stuff. And that means our skills and knowledge is becoming less valuable. That's a dangerous position to be in.

But there's something we can do about it. We can find, filter and share content more effectively to stay smart. If you're a learning professional, you can do it for your internal teams. We argue that content curation is the new essential skill for learning professionals. In this ebook we set out why curation matters for learning, and how to do it effectively.

WHAT IS CONTENT CURATION?

You're probably already wearing multiple hats. And before you add a Content Curator one, you're right to ask: What is content curation, and what has it got to do with learning? Let's start with definitions. We like this one from **Rohit Bhargava**, shared by **@robingood**:

*"A content curator is someone who continually finds, groups, organizes and shares the best and most relevant content on a specific issue online. The most important component of this job is the word **continually**."*

To expand on this, content curation for learning means

- Finding the best content from multiple sources, usually external content
- Filtering it so only the most relevant content makes it through
- Sharing it with the right internal audiences, at the right time, in the right places
- Adding value to that content with commentary, context or organisation

INTRODUCTION:

DON'T WAKE UP DUMBER THAN YOU WENT TO BED!

WHY DOES IT MATTER FOR LEARNING PROFESSIONALS?

We get it. You're busy. You're under pressure to deliver. Why divert time to consider content curation as another new concept, when you could focus on any number of other learning initiatives? We may be biased, but we think traditional, course-driven approaches to corporate learning are no longer sufficient in the new economy. We need a better way of staying smart. In this book we look at

- Why we all need content curation to stay smart
- Why Learning Professionals are the ideal content curators
- How to curate content for learning in practice
- Case studies and examples to inspire you

We're passionate about staying smart through content curation. We've built **Anders Pink** as a curation tool because we needed it for ourselves, and we're very happy to share it freely with you and your teams too. There are lots of great tools out there - we encourage you to explore and find what works best for you. And we'll keep sharing all the tips and curated content we're putting together - we're smarter if we all work together.

Stay Smart!



**STEPHEN
WALSH**
Co-founder



**STEVE
RAYSON**
Co-founder

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PART 1:

WHY CONTENT CURATION MATTERS FOR LEARNING

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CONTENT CURATION MATTERS TO TEAMS, INDIVIDUALS AND BUSINESSES. HERE ARE FIVE REASONS WHY.



1 OUR SKILLS HAVE A SHELF-LIFE: DON'T BE AT&T

If you want to stay earning, keep learning.

If you worked for AT&T 30 years ago, you were probably feeling pretty good about things. You were working for the company that once owned the patent for the telephone. How cutting edge can you get? You were trained once at the start of your career, and that stood you in good stead until retirement. Skills for life, a job for life. Learning is for newbies.

Flash forward a few decades. AT&T find themselves fighting to survive. They're chasing the tails of companies less than 10 years old, and losing to them. What happened? In simple terms, they didn't keep up with changes in their industry. They got Ubered (or in their case, Googled, iPhoned and Amazoned).

Think back on any piece of knowledge, training or skills you acquired 10 years ago, or even 1 year ago. How relevant is the content today? To make the lesson of AT&T personal: whatever skills and knowledge have got you this far in your career are not going to get you or your company to the next stage.

For proof, read [Exponential Organisations](#) – Why New Organisations Are 10x Faster, Better and Cheaper than yours (and what to do about it). It's a sobering read for anyone who thinks they're on top of their game:

- The average shelf life of a business competency has dropped from 30 years in 1984 to 5 years in 2014
- 89% of the companies on the Fortune 500 list in 1955 were not on the list by 2014
- The average lifespan of an S&P 500 company has decreased from 67 years in 1920 to 15 years today
- In the next 10 years, 40% of all S&P 500 companies will disappear from the list

What's happened?

- Models are changing: New entrants such as Airbnb, Uber, Amazon have massively disrupted sectors with different business models
- Automation and AI has changed the core skillsets required for knowledge work
- The Gig economy removes the guarantee of long-term employment in many sectors

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Business leaders are understandably concerned. The **Towards Maturity Benchmark Report** notes that 72% of CEOs believe the next three years will be more critical for their industry than the last 50. The challenge to Learning & Development teams is how they're going to help their CEO and internal customers move at pace, stay smart, stay agile in uncertain times.

The Economist recently ran a special report on the **economic imperative for lifelong learning**. They note that with 47% of American jobs susceptible to automation, technology will force change on people and the skills they need to remain employable. As they put it: "The answer seems obvious. To remain competitive, and to give low- and high-skilled workers alike the best chance of success, economies need to offer training and career-focused education throughout people's working lives."



“TO REMAIN COMPETITIVE, ECONOMIES NEED TO OFFER TRAINING THROUGHOUT PEOPLE’S WORKING LIVES.”
-THE ECONOMIST

So what do you do if you're AT&T? Get smarter, and fast. Continuous learning is their only hope for survival. Their CEO's edict is that everyone spends 5-10 hours a week learning to "stay on top of the firehose of new information". And if they can't stay on top? "Mark my words, if we don't do this, in 3 years we'll be managing decline". Do they even have that long?

Hunting for Learning Animals

Smart companies are seeing the value of learning as a skill in its own right. The Economist shares a case study of Infosys: "Infosys is focusing on "foundational skills" like creativity, problem-solving and empathy. When machines can put humans to shame in performing the routine job-specific tasks that Infosys once took offshore, it makes sense to think about the skills that computers find harder to learn."

The Economist notes that "Infosys values the skill of "learning velocity"—the process of going from a question to a good idea in a matter of days or weeks. Eric Schmidt, now executive chairman of Alphabet, a tech holding company in which Google is the biggest component, has talked of Google's recruitment focus on 'learning animals.' Mark Zuckerberg, one of Facebook's founders, sets himself new personal learning goals each year."

Companies need to select for, stimulate and support an appetite for continuous learning in their employees. But the need won't be met by internal training courses alone. To stay smart and continuously learn, we need to look beyond traditional training.

Content curation feeds the appetite for continuous workplace learning by providing recent and relevant content. Our view is that recency is particularly important in curated content. An article on emerging trends in marketing from three years ago is not going to be very helpful to me today. Curated content is more relevant than formal courses, which is one reason businesses need it to stay up to date.

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2 TO STAY SMART, WE NEED TO LOOK BEYOND TRADITIONAL TRAINING

Traditionally in organisations, the majority of learning has been delivered in the form of formal, structured training such as classroom or elearning courses. In the 70/20/10 model, that's the 10% (20% being learning from others, 70% learning from experience).

Beyond the 10%: Why formal courses aren't enough

Formal and structured learning always has a role to play, especially in taking new learners on a guided path. However, it has some limitations

- It's dated: courses are authored at a point in time. They start going out of date the day they're released.
- It's closed: Courses rarely link out to live or recent external content. They present a closed view of the world. They're usually housed inside a Learning Management System, which is also closed to external content.
- It's slow: Developing a course is not a rapid response to a knowledge gap or burning problem. Even with modern development tools and techniques, it can still take months to develop a learning module, pushing it even further out of date.
- It's inflexible: Maintaining and editing courses is rarely done every day and every time there's new insights or content to share. If it's done at all, it's on a fixed schedule and it can be time consuming and costly to update them.
- It's expensive: Formal courses have a high production cost, though this continues to fall with new tools and simpler production techniques.

You're not likely to find insights on the latest changes in your sector by going to your Learning Management System and browsing a list of courses. So we need to look beyond the formal 10%. The good content is out there. We just have to find it.

Harold Jarche, creator of the Seek > Sense > Share model elaborates on the limitations of courses in an ever-changing world:



“SOMEONE DECIDES THAT 1 PERCENT OF ONE BILLIONTH OF THE KNOWLEDGE IN THE WORLD IS WHAT WE SHOULD TEACH PEOPLE? HOW DO YOU DECIDE ON WHAT TO COVER? HOW DO YOU KEEP IT RELEVANT? COURSES ARE LIKE STOCK, THEY GO OUT OF DATE - KNOWLEDGE IS MORE LIKE FLOW.”

-HAROLD JARCHE

Content curation means stepping into that flow and continuously learning, which brings us to the next reason for curation.

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3 TO STAY SMART, WE NEED CONTINUOUS LEARNING

Just like the AT&T employee 30 years ago, if we tap into external content just once, or infrequently, we'll quickly become irrelevant. Things change too fast.

A study by MIT and Bersin by Deloitte found that 90 per cent of business leaders believe their core business is threatened by new digital competitors. Rita McGrath, Columbia Business School professor, writes in *The End of Competitive Advantage* about how firms need a continuous strategic planning process where they anticipate, predict and adapt to the changing marketplace. We have very little information on what the future will bring.

However, 70% of business leaders believe they lack the leadership, skills, and business models to adapt. Strategy needs to be a continuous process, not periodic, and so does learning.

**“IN A WORLD OF
RAPID CHANGE AND
INCREASING COMPLEXITY,
THE WINNERS WILL BE
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THAN THE RATE OF THEIR
COMPETITION.”**

-TOM HOOD

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Job security and career development is about employability. It is about having constantly updated skills and experience that are relevant and which makes an individual employable. Job security no longer comes from being employed. Every industry is being disrupted and changing. Those that succeed will be the continuous learners. These individuals will:

- always be learning something new and seeking more knowledge
- learn a wide variety of things, not only those related to your current role
- seek new ways of doing things and new experiences
- always be up to date on current and future trends and technologies
- be agile, things change, stuff happens be flexible
- maintain networks, well connected and connect people
- be active and visible on social media both tracking and sharing latest developments

The educators and learning professionals who are using social networks to share knowledge, resources and best practices with peers around the world are the pioneers in the continuous learning movement.

Ask yourself: are your skills and knowledge more valuable today than 6 months ago?

This is the key test for continuous learning. We can ask the question of ourselves and of the staff in our organisations. Our skills have a shelf life. No matter what training or expertise we've gained, we're becoming less relevant every day if we're not keeping pace with change. That's true for L&D, and everyone else.

As Albert Einstein said "once we stop learning, we start dying. And a good 21st century addition might be: "If you stop learning, you'll stop earning".

The key takeaway for individuals, and the lesson already learned at AT&T and many others is that lifelong continuous workplace learning is not optional. Whether it is formal training, informal learning with colleagues, learning in their own time, moving job roles or changing company - employees have to invest in lifelong growth and development to be secure.

Individuals agree with this. The Economist reports that According to the Pew survey, 54% of all working Americans think it will be essential to develop new skills throughout their working lives; among adults under 30 the number goes up to 61%. Another survey, conducted by Manpower in 2016, found that 93% of millennials were willing to spend their own money on further training.

We can all become obsolete, the danger is we can now become obsolete faster than ever before. Individuals must be able to acquire new skills and adapt to remain relevant and valuable.

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The Role of Individuals

Harold Jarche's Seek > Sense > Share model exemplifies how individuals can play a key role in continuous learning across an organisation. Collectively individuals can seek and find relevant content from many sources from competitor announcements to client case studies to blog posts. They can review, evaluate and assess how relevant this content is and they can share the most relevant content with their colleagues.

To operate effectively individuals need to use tools and platforms which allow them to review, assess and share content, and also for collective discussion or commenting.

As Jarche puts it, this is one way individuals can stay ahead of automation: "Machine Learning is great, but machines can't cooperate and exchange value in the way that humans can in networks."

This brings us to the next reason for curation: the power of collective knowledge and collaboration.



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4 WE LEARN BETTER TOGETHER: THE POWER OF COLLECTIVE INTELLIGENCE

If you were working on your own to filter the world's content for your professional interests, it'd be an endless and lonely task. But we're not alone. We operate in teams. And teams are much better at filtering and curating external content than individuals acting alone, because teams possess Collective Intelligence.

MIT define Collective intelligence as a property of groups that emerges from the coordination and collaboration of team members. This **collective intelligence is a good indicator of potential team performance** and a far better indicator of success than any individual's performance. So what sets apart these smart teams and how do they build collective intelligence?

In their research MIT have found that group satisfaction, group cohesion, group motivation and individual intelligence of team members, things that you might expect to determine performance, were not correlated with collective intelligence. Nor does having star performers make the biggest impact. The research suggests there are five ways smart teams build collective intelligence.

1. DIVERSITY

Great minds think alike right? Well actually, they don't. Great minds think differently which is why you need a diverse group of people on your team.

"Group intelligence is not strongly tied to either the average intelligence of the members or the team's smartest member," says Thomas Malone, MIT Center for Collective Intelligence.

The MIT Center for Collective Intelligence have found that diversity of the group was a better indicator of collective intelligence than the IQs of individual group members. **This is true in broader social networks as well.**

They also found that **collective intelligence increased if the a group had more women**, though not exclusively women. This may be explained by differences in social sensitivity, which is related to collective intelligence. Studies show that women tend to score higher on social sensitivity than men. Which leads nicely on to ...

2. SOCIAL PERCEPTION AND SENSITIVITY

MIT's research has found that it is really important is to have people who are socially sensitive, whether they are men or women. As we noted above women tend to have higher levels of social sensitivity.

The research also highlighted the importance of egalitarian norms in a team. Collective intelligence was positively correlated with groups with higher average social sensitivity and equal distribution of conversational turn-taking. In essence where a few people dominated the discussion and there were no stars.

There is also ongoing research into the impact of technology and more remote working on collective intelligence. Initial indications are that equality and sensitivity are equally important with online communication. A personal view is that it is possible technology allows more people to contribute by sharing articles and ideas, without having to wait for a turn in a team discussion.

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3. SHARING, SWARMING AND CONNECTIVE INTELLIGENCE

No one is as smart as everyone. The best teams have individuals that openly and actively share knowledge. It is hard to read everything or stay updated as an individual but within a team and with the right tools you can leverage members to scan and research the environment and share information.

Harvard Business Review, in its study on the science of high performing teams found that high performing teams periodically go off to gather new information, then bring it back to the team for consideration. Behavioural Psychologist Jens Krause calls this “Swarm Intelligence”: It requires people to gather information independently, process and combine it in social interactions, and use it to solve cognitive problems.” Krause’s research shows that in swarm intelligence, “because people act collectively, they can consider more factors, come up with more solutions, and make better decisions.”



“SWARM INTELLIGENCE”: TEAMS GATHER INFORMATION, ACT COLLECTIVELY, AND MAKE BETTER DECISIONS
-JENS KRAUSE

Stephen Downes prefers the concept of connective intelligence to collective intelligence. This is because individuals must be enabled and empowered to seek out information and to share.

In the Seek > Sense > Share model members actively seek out knowledge and information, which reinforces Stephen Downes point about empowerment, they then validate, synthesise and share information that is relevant to their team. By commenting and opening up a discussion they can also provoke a collaborative discussion which leads to joint attention.

4. JOINT ATTENTION

It can be difficult to make sense of our environment and external content by ourselves. Joint attention is a cognitive mechanism that enables individuals to share views, ideas and attitudes when focusing on issues together which produces forms of collective intelligence. It produces something which cannot be easily replicated by individual attention.

This does not always mean sitting and spending time together discussing an issue, it can be contributing to a discussion online and bringing in different viewpoints and information. Remote teams arguably need more collective intelligence to build joint attention and cohesion.

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5. POSITIVE, COLLABORATIVE TEAM MEMBERS

MIT's research found that bringing people into a team who are negative or domineering can significantly reduce a team's collective intelligence and drag the team down. Thus whilst you want to recruit good people, when hiring you should also look for positive people, with high social sensitivity and people that openly collaborate and share. These may seem obvious criteria but it can be easy to overlook their importance in team performance, a bad appointment can significantly reduce a team's collective intelligence and performance.



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5 CURATION SUPPORTS SALES AND MARKETING

If you're a sales professional within the L&D community, you already know this: The age of cold calling is over. Prospects expect you to be helpful, independent and trustworthy. The place to prove that is on social networks. Social selling means sharing valuable content with your prospects and clients on social networks to build a relationship. It's about being helpful, or as **Lee Odden** puts it, being "the best answer" for your audience. Does it work? **Harvard Business Review** recently shared some stats on social selling:

- 75% of B2B buyers rely on social media to engage with peers about buying decisions
- 82% said the winning vendor's social content had a significant impact on their decision
- A **LinkedIn** survey found that B2B buyers are five times more likely to engage with a sales rep who provides new insights about their business or industry
- **Hubspot** reports that 72% of B2B salespeople who use social media outperformed their peers, and more than half of them indicated they closed deals as a direct result of social media

But you can't just promote your own company's latest post. Sophisticated B2B buyers expect a more rounded view. Sales and marketing teams can collaborate to find, filter and share curated content from a wide range of sources. These can include insights on your sector, your client and the trends they care about. Sharing these deepens the relationships. The challenge is finding it faster than your competitors. The tips in this book will help you do that, and we'll share more sales and marketing curation specifics to show you how in a companion book coming shortly.



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So staying on top of trends, developments and external content is much easier if you can tap into the collective intelligence of your teams and networks. It's easier still if your team works together to filter and curate content. But, and it's a big but....

6 THE CONTENT SHOCK PROBLEM: TOO MUCH CONTENT, TOO LITTLE TIME.

So, we all need to look externally and take a drink from that firehose of external content to make sure we're staying smart, as individuals, and in teams. And if that was as easy as spending 10 minutes a day checking the latest sources, we'd all do it.

But it's not that easy.

- The **Washington Post publishes 1,200 articles a day** (yes, a day)
- Over 3 million new blog posts are published a day
- The amount of content on the web is expected to increase by 500% in the next 5 years.
- Google indexed 1 trillion articles in 2007, today it has indexed over 30 trillion.

We are in an era of what **Mark Schaefer** calls "Content Shock", where the rate of new content produced significantly outstrips our capacity to absorb it. You could spend your waking life trying to keep on top of all of the new content published each day and never make a dent. If we measure intelligence as the percent of the world's content we've read and understood, then we're all waking up dumber than we went to bed.

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Information Overload and Filter Failure: The 21st Century Knowledge Worker's Disease

Ignoring all of the recent developments in an industry could be fatal to your career. But so could try to keep on top of everything. What we frequently call information overload has three components:

1. QUANTITY

more content is produced than we can keep up with. You already know that's the case. Every day we are exposed to 74 GB of data, according to a **report from CNN** (also the top shared article on information overload last year).

2. TIME

insufficient time to digest information, analyse, and act on it, especially if you're under pressure to make a decision.

3. QUALITY

often inversely proportional to quality, the needle in haystack problem becomes more pronounced the more information we receive. It becomes more difficult for quality to stand out in the noise.

Any one of these three conditions can cause information overload. When all three strike at once, you have the information overload perfect storm, or to give it its more common name: your average day at work. 73% of Americans say they suffer from information overload every day.

NYU Professor Clay Shirky has a more accurate term for this experience: Filter Failure. In his view, it's not about too much information - it's too much of the wrong information. We're letting too much of the wrong stuff in. It's not our fault: Prior to the internet, it was expensive to publish printed content, so it had to be high enough quality to ensure a return on the cost. So publishers and editors acted as quality control filters. But the cost of publishing content has fallen so low that now anyone with time and internet access can publish anything. Quality control is pushed downstream - to all of us.



**“THERE’S NO SUCH THING AS
INFORMATION OVERLOAD.**

THERE’S FILTER FAILURE”

-CLAY SHIRKY

Who’s going to help professionals to manage their filters and guard against overload? Let’s turn to this question now. If you’re in L&D, and up for a challenge, you’ll like the answer.



PART 2:

WHY LEARNING PROFESSIONALS CAN BE THE CURATION HEROES

PART 2:

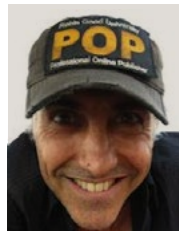
WHY LEARNING PROFESSIONALS CAN BE THE CURATION HEROES



So we need curated content to help us stay sharp.
But who's going to find and filter this content?

One choice is to leave it to individuals or teams to curate for themselves. We could all spend a few hours every day checking multiple sites, sources and social media every in search of the most relevant content. Some people are natural seekers of external information, and will put in the time every day to find new content. They're the Resource Investigators in Belbin's terms.

But is that realistic for the rest of us? Most people are simply too busy to do the digging and would prefer to get content from a trusted guide.



**“WITH SUCH ABUNDANCE AND VARIETY
(IN QUALITY) OF EDUCATIONAL MATERIALS,
LEARNERS WILL SOON EXPRESS A GROWING
DEMAND FOR TRUSTED GUIDES TO HELP THEM”**
-ROBIN GOOD

Ideally that guide is someone who knows your specific interests and professional goals, and delivers you relevant external content, in the right place, at the point of need.

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WHY LEARNING PROFESSIONALS CAN BE THE CURATION HEROES

The Shift in L&D: How Curation supports Modern Workplace Learning

Moving to a curation mindset is a shift for L&D. But as Jane Hart has said, L&D needs a mindset shift to adapt to modern workplace learning. In the introduction to the Towards Maturity Benchmark report 2016, she notes:



“THE WORLD OF WORK IS CHANGING RAPIDLY AND THE LEARNING PROFESSIONALS THAT SUPPORT TODAY’S ORGANISATIONS ARE SLOWLY WAKING UP TO THE FACT THAT WE CAN’T JUST TRAIN COLLEAGUES ONCE AND THEN RETAIN THEM FOR LIFE. THEIR WORK NEEDS TO MOVE AWAY FROM ‘PUSHING’ PROGRAMMES AND ‘ORGANISING’ INITIATIVES FOR PEOPLE TO THINKING ABOUT HOW PEOPLE ARE REALLY LEARNING IN THE MODERN WORLD AND HOW TO SUPPORT THEM ON A CONTINUOUS BASIS.”

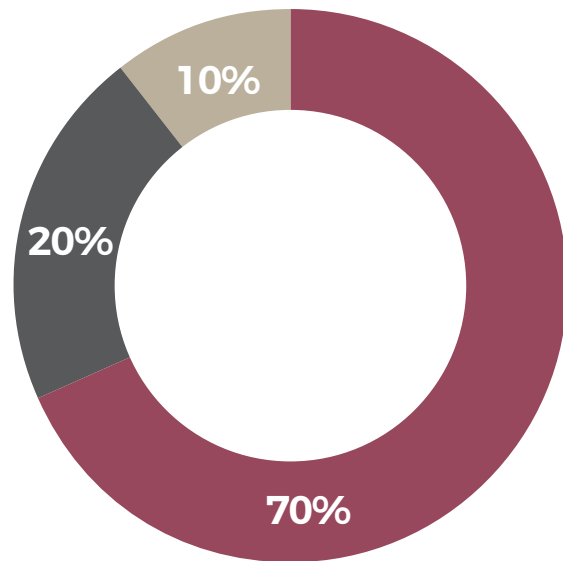
-JANE HART

Jane is a proponent of Modern Workplace Learning, a new way of looking at how learning needs to change to be more on demand and in the workflow. Here we share thoughts on how content curation acts as a link between Modern Workplace Learning and many of the related initiatives you may be piloting in your organisation.

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HOW CURATION SUPPORTS...



- direct experience on the job
- learning from peers
- formal learning

70:20:10

The idea of the 70:20:10 model for learning is that only 10% of what we learn comes via formal learning, with 20% coming through learning from peers, and 70% through direct experience on the job. Though the numbers may not be precise, the value of the model is in looking beyond formal course-based learning to keep learning and stay sharp.

How does content curation fit with 70:20:10? Learning from peers and experience means capturing and sharing relevant insights. Curated content provides a source for doing this efficiently. As Charles Jennings, one of the chief Proponents of 70:20:10 says:



“THE REAL CHALLENGE FOR PEOPLE IS SORTING THE WHEAT FROM THE CHAFF, AND FINDING THE RELEVANT NEEDLES IN THE HAYSTACKS. ONE WAY TO DO THIS IS TO FOCUS ON THE OUTPUTS – IMPROVED PERFORMANCE.”
-CHARLES JENNINGS

L&D professionals can help with this sorting by carefully curating relevant content that's tied to improved performance goals.

PART 2:

WHY LEARNING PROFESSIONALS CAN BE THE CURATION HEROES



SOCIAL LEARNING

Social Learning can be defined simply as learning from each other, rather than from a formal course. As Julian Stodd says, "Whilst formal learning may talk about application, social learning happens where the application takes place. Formal learning spaces are great for demonstration, great for knowledge, good for exploration and assessment, but poorer for reflection and weak at making links back into our everyday reality. Social learning is great at the conversations around context."

While social learning doesn't have to be empowered by technology (the water cooler chat is social learning), it often involves using social media and channels as a way to share insights.

Curation fuels social learning by providing the raw material of relevant and current content to share. The act of commenting, providing context and sharing articles with peers is in effect social learning.



MICROLEARNING

Microlearning has emerged recently as a newer term in L&D. According to John Eaddes in this **Elearning Industry article** microlearning is: "A way of teaching and delivering content to learners in small, very specific bursts.,,The learners are in control of what and when they're learning."

Allen Communications argue this second aspect, learner control, is important because it "allows learners to consume training and apply new knowledge and skills quickly". It is this learner-driven approach that "increases engagement, improves training and job efficiency, and builds learner interest in seeking out additional training opportunities."

Elearning Coach, **Connie Malamed**, argues Microlearning is an emerging learning strategy "for quickly closing skill and knowledge gaps" because:

- Information changes quickly
- People find it difficult to keep up in a fast paced world
- Resources are freely available online
- Newer technologies support it

This last point is critical. Until the recent smartphone developments it would have been very difficult to deliver microlearning to the point of need, wherever the learner happens to be. **Towards Maturity's** recent benchmark data shows that 93% of businesses want to integrate learning more directly into the workflow. Microlearning is very well placed to support that.

Microlearning should not mean taking a 40 minute elearning module and slicing it into shorter components. The risk with doing that is losing an overall flow needed to get a new concept across. Microlearning is more aligned to the idea of short, stand-alone resources, not courses.

Curated content by its nature is standalone, and likely to be short, focused articles and content items. Thus curated content forms an important strand of microlearning.

PART 2:

WHY LEARNING PROFESSIONALS CAN BE THE CURATION HEROES



CONTINUOUS AND LIFELONG LEARNING

Bersin defines continuous or lifelong learning like this:

“Continuous learning” refers to the ongoing development of skills, abilities, and knowledge through different means (including work on the job, training, experiences, communications, etc.), and is part of an individual’s ongoing professional life at work and outside of work. It is an approach to learning in which corporate resources, expectations, and culture encourage employees to learn continuously throughout their tenure with the organization. Continuous learning requires L&D organizations to rethink the types of learning they deliver, how they deliver them, and how resources are allocated.”

Continuous learning means constantly seeking fresh insights. Continuous learning leverages informal learning including social learning and curating content daily that is relevant for learners. Continuous learning should be a relentless activity that is embedded deeply into the daily workflow and becomes as habitual as checking email. Effective content curators in L&D roles can feed that habit by providing recent, relevant curated content in the workflow.

PART 2:

WHY LEARNING PROFESSIONALS CAN BE THE CURATION HEROES

The best placed people to take on the role of curators for learning are learning professionals. This is an opportunity, and a need for L&D to make curation happen in the organisation. If you feel you need to make that case to your colleagues and stakeholders, here are some reasons:

THE BUSINESS CASE FOR CURATION: 14 WAYS L&D HELPS THE ORGANISATION BY BECOMING CONTENT CURATORS

1

You're giving them what they really want.

Formal courses only account for about 10% of how we learn. The rest of our insight comes through informal and social learning from each other. So curated content fits right in with our preferences, into what Jane Hart calls everyday learning.

2

You're saving people time.

Towards Maturity found that two thirds of leaders say that they struggle with finding the time to learn, and 44% can't find what they need, despite having the desire to do this. IDC estimates that the average knowledge worker spends 9.5 hours a week searching for information. If you could reduce that by just 10%, what would that mean for efficiency and productivity in your organisation?

3

You're reducing costs.

Budgets for training are under constant pressure. Curating content on the latest trends in pricing, management skills or big data is a lot cheaper than building a custom elearning course.

4

You're helping the organisation to stay agile.

By being outward looking and alive to the next trends in your sector, you considerably reduce the risk of your organisation being sideswiped by disruption or a competitor's actions. That's very different from the traditional mode of L&D.

5

You're adding value.

You're not just aggregating content from multiple sources. That's what machines do. You're acting as an intelligent human filter, drawing attention to what really matters – because you understand your audience, their needs and their context. It's a very personalised service – and it scales really well if you use the right tools. As Beth Kanter put it, you're spotting the awesome.

6

You're providing a more responsive service.

If a sales team wants a briefing on the latest trends in Nanotechnology, or an overview of a new prospect, or a regular set of insights on pricing, effective curators with the right tools can respond rapidly. By the time you've built a course to answer those questions, the question will have changed.

CONTINUES ON NEXT PAGE...

PART 2:

WHY LEARNING PROFESSIONALS CAN BE THE CURATION HEROES

7

You're helping teams stay smart.

Rather than producing courses that decline in relevance over time, effective curators are continuously keeping teams briefed on what matters to them. You become a go-to resource. You're reducing FOMO. And it doesn't have to be a massive drain on your time.

8

You're building your own expertise.

A great side-benefit of being a content curator is that you consume a huge amount of information in order to filter and select what's relevant. For your own personal development, it's a great way to stay sharp and develop your own skills. It's also very rewarding to deliver really relevant content through curation.

9

You're creating a lasting resource.

Curated content, if well managed, remains relevant over time. There's long term value in hand-picking the very best articles on sales leadership, SaaS pricing, or Negotiation skills from authoritative sources. They become the new reference sites and knowledge bases.

10

You're helping people be self-directed.

88% of learners want to take charge of their own learning experience. Curated content is self-service. It's not an enforced linear experience like a course, you're serving up relevant content for people to tap into.

11

You're encouraging sharing and working out loud.

The number one way we learn is through **knowledge sharing in small focused groups**. Great curators do not present themselves as experts who have the final say on a topic. They start the conversation by saying why an article is relevant and invite people to comment. Curation is the engine behind helping teams to share insights and work out loud. See Jane Bozarth's great insights on **working out loud**

12

You're innovating.

Learning teams need new approaches to help their customers deal with information overload and increased competitive pressure. If you could say to your internal customer that you can help their teams stay up to date on any topic, in less than 10 minutes a day, with no need for a course, would they keep listening?

13

You're supporting continuous learning.

Curating and sharing valuable content every day is by definition helping people to learn and stay smart continuously. Curation habits are the best safeguard against becoming obsolete.

14

You're harnessing collective intelligence.

Discuss, add value and act on content, you're harnessing the power of collective intelligence, and encouraging others to find, filter and share relevant content in their teams

The learning professionals we speak to are more than ready to take on new responsibilities to support learning differently. In this next section, we look at the skills and practice of content curation.

PART 3:

WHAT SKILLS DO CONTENT CURATORS NEED?



PART 3:

WHAT SKILLS DO CONTENT CURATORS NEED?

Curating content for learning means finding, filtering, sharing and adding value to the most recent and relevant content for your target audiences. What skills do Learning Professionals need to be effective content curators?

How curators support learning

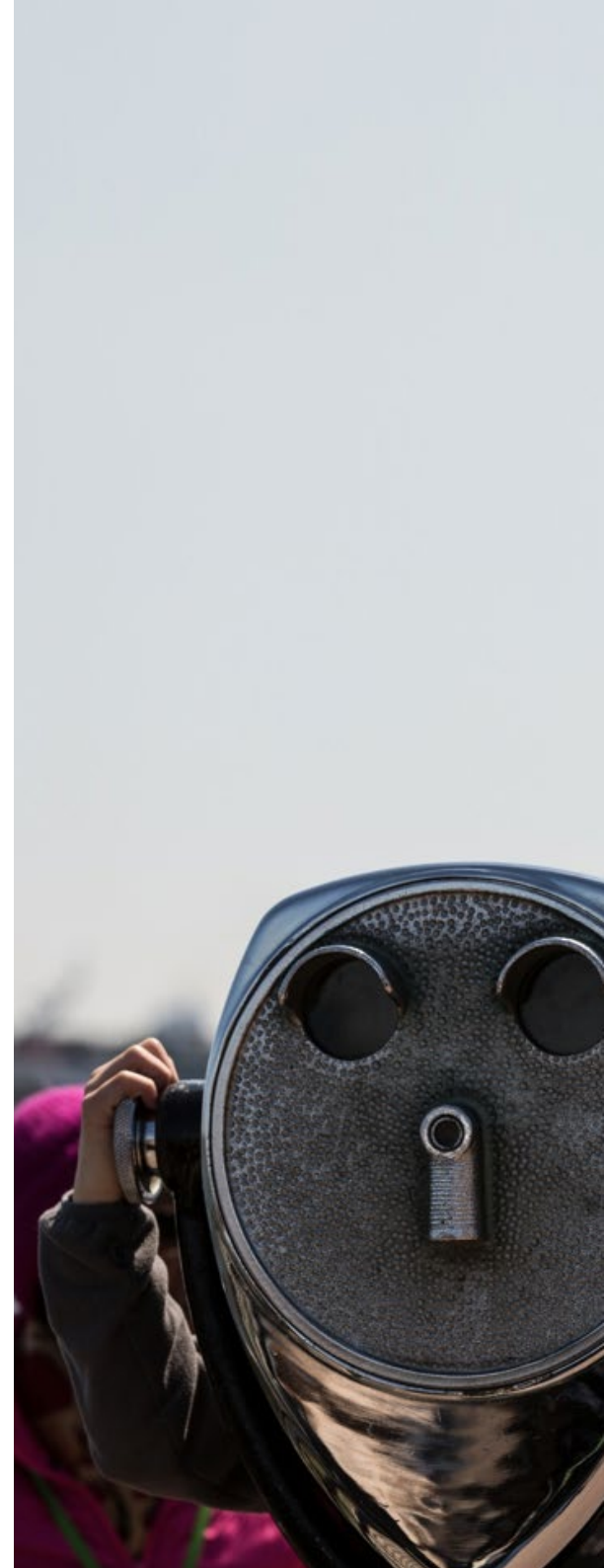
David Kelly of the Elearning Guild outlines five ways a content curator can support learners:

- Aggregation: seeking out and bringing content together.
- Distillation: identifying the most relevant and important content.
- Elevation: identifying and highlighting significant trends.
- Mashups: the bringing together of curated content to produce a new viewpoint or perspective.
- Chronology: providing content by date to show how a topic is evolving.
- For your target audiences. What skills do Learning Professionals need to be effective content curators?

Lumesse have argued there are six key skills that a curator needs to undertake this role effectively. These are the ability to:

- Find
- Filter
- Grade
- Synthesize
- Contribute
- Signpost

In many ways this curation skillset and process that underpin both of these is very similar to the **Seek > Sense > Share** model that Harold Jarche has developed. Harold's model is designed around personal knowledge mastery but similar principles apply to teams or groups.



PART 3:

WHAT SKILLS DO CONTENT CURATORS NEED?

SEEK > SENSE > SHARE: A SKILLSET FOR CONTENT CURATION

We've referred to Harold Jarche's Seek > Sense > Share model several times and it's time to give it some more focus, as it's a major influence on how we approach curation. Jarche developed the model as a way to build what he calls Personal Knowledge Mastery (PKM).



Source: Jarche.com

FILTER Filter through networks and communities of practice (CoP)



CREATE Create individually and with teams



DISCERN Discern with whom and when to share

PKM as the name suggests is the practice of ensuring we as individuals and teams build good habits and practices in staying smart in information-overloaded world. Let's look at each phase.

PART 3:

WHAT SKILLS DO CONTENT CURATORS NEED?

SEEK: DISCOVER AND FILTER KNOWLEDGE

Seeking is all about knowledge discovery. As we've already seen, it's hard to stay on top of it all – even if you have the will, you probably don't have the time every day. And tomorrow there'll be more content. "Seek" is about bringing in new information. There is a risk of information overload, or filter failure as Clay Shirky put it.

Filter while you seek: We need filters to help us manage our seeking. There are two types of filters:

- **Machine filters:** Use algorithms to help you discover content. For example, Google's algorithm means there is a logic (not always transparent) to the order of search returns. In our Anders Pink App, we use an algorithm which displays content based on relevance to search term, recency, and level of shares across social media. You need to use some level of machine filtering if you're going to stay on top of information.
- **Human filters:** Machines can aggregate, but they can't interpret the specific relevance of an article to you and your colleagues, or make sense of it. That's why we need human filters too. Think of friends or colleagues sharing an article with you, because they know your professional interests and why you might find something useful, and (if they're being really generous) highlight a point you'll find particularly relevant. That's curation, and only humans can provide that.

We need a combination of machine and human filtering to seek and discover the most relevant knowledge. Curation can be powered by machines but is made effective by humans.

We'll look at some different ways to filter in the sections below.

SENSE 1 – INDIVIDUAL REFLECTION

The "Sense" part of the model is where we add value to content. As every good student has discovered, active note taking improves understanding and recall. We need to validate, synthesise, present and customise information as key elements of sense-making. Commenting on content is a way of doing this, as it helps you contextualise information for you and your team. You also add value for colleagues when you relate an article to a project or challenge you're working on.

Even the most sophisticated machine learning and deep learning algorithms struggle to do this as well as a person. This is where you need human filters to add value beyond machine learning. An individual will know what is happening inside their organisation and the applicability or relevance of new developments. They can synthesise this information and present it in form they can discuss with their colleagues.

PART 3:

WHAT SKILLS DO CONTENT CURATORS NEED?

SHARE: SPREAD THE WORD

Once you've used filters to discover knowledge, and made sense of it by adding value, the next step is sharing. The key here is to share with the right people at the right time, in the right networks. This could be

- Via email to colleagues (though this is a very crowded channel - think of how many emails with links you receive and never get around to opening)
- Externally via social networks e.g. Twitter, Facebook, LinkedIn, Google+
- On internal networks e.g. Yammer, Jive, Discussion forums
- In Learning Platforms such as your LMS

The point here is to target the sharing so it adds value to people who will benefit from it, not noise for people who won't find it useful. We'll discuss approaches to sharing in more detail later.

SENSE 2 - TEAM REFLECTION

We've referred to the power of collective intelligence earlier. This comes into play with a second stage of sensing, which is group reflection and discussion. It is difficult to make sense of the world by ourselves. Thus there needs to be a sense/share feedback loop following interaction and sharing. Inviting others to share their views is vital to building team intelligence. We need a team to help filter, share and discuss to create understanding. While PKM is a personal task, collective intelligence is what helps teams outperform others. This could be your internal team, but also a community of professionals with shared interests and passions.



“INNOVATION IS NOT SO MUCH ABOUT HAVING NEW IDEAS AS MAKING MORE AND BETTER CONNECTIONS”
-HAROLD JARCHE

The Seek > Sense > Share model aligns very well with the practice of content curation - in effect sharing your personal knowledge mastery with others in your networks.

The skills of grading and synthesising aligns with the Sense stage, and the curator's role in contributing and signposting are similar to the Share stage of the model where ideas, resources and experiences are shared.

However, the act of curating content in a structured way for organisational teams has some extra layers to it. So with these models and skillsets as a guide, let's look now at what it takes for learning professionals to scale curation for organisational teams.

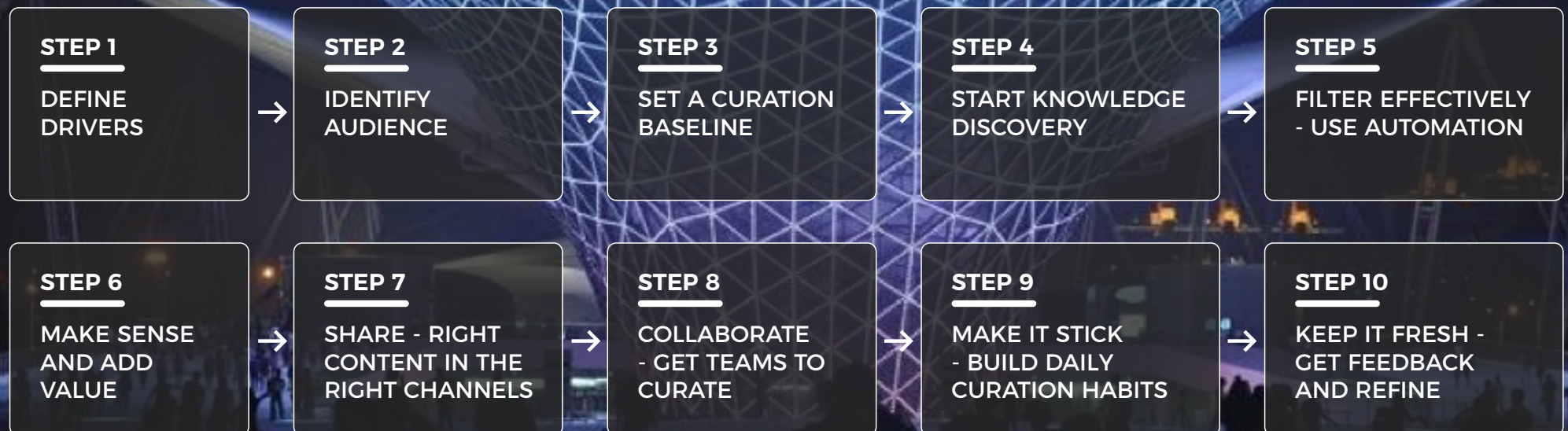


PART 4:
**CURATING CONTENT FOR LEARNING:
10 STEPS FOR SUCCESS**

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

Curation isn't a one-time thing. You need a process to make it a sustainable habit. Here's a 10-step process for successful teams and Learning Professionals to make curation a reality.



PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 1



AGREE BUSINESS DRIVERS AND SUCCESS CRITERIA FOR CURATION

Like any learning intervention, effective curation begins with a why. Before you embark on the time and effort it will take to curate content, you need clear business drivers. Here's a checklist of questions that can help point to a yes for content curation:

1. Are there groups/audiences/job roles in your organisation who need to stay up to date on external news, trends and developments?
2. Do those teams have a culture of reading/sharing external content, e.g. are members of those teams active on social networks, do they share links to external articles via email?
3. Is there a business risk if those audiences are not kept up to date (e.g. competitors outpace us, loss of sales, impact on reputation/credibility)?
4. Do we have a structured approach to helping those teams keep up to date?
5. Is there budget pressure on Learning (content curation is considerably lower cost than commissioning or producing formal courses)?
6. Do we have a channel for sharing content (this can follow, but it's useful to have one in mind initially)?
7. Do we have key formal learning programmes that are out of date and would benefit from recent and relevant content to keep them fresh?
8. Do our audiences feedback that our learning offer could be more up to date?
9. Do we have candidates who could support us in curating content for a specific team (e.g. a subject matter expert, "seekers" who actively bring in external content)?
10. Do we have a good pilot candidate team that we can curate content for initially (note - this could be the L&D team for starters)?

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 1



AGREE BUSINESS DRIVERS AND SUCCESS CRITERIA FOR CURATION

Working through these questions can help to assess your readiness and the business case for piloting content curation in your organisation. It's best to start with a clearly defined audience and a clear use case for curation.



TIP:
Set some success criteria - but don't use formal metrics

Of course, you want to measure what curation looks like when it's working. Setting some criteria makes sense. Curation is not a formal learning activity that can be scored by completion or assessment scores (and those are dubious indicators anyway). It's better to agree on a frequency and quality benchmark initially for a pilot project.

You could set goals for engagement levels, for example the number of positive comments, article opens, or likes / upvotes articles receive. The initial success of a pilot will be about sustaining the habit and demonstrating value through quality of content.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 2



DEFINE YOUR TARGET AUDIENCE

If you can say yes to a sufficient number of these questions, then there's likely a business case to be made for a content curation pilot for learning in your organisation. The next step is to clarify what you'll curate, and for who.

Each audience in your organisation will have different need for external content. The curator's job is to understand what type of information is needed, from where, for who and how often. For example, that could be

- For sales teams: Daily round-up of recent developments by our top 3 competitors, news and announcements from our top 10 customers, and developments and trends in our top 3 industries
- For leadership teams: Weekly updates on best long form articles from their top 5 favoured sources (e.g. Harvard Business Review, Institute of Leadership and Management, CIPD and so on)

In this way, effective curation is like scoping any learning initiative - you need to understand what kind of content works best to help your specific audience succeed. Choose an audience to begin with. They're likely to be defined around a function or level, for example

- Sales
- Management and leadership
- Front-line managers
- Marketing
- R&D / research / product development
- Consultancy / advisory
- Compliance and regulation
- Customer service



TIP:

For your pilot curation project, focus on a team that already has an appetite for external content. In any sales team for example, you will usually find outward-looking people who attend events, read industry blogs, check competitors' sites, and share links with colleagues. Content curation works best where there's already a culture that believes in looking externally and bringing the outside world in.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 3



SET A BASELINE FOR CURATION

Once you've identified your target audience, the next step is to start figuring out what type of curated content will help them the most. So you need to know what being informed means for them. To do that, you need to walk through their daily activities and uncover where timely, relevant content would help in their workflow, and what a baseline for effective curation would look like.

Set up some structured conversations with representatives of the target audience, including Subject Matter Experts. For a sales team, for example you could ask these questions to uncover how they currently seek, sense and share external content:

- How important is it to actively monitor industry/sector trends? Which trends/sectors?
- How do you currently stay on top of this information? Which sources do you use?
- Do you subscribe to industry newsletters? Follow blogs? Look at key sites and publications? Which ones?
- How important is it to actively monitor competitors? Which ones? What do you want to know about them?
- Do you follow industry influencers on LinkedIn or Twitter? Who?
- Are you a member of industry groups? Which ones?
- How much time do you currently spend searching and reading this type of content?
- How much of it is relevant?
- Do you feel you get too much information, not enough, the right amount?
- Do colleagues share links with you? Who shares them?
- Do you divide up this research as a team, or do some people typically lead on it? Who?
- Can you give me some examples of the types of content that you've acted on, learned from, used to help achieve a goal?
- What type of information would help you the most when (prospecting, pitching, negotiating, account managing)
- What keywords would you use if you were doing a Google Search on this topic? Can you give me some phrases, e.g. not just "Pricing" but "SaaS Pricing for Apps"
- Would your team benefit from regular updates on best practices in:
 - Pricing
 - Social Selling
 - Pitching
 - Presenting

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 3



SET A BASELINE FOR CURATION



TIP:
Present Samples and ask “What if”

One way to help this initial conversation is to present sample use cases and collections of curated content to your target audiences and ask “what if we could do this for you?”

Later in this book we share **case studies and use cases for curation**, including

- Monitoring industry trends
- Monitoring competitors
- Adding to blended programmes
- Dynamic Product Knowledge updates

Use these and the many other examples to kickstart a discussion with your teams.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 4



START KNOWLEDGE DISCOVERY

By now you should have agreed on business drivers for your pilot content curation initiative, identified a target audience, and started to map out the types of content and sources that will engage them. Now it's time to start gathering that content, what we call knowledge discovery.



PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 4



START KNOWLEDGE DISCOVERY

Knowledge Discovery: Where to start?

Obviously, if your target audience have suggested a set of preferred sites and sources, you're off to a great start. You can start to gather lists of those resources in one place to gather content from them.

But often, you will hear "we don't know what we don't know" or a variation on that. Your internal audience will look to you to find the best sources for them. Here are some tips for starting that journey of knowledge discovery.

Don't start with Google...

The answer for many people is Google. But while Google is an incredibly valuable resource, it's not where you're going to find the latest content. Google is designed to help you find authoritative content, not the latest content or ideas that may be bubbling up. Your professional teams are looking for the most recent information. Content about trends and competitors that's out of date won't help them. Most new content is not found using Google but using social platforms, tools and specific sites. Social networks have become important content discovery platforms. Over a third of all traffic to major publishers comes from Facebook alone, which is primarily people visiting content their friends have shared. Social has overtaken search as the way most people get their news, according to Shareholc. On social you can use your network as a discovery army, particularly if your network includes people that are 'resource investigators'.

Find the "Resource Investigators / Seekers"

Belbin defined resource investigation as a key role in teams and recommended that teams included people who act as resource investigators. These are the team members who go out of the group and bring ideas, information and developments back to the team for discussion and consideration. These people tend to be outgoing, they make friends easily, are good at networking, they are curious and constantly look for new ideas and information. What makes them particularly valuable is they share these new ideas. Thus in your social networks and communities you can benefit significantly from resource investigators. Every team needs them. To use another word from Harold Jarche (and to pander to the Harry Potter fans): every team needs a **seeker**. In your initial conversations with your target audience, you may well have uncovered one. If not, you need to become that person for the team you're curating content for.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 4



START KNOWLEDGE DISCOVERY



Ask a group: Community discovery platforms

We've already talked about the power of collective intelligence. There are a range of large networks and community sites that have become important discovery platforms. You may find that these communities are already curating the types of content you're seeking. These include:

- **Quora.** If you have questions there is a good chance someone may have already asked them on Quora. You can search for all questions asked on specific topics and see the answers.
- **Reddit.** There is no end to the specific interest groups on Reddit where you can discover latest content and ideas.
- **Twitter.** The feeds from Twitter can spin faster than a hamster on a wheel so finding relevant content can be difficult. Twitter lists can help you get more control and there are a range of tools you can use to focus on the content being shared on Twitter. For example, you can search for any topic on **BuzzSumo** and sort by the most shared articles on Twitter over the last week.
- **LinkedIn Groups.** Many of these groups have become overwhelmed by marketers sharing links but there are some good restricted groups where people share interesting content.
- **Pinterest.** If you are an interior designer after ideas for small gardens or kitchens or more or less anything then Pinterest is a great discovery platform. Users curate content on specific topics.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 4



START KNOWLEDGE DISCOVERY

Avoid the Echo Chamber: Embrace Diversity in Your Knowledge Discovery

On the morning of 24th June 2016 many people in the UK were shocked on waking up to find the UK had voted to leave the European Union. In reality it was not such a surprising decision, all the polls showed the result would be very close. The same happened when Donald Trump won the US Presidency. Those results were shocking to many people - more specifically to people who didn't know anyone who planned to vote leave or Trump, even though they transpired to be a majority. Many of us were in an echo chamber, where we mainly heard views that aligned with our own.

The internet is the most powerful source of news and opinion there is. However, the internet and social networks may actually be reducing rather than enhancing our understanding of the world because of echo chambers. The danger of knowledge discovery and curation in social networks is that we may only 'friend' people we agree with, in fact we may actively unfriend those we disagree with. This online community will then 'echo' our own views.

This is equally true of our professional networks. We link in with similar professionals that were often trained by the same professional body, we respect the same influencers in our industry and we read the same industry publications. We share similar views and orthodoxies.



The Danger of Echo Chambers

The danger of echo chambers is that information, ideas or beliefs are amplified or reinforced by transmission and repetition. This is what causes posts to go viral on social media. A social or professional network can repeatedly share articles the community agrees with, thereby reinforcing the strength of the echo chamber. Some people may share or like articles simply to reinforce and assert that they are part of the tribe or community.

The echo chamber is not limited to social networks. Our choice of newspapers and TV channels can similarly narrow our view of the world. We may read the Guardian or the New York Times or watch Fox news to reinforce our own views. Writer Clay Shirky (who coined the term Filter Failure) **tweeted** that people who didn't think Donald Trump could win the US presidential election were trapped in "the majority illusion, where you confuse your neighborhood with the world. Elections are a harsh corrective to thinking everyone agrees with you."

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STEP 4



START KNOWLEDGE DISCOVERY

Escaping the Echo Chamber in Your Knowledge Discovery

To escape the echo chamber in your knowledge discovery it is essential that you have diversity in your network and news sources. In a study of financial traders MIT found that 'social explorers' with a diverse network performed better than those with a larger network. According to **Sandy Pentland of MIT**, these people spent

"enormous amounts of time searching for new people and ideas—but not necessarily the best people or ideas. Instead, they seek to form connections with many different kinds of people and to gain exposure to a broad variety of thinking."

Whilst there is value in seeing articles being shared by your friends or a group of professionals that you respect on Twitter, there is also a very real danger of ending up in an echo chamber. The same is true of just reading 'quality' newspapers or professional magazines. You'll miss what's bubbling under.



PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 4



START KNOWLEDGE DISCOVERY

The Value of Blogs and Diversity

Giles Wilkes of the Financial Times makes a strong case for reading diverse blogs in his article 'How I learnt to love the economic blogosphere'.



“I HAVE FOUND NOTHING AS RELIABLY GOOD AS THE BLOGOSPHERE. ..NO ONE LEARNS MERELY BY READING CONCLUSIONS. IT IS IN THE SPACE BETWEEN RIVAL POSITIONS THAT INSIGHT SPROUTS UP, FROM THE SYNTHESIS OF CLASHING THOUGHTS...WHEN THE BLOGOSPHERE IS REALLY ON FORM, ITS INTERACTIONS THROW UP INSIGHTS OF A DEPTH AND QUALITY THAT THE MAINSTREAM MEDIA SIMPLY CANNOT ACCOMMODATE.... SOME OF MOST QUESTIONABLE [ECONOMIC] ANALYSIS HAS COME FROM SO-CALLED QUALITY JOURNALISTS AND ACADEMICS PROTECTED FROM DEBATE.”

-GILES WILKES

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 4



START KNOWLEDGE DISCOVERY

This is because echo chambers applaud rather than critically challenge ideas and viewpoints. They create a collective orthodoxy which leads to groupthink.

The Wall Street Journal **Red Feed Blue Feed** is a good experiment in presenting contrasting viewpoints. On a range of topics, they show well shared Facebook posts from extremely conservative and liberal sources side by side.

We created a similar experiment in Anders Pink by taking the **5 most liberal and 5 most conservative influencers** in US media on Twitter, and putting into a single briefing the content they are sharing on gun control. We just added their twitter handles into Anders Pink and filtered by the word gun control. Here is the **briefing on gun control** which is updated every few hours.

These may be extreme examples but are your sources wide enough to give you a balanced view of your industry or social trends? What are the dissenting or alternative views to the established orthodoxy in your communities?

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STEP 5



FILTER EFFECTIVELY: USE AUTOMATION

By now you should have agreed on business drivers for your pilot content curation initiative, identified a target audience, and started to map out the types of content and sources that will engage them. Now it's time to start gathering that content, what we call knowledge discovery.

Manual Filtering: Is Time on Your Side?

You could attempt to manually filter. Let's say you're trying to keep on top of Trends in Big Data for an internal team. You could...

- Create a Twitter List that includes key influencers on Big Data, monitor it for relevant content (though bear in mind you'll see everything those influencers share, not just content on Big Data, so that's a noisy list)
- Do a Google Search for the latest content (though Google has indexed 266 million articles on Big Data and counting)
- Create Google Alerts for key terms and check those daily
- Monitor RSS feeds from key industry blogs and publications using an RSS Reader
- Do a daily check of your preferred websites
- Check influencers on LinkedIn and find relevant posts

Then once you've reviewed all of that content:

- Choose the most relevant content from all of these sources
- Assemble them into a daily or weekly briefing for your internal team

And repeat that task, every day, for every audience you plan to support. It's easy to see how quickly manual filtering of the web can spiral out of control. The growing volume of content will outpace your ability to filter it. It's just not sustainable at any level of scale or frequency. As Donald Clark has put it:



"IF YOU'RE TRYING TO DO ALL YOUR CURATION BY HAND, YOU'RE MAKING A MISTAKE. YOU NEED TECHNOLOGY TO HELP YOU...WE'RE IN THE AGE OF ALGORITHMS AND THEY HELP YOU TO FIND CONTENT YOU MIGHT WANT TO CURATE."
-DONALD CLARK

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

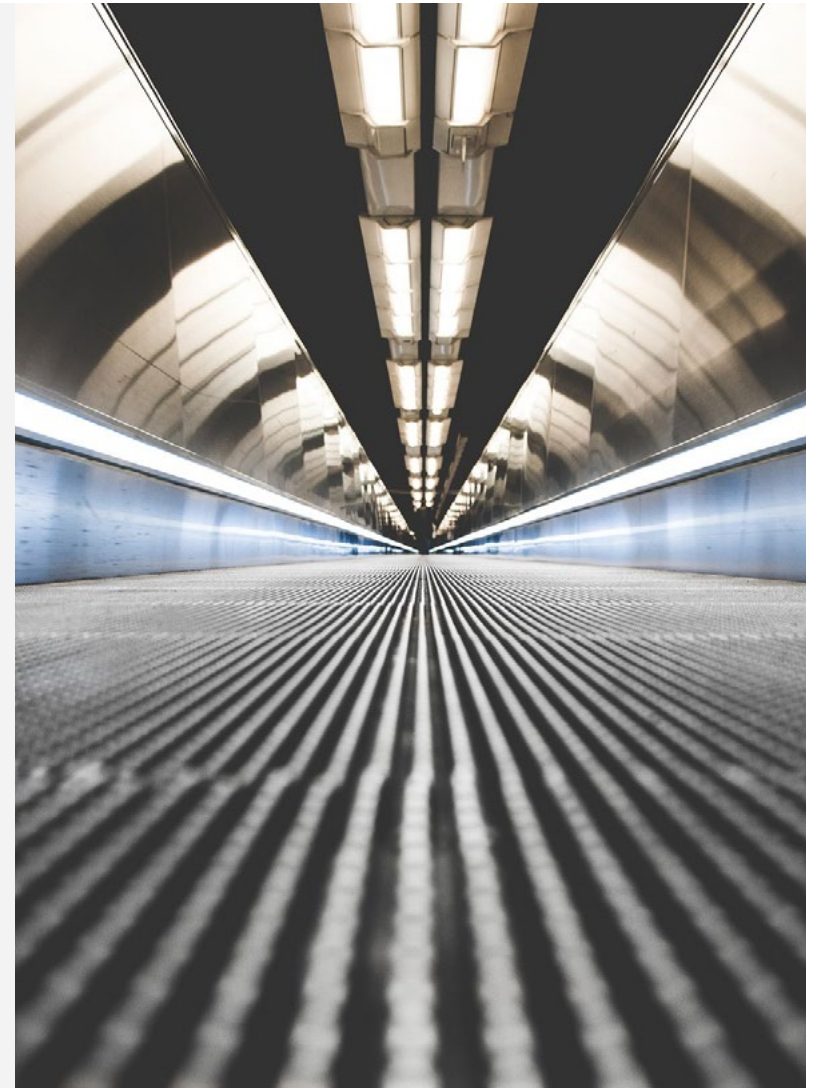
STEP 5



FILTER EFFECTIVELY: USE AUTOMATION

Automated Filtering: Tools Are Your Friend

How can AI and algorithms help you with curation? The main task they perform is automation of filtering. You can use tools that allow you to aggregate RSS feeds so you can see new content being published by various sites in one place. Feedly and Scoop. it are examples of a tool that do this. However, this only provides a small view onto the wider world. This is why at Anders Pink we crawl content published across the whole web every day and allow you to filter this by keywords. This does mean you see a very wide range of content but this is important for the curator. It's automated, so you have a base feed of relevant content to curate from. The needs of the curator and the learner are different. A curator needs to look wider and see more content as it is their role to then filter and add context to content. For a busy learner, often less is more. The act of human filtering comes next, which we'll come on to next.



PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 5



**FILTER EFFECTIVELY:
USE AUTOMATION**

3 WAYS TO AUTOMATE YOUR FILTERING WITH ANDERS PINK

Our **Content Curation tool** is designed to make filtering as controlled and automated as possible, so it's easier for you to quickly identify the most relevant content for your audiences.

Here are three ways to use Anders Pink to automate your filtering:



PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

1 FIND RELEVANT CONTENT FROM TWITTER EASILY

Twitter is an incredible resource for content curators. However, if you follow a large number of people, your Twitter Feed can get chaotic, with multiple influencers tweeting on multiple topics every minute. The good stuff is in there, but it's buried among the GIFs, RTs and everything else. Great for finding some random inspiration. Not great if you're looking for the most relevant, recent content on a focused topic. You can create a Twitter List, but even then you see everything that your list members share which often can be off-topic.

Anders Pink helps you tame your Twitter Feed in two ways.

No.1 SEE RELEVANT CONTENT ON THE TOPICS YOU CARE ABOUT

Log in to Anders Pink using your personal or brand Twitter account. We analyze your feed to see which topics you share the most content about, and immediately show you a summary of recent content from quality sites on your home page:

Top from your topics

Content marketing

[See more](#) [Edit/remove this topic](#)

2 Funnels Are Necessary for Content Marketing

contentmarketinginstitute.com 3 days ago At the initial meeting with a new client, I ask a simple question: What is the goal for your content marketing...

👍 📄 ↩ Share



Content Marketing KPIs & Metrics: 15 Important Considerations

www.searchenginejournal.com 2 days ago With more brands and enterprises making the transition to full-blown digital publishers and media entities, demand is...

👍 📄 ↩ Share



7 Fundamental Content Marketing Frameworks

yesoptimist.com 9 hours ago I started working in content marketing nearly (ahem) 10 years ago. Admittedly, I had no clue what the hell I was...

👍 📄 ↩ Share



Big data

[See more](#) [Edit/remove this topic](#)

Understanding fast data in big data

linkedin.com 2 days ago

👍 📄 ↩ Share



INSEAD Revamps MBA Curriculum to Strengthen Big Data, FinTech

stacyblackman.com 2 days ago After two years of extensive review, INSEAD faculty has approved a new MBA curriculum that will launch in September...

👍 📄 ↩ Share

How Big Data and Analytics Are Helping Us Unlock Opportunity in the Most Unlikely Places

www.inc.com 3 days ago In The One Percent Doctrine, veteran journalist Ron Suskind described how former Vice President Dick Cheney, when told...

👍 📄 ↩ Share



PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

1 FIND RELEVANT CONTENT FROM TWITTER EASILY

No.1...

Click "see more" for any topic to get more content and filter by time period:

The screenshot shows a Twitter search results page for the topic "Content marketing". The page is filtered to show the latest top articles. The search bar at the top right shows "Content marketing" and the user "Stephen". The results are displayed in a grid of 12 cards, each representing a tweet. Each card includes a profile picture, the text of the tweet, a small image, and a "Share" button. The tweets cover various topics related to content marketing, such as "B2B Social Media - Making a Case for Content Marketing", "Constant Content: The Silver Bullet for Failing Content Marketing Strategy", "5 Emerging Content Marketing Trends You Need to Know in 2017 - Jeffbullas's Blog", "2 Funnels Are Necessary for Content Marketing", "Content Marketing KPIs & Metrics: 15 Important Considerations", "How to Use Trello to Streamline Your Content Marketing", "What Monty Python and content marketing have in common", "Content Marketing for Local SEO: How to Easily Leverage It the Right Way", "How to measure the ROI from your content marketing", "6 Content Marketing Strategies Every Small Business Should Steal", "Top 75 Content Marketing Websites & Blogs For Marketing Professionals", and "The Missing Link to Measuring Content Marketing Success".

You can edit your preferred topics at any time:

Your topics of interest

Manage what topics you're interested in.

content marketing x big data x design thinking x

driverless cars

We'll bring you the latest and best content for these topics from around the web.

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

1 FIND RELEVANT CONTENT FROM TWITTER EASILY

No.2 GET A MORE FILTERED VIEW OF YOUR TWITTER FEED

We also bring in articles shared by the people you follow on Twitter (just links to articles, not the photos, weather updates and all the rest of it...). You can see the most recent and most shared articles from your Twitter feed on your home page in "Top from your Network":

Top from your network See more

- 9 Amazing Visual Social Media Tools to Boost Your Authority**
www.jeffbullas.com · In 2 hours · Are visuals a part of your social media marketing strategy? Would you like some tools to help boost your visual social...
Shared by [Elnola Howard](#) and [5 others](#).
- How to Get Your Writing on the Road to Being Read and Spread - Copyblogger**
www.copyblogger.com · 17 hours ago · I'm going to let you in on a little secret. It's something the immortals — from Aristotle to Ogilvy to Mamet — have...
Shared by [Warren David Hornik](#) and [4 others](#).
- Facebook Messenger now supports group**
techcrunch.com · 8 hours ago · Facebook introduced person-to-person payments within Messenger in early 2015, but today the company announced the...
Shared by [TechCrunch](#) and [2 others](#).
- Elon Musk vs. Henry Ford: Who is the Best Entrepreneur Ever?**
www.entrepreneur.com · 10 hours ago · In the midst of March Madness, we created our own bracket of the 64 best living, historical and fictional...
Shared by [Entrepreneur](#) and [2 others](#).

Most shared articles from your network In the last: 1 hour 3 hours 12 hours 24 hours

Filter by keyword

Filtering by keyword "marketing"

- How to Become an Agile Marketing Machine | Marketing Insider Group**
marketinginsidergroup.com · 2 days ago · Top brands across industries, from eCornell to Verizon are adopting the nimble and unstoppable approach of agile...
Shared by [Michael Brenner](#) and [2 others](#).
- 7-Step Facebook Marketing Strategy to Dominate 2017 | Sprout Social**
sproutsocial.com · a day ago · Let's be honest here- Facebook isn't slowing down. There are more than 1.86 billion monthly active users on Facebook...
Shared by [Sprout Social](#) and [Kamal Bennett](#).
- Marketing Tips for Awkward Brands in a Social Media Era**
www.adweek.com · a day ago · Our timelines on social media are flooded with different marketing campaigns on a regular basis. The majority of this...
Shared by [Curation Suite](#) and [Curation Traffic](#).
- Content Marketing KPIs & Metrics: 15 Important Considerations**
www.researchinjournal.com · 2 days ago · With more brands and enterprises making the transition to full blown digital publishers and media entities, demand is...
Shared by [TopRankMarketing.com](#) and [Curation Suite](#).
- Content Marketing Magic for Business Growth with Brian Clark of Copyblogger - Powderkeg - Igniting Startups | The Untold Stories of Innovation, Leadership, and SaaS Beyond Silicon Valley**
powderkeg.co · 9 hours ago · Your audience is the lifeblood of your business. Without them, you have no one to sell to. However, too many...
Shared by [Brian Clark](#) and [copyblogger](#).
- 50,000,000+ Views Later: What I've Learned About Content Marketing**
www.saastr.com · a day ago · When I meet with founders and investors, they assume at SaaS: we are some sort of content and social marketing...
Shared by [Hiten Shah](#) and [Curation Traffic](#).
- Simplify Your Content Marketing Strategy with a One-Page Plan**
contentmarketinginstitute.com · 5 days ago · As CMI research shows, marketers with a documented content marketing strategy are more effective than those who lack a...
Shared by [Kamal Bennett](#) and [Chuck Atkins](#).
- Attend MarTech for vendor-agnostic, graduate-level marketing, technology & management insights**
marketingland.com · 3 hours ago · MarTech is different in a couple of key ways that make it a must-attend experience for marketing leaders. If your...
Shared by [Marketing Land](#) and [Arnie Kuenn](#).
- B2B Marketing: 3 Tips That Will Guarantee Your Breakthrough on Instagram**
www.abtornitech.com · 5 days ago · Instagram is...
Shared by [Abtornitech](#).
- 6 Must-Do's for Effective Social Media Marketing**
www.entrepreneur.com · 9 days ago · A lot of businesses do social media marketing wrong. They...
Shared by [Entrepreneur](#).
- Simple Contacts gets \$8M to bring ocular telemedicine app to Android, expand marketing**
www.mobihealthnews.com · 5 hours ago · Simple...
Shared by [MobiHealthNews](#).
- How To Beat Out Industry Leaders In Content Marketing | Marketing Insider Group**
marketinginsidergroup.com · 6 days ago · Get the...
Shared by [Marketing Insider Group](#).

Click "see more", and you can filter these by time and topic. Say you want to see only the articles most shared by people in your Twitter network on Marketing in the last 24 hours. Not easy in your Twitter feed, but in Anders Pink just filter your feed by a keyword and time period to zero in on what's getting traction:

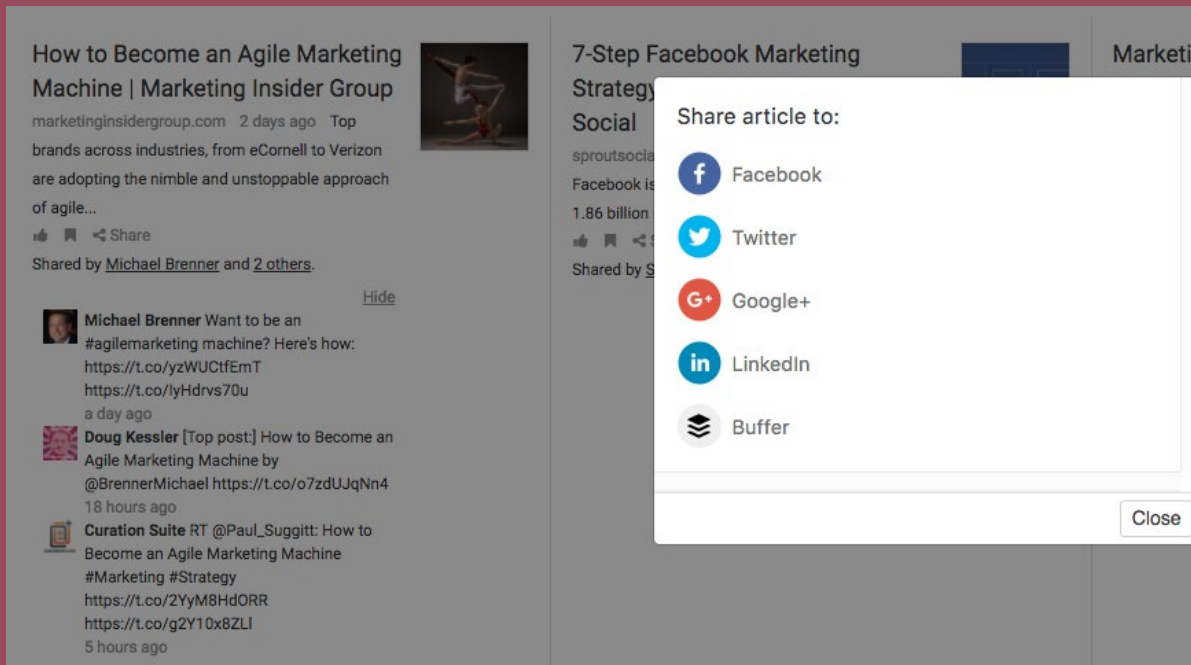
PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

1 FIND RELEVANT CONTENT FROM TWITTER EASILY

No.2...

Click to see who's shared an article, and share it yourself to social to add your insights and engage your audience.



The screenshot shows a Twitter interface. The main post is titled "How to Become an Agile Marketing Machine | Marketing Insider Group" and includes a small image of a person performing a handstand. Below the post, a list of users who shared the article is visible, including Michael Brenner, Doug Kessler, and Curation Suite. A white sharing menu is overlaid on the right side of the post, titled "Share article to:", and lists options for Facebook, Twitter, Google+, LinkedIn, and Buffer. A "Close" button is located at the bottom right of the sharing menu.



PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

2 DISCOVER RELEVANT CONTENT ON ANY TOPIC WITH INSTANT SEARCH

To quickly find relevant content on any topic, you can also use our discover feature. Just type in any topic and we'll find recent and relevant articles from quality sources for you.

You can then follow that topic to add it to your homepage, follow a related public briefing, or use it as a starting point to create a more filtered custom briefing.

The screenshot shows the 'ap' search interface. At the top, there's a search bar with 'big data' entered and a 'Search' button. Below the search bar, there are two options: 'Follow this topic' and 'Create briefing'. The main content area displays a grid of search results for 'big data'. Each result includes a title, a thumbnail image, the source, and the time it was posted. The results include:

- What Is Big Data? A Super-Easy Intro For Everyone** (linkedin.com, 21 days ago)
- Big Data At Walmart: How The Mind-Blowing 40+ Petabyte Improves Retail Decision-Making** (linkedin.com, 5 days ago)
- Firing on All Cylinders: The 2017 Big Data Landscape** (mattmurski.com, 7 days ago)
- Why 'Gut Feel' is better than 'Big Data'** (linkedin.com, 22 days ago)
- Digital Transformation in Oil & Gas (II) - Big Data and Machine Learning vs. First-Principles: Who will win? (Part 1)** (linkedin.com, 9 days ago)
- Three Popular Ways to Fail with Big Data** (linkedin.com, 7 days ago)
- How Machines Make Sense of Big Data: an Introduction to Clustering Algorithms** (freecodecamp.com, 15 days ago)
- Big Data - Brave New World or Snake Oil Redux** (www.brewitshambles.com, 24 days ago)

On the right side, there's a section titled 'We've also found some public briefings that you may want to follow.' It lists three briefings: 'Big Data News', 'Big Data Trends', and 'Big Data Advice & Tips'.

PART 4:

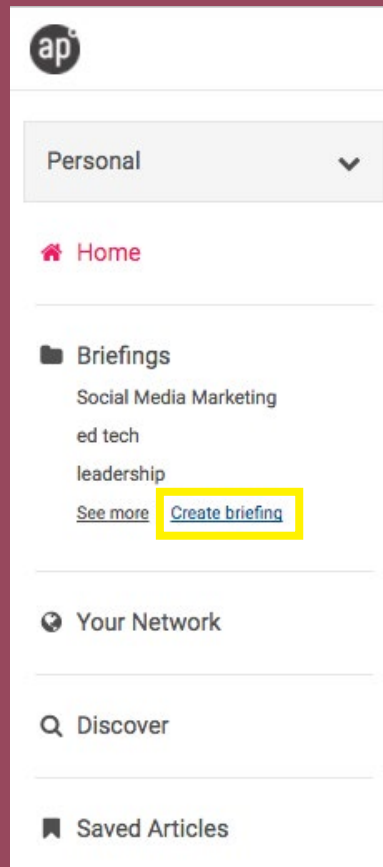
CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

Search for Big Data in Google and you'll get 267 million results. As we've said, Google is not always the best source for trending or niche content, but using briefings is a great filtering method and one that's core to our curation tool at Anders Pink. Effective curation is about control and filters. In Anders Pink you can create a custom briefing on any topic, and filter it with any keywords and sources you want. A briefing is a collection of articles on any topic in Anders Pink. Briefings update every four hours to bring you fresh content on your topic from your sources.

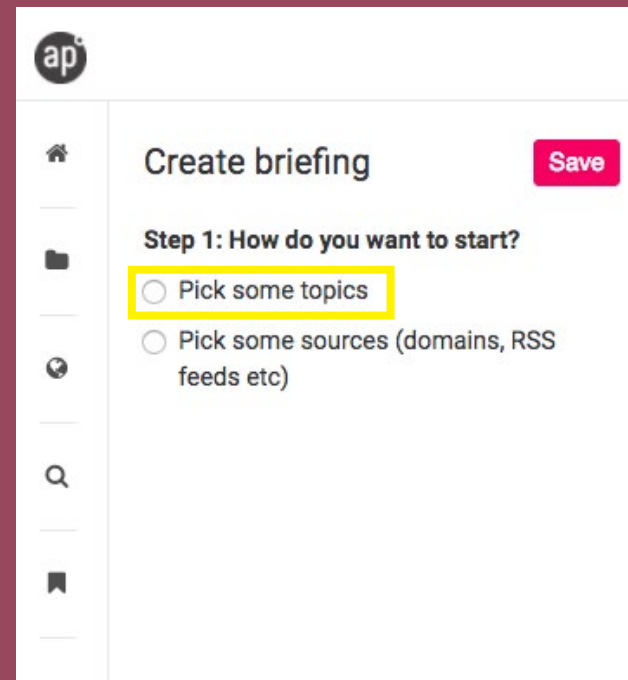
Here's how to create a custom briefing to stay smart your way.

To start a briefing, click "Create Briefing" from the Left menu:



Step 1. CHOOSE HOW YOU WANT TO START

You now have two options to start off your briefing.



- Pick some topics: enter some topics and refine with additional keywords and sources. Great if you want to get a broad view of content to start with, then narrow down with filters.
- Pick some sources: enter sources you want to see content from or get suggestions, and refine by topics. Great if you know what sites or sources you want to see content from, or are looking for inspiration for sources which you can add and filter by topic.

You can switch at any time.

Select "Pick some topics"

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

Step 2. ADD A TOPIC

If you're starting with "pick some topics", just type the word or term and click "add" (or just hit enter on your keyboard). No need for quote marks and it's not case sensitive.



TIP: The more specific your keyword phrase, the better, e.g. content marketing, situational leadership. Broader terms like coaching and leadership will bring in more diverse results initially, but you can refine them later.

Create briefing Save

Step 1: How do you want to start?

- Pick some topics
- Pick some sources (domains, RSS feeds etc)

Step 2: Add your topics

Enter the topics that you're interested in, e.g. big data, healthcare, cycling..

Add

As soon as you add a topic, on the right you will see a preview of the type of articles you'll get in your briefing from quality sources:

Create briefing Save

Step 1: How do you want to start?

- Pick some topics
- Pick some sources (domains, RSS feeds etc)

Step 2: Add your topics

Enter the topics that you're interested in, e.g. big data, healthcare, cycling..

Add

Step 3: Further filter by words (optional)

Article titles also must contain one or more of the following words:

Add

See some *useful words to include*, such as tips and trends.

Article titles must not contain any of the following words:

Add

See some *useful words to exclude*, such as jobs and events.

Step 4: Limit to certain sites (optional)

If you want to narrow this down to only see content from certain sites, enter them below, e.g. bbc.co.uk.

Add

Only show content from our curated list of business domains.

Suggested sites

Your preview

- B2B Social Media – Making a Case for Content Marketing**
linkedin.com · 21 days ago
- Constant Content: The Silver Bullet for Failing Content Marketing Strategy**
mat.com · 7 days ago
Incredible, isn't it? Despite all the fanfare and pageantry that has followed content marketing over the last few...
- 5 Emerging Content Marketing Trends You Need to Know in 2017 - Jeffbullas's Blog**
www.jeffbullas.com · 13 days ago
Content marketing is an integral part of your digital marketing strategy. In 2016, we saw extensive adoption of...
- 2 Funnels Are Necessary for Content Marketing**
contentmarketinginstitute.com · 3 days ago
At the initial meeting with a new client, I ask a simple question: What is the goal for your content marketing...
- Content Marketing KPIs & Metrics: 15 Important Considerations**
www.searchenginjournal.com · 2 days ago
With more brands and enterprises making the transition to full-blown digital publishers and media entities, demand is...
- How to Use Trello to Streamline Your Content Marketing**
nelipatel.com · 24 days ago
Trello is one of my all-time favorite tools for content marketing and for work in general. It's super easy to use...
- Content Marketing for Local SEO: How to Easily Leverage It the Right Way**
coachedule.com · a month ago
People search for local businesses every day. They use relevant keywords with specific location names to find...
- How to measure the ROI from your content marketing**
www.lilachbullock.com · 14 days ago
Are you using content marketing to help promote your business? Just like with any other digital or offline marketing...
- Which Content Marketing Strategies Have the Biggest Impact on Keyword Rankings?**
www.quicksprout.com
The term "content marketing" is a wide umbrella. It encompasses a plethora of different strategies and techniques. But...
- Top 75 Content Marketing Websites & Blogs for Marketing Professionals**
blog.feedspot.com · 16 days ago
The Best Content Marketing blogs from thousands of top Content Marketing blogs in our index using search and social...
- The Missing Link to Measuring Content Marketing Success**
www.thesocialmediaguy.com · 14 days ago
Do you know how many blog posts one of your visitors needs to read before they decide to sign up for your lead...
- What Baseball Taught Me About Law Firm PR and Content Marketing | JD Supra**
www.jdsupra.com · It's that time of year when hope springs eternal. That's right, baseball is back! Each team and their fans
- What Works Now: 13 Content Marketing Secrets from Kissmetrics, WordStream, Unbounce, KlientBoost, Close.io & More**
- Upgrading Your Approach to Sales With Content Marketing**
www.digitalsourc.com · 13 days ago
Convert more qualified leads by integrating content marketing with your normal sales efforts. The
- 17 Things to Know About Visual Content Marketing | Temok Hosting Blog**
www.temok.com · Get Up To 25% Discount On All Hosting Orders! It's an old debate, but now than ever, content really is a huge...

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

Step 3. (optional) FURTHER FILTER BY WORDS

In this example we're seeing recent content from around the web on content marketing. It's a popular topic and lots of content is published and shared. To narrow this down, you can add words that must or must not appear in the article title.

Just add any words you want to see in article titles here:

Step 3: Further filter by words (optional)

Article titles also must contain one or more of the following words:

tips ✕ how to ✕

examples

Add

See some [useful words to include](#), such as tips and trends.

Click enter or add. Your preview will refresh so you only see articles with these words in their titles.

You can specify words that must not appear in article titles. For example if you don't want to see articles that promote events or conferences, just add those words in the "must not include" field:

Article titles must **not** contain any of the following words:

conferences ✕

event

Add

See some [useful words to exclude](#), such as jobs and events.



TIP:

To save time, choose from our pre-defined list of useful words to include or exclude – just click on the links below the boxes and you'll see them pop up – we've organised them into a few handy categories:

Useful words to add

By choosing some words that must be in the article titles, you can make your briefing more focused.

Some useful words to add are [tips](#) and [trends](#).

Some useful groups of words to add are listed below. You can add all of the words in a group, or individual ones.

Practical content

[tips](#), [how to](#), [ways to](#), [guide](#), [step-by-step](#), [mistakes](#), [advice](#), [habits](#), [best practice](#), [techniques](#), [case studies](#), [successful](#), [examples](#), [steps](#), [insights](#), [lessons](#)

add all

Future trends

[trends](#), [trend](#), [forecast](#), [forecasts](#), [future of](#), [predictions](#), [rise of](#), [revolution](#), [will change](#)

add all

Latest news

[news](#), [analysis](#), [update](#), [announcement](#), [latest](#)

add all

Financial news

[stock](#), [announcement](#), [stock price](#), [share price](#), [market](#), [investment](#), [acquisition](#), [funding](#), [merger](#), [acquires](#), [acquisition](#), [vc](#), [future of](#), [equity](#), [performance](#), [prediction](#), [analysts](#)

Useful words to exclude

By choosing some words to that must not appear in article titles, you can filter out irrelevant content.

Some useful words to exclude are:

[job](#), [jobs](#), [position](#), [event](#), [workshop](#), [webinar](#), [course](#), [conference](#)

add all

You can click on any of these to include or exclude them, or click "add all" to add them to you briefing in one go.

So that's using keywords to filter from a wide set of sites to see the content you want.

You could save your briefing at this point to make it live, and it'll update every few hours. But you can go further to make it even more specific:

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

Step 4. LIMIT YOUR BRIEFING TO SPECIFIC SITES ONLY

You may have some specific sites you like to track, and you only want to see content from them. Or you might want to add a range of specific sites to further refine your briefing. When you start with a topic, you have three ways you can narrow it down to specific sites:

1 Enter any site

Enter the site domain (no need for www or http://). You can also enter any subdomain, e.g. blog.anderspink.com or bbc.co.uk/technology

Step 4: Limit to certain sites (optional)

If you want to narrow this down to only see content from certain sites, enter them below, e.g. bbc.co.uk.

toprankblog.com ✕

moz.com

Add

Only show content from our curated list of business domains.

You can enter as many sites as you want. Click add for each one. Your briefing will refresh to show content on your topic (and any keywords you've filtered by) from these domains and nowhere else. No need to check multiple sites any more, you'll get the latest content from them on the topic you want right in your briefing, constantly updating.

The screenshot shows a content briefing interface. On the left, there's a sidebar with a section titled "Step 4: Limit to certain sites (optional)". It contains a text input field with "toprankblog.com" and "moz.com" entered, and an "Add" button. Below this is a checkbox labeled "Only show content from our curated list of business domains." which is currently unchecked. The main area shows a grid of article previews. Each preview includes a title, a small thumbnail image, and the source domain and age. For example, one article is titled "Constant Content: The Silver Bullet for Failing Content Marketing Strategy" from moz.com, 7 days ago. Other articles include "What CMOs Need to Know About Data Informed Content Marketing" from www.toprankblog.com, "Programmatic Delivery: The Future of Content Marketing and Promotion?" from moz.com, "The 5 W's (and an H) That Guide Your Content Marketing Strategy" from www.toprankblog.com, "The Right Content Marketing Mix: Should You Go Broad or Get Specific?" from www.toprankblog.com, "Cracking the Code: 3 Steps to Building Influence with Content Marketing" from toprankblog.com, "Mobile Content Marketing: Three Crucial Truths for Better Mobile Content" from toprankblog.com, "How to Level Up Your Content Marketing Maturity" from toprankblog.com, "Add Spice to Your Content Marketing Program with These Tips" from toprankblog.com, and "Hot Content Marketing Topics From Top B2B Brands at #B2BMX" from toprankblog.com.

2 Filter by 100 High Quality Business Domains in one Click

If you're looking for high quality content on business, sales, management and leadership topics, we've created a curated list of 100 high quality sources. These include Harvard Business Review, McKinsey, Wharton, Entrepreneur.com and many more. You don't have to add these individually - you can add them all as sources in just one click:

Step 4: Limit to certain sites (optional)

If you want to narrow this down to only see content from certain sites, enter them below, e.g. bbc.co.uk.

Add

Only show content from our curated list of business domains.

Checking this box will bring in content based on your topic from only these high quality domains. It's a quick way to limit your briefing to a set of constantly evolving high quality sites.

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

3 Get Suggested Sites

Not sure what sites to filter by? We suggest domains to you based on your topic choice:

Step 4: Limit to certain sites (optional)

If you want to narrow this down to only see content from certain sites, enter them below, e.g. bbc.co.uk.

Only show content from our curated list of business domains.

Suggested sites

We've found some sites about **content marketing** you might want to restrict your briefing to. If you add these you will see content only from these sites and others you add above.

business2community.com	Preview	+
claytonjohnson.com	Preview	+
contentmarketinginstitute.com	Preview	+
entrepreneur.com	Preview	+
newscred.com	Preview	+
forbes.com	Preview	+
moz.com	Preview	+
socialmediaexaminer.com	Preview	+

Click preview to recent articles from any of these sites on your topic:

Preview of recent articles from **business2community.com** filtered by keyword: **content marketing**

- CPA Content Marketing: Four Examples of Superb Content by Accountants**
business2community.com a month ago
- Template for Developing a B2B Content Marketing Strategy**
business2community.com a month ago
- 5 Ways You are Sabotaging Your Content Marketing**
business2community.com a month ago
- 6 Reasons Why Powerful Content Marketing Is The Only Hope For Start-Ups**
business2community.com a month ago
- 10 Make-or-Break Skills a Content Marketing Professional Needs to Succeed**
business2community.com a month ago
- Why Inspirational Quotes Are Not A Content Marketing Strategy**
business2community.com a month ago

■ If you like what you see, just click + to add them as a source to your briefing

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

Step 5. BLOCK DOMAINS

There may be sites you never want to see content from. You can block these in this step, just enter the domain name to ensure you don't see content from certain sites and click add or press enter.

Step 5: Block domains (optional)

Block articles that come from specific domains, such as job.com

Note: We block a wide range of sites across Anders Pink. But you can override this by just adding them as a source in step 4 above.



TIP:
You can combine all of these ways of filtering, so you can use some or all of these filters when you're creating a briefing with a topic:

- Add keywords to include/exclude from article titles
- Add your own preferred sites
- Add our list of curated business sites
- Add some or all of the suggested sites for your topic
- Block domains

You can keep adjusting until you get your briefing exactly the way you want it.

Step 6. SAVE AND NAME

Finally just click Save to make your briefing live:

Create briefing

Step 1: How do you want to start?

Pick some topics

Pick some sources (domains, RSS feeds etc)

Step 2: Add your topics

Enter the topics that you're interested in, e.g. big data, healthcare, cycling..

content marketing ✕

Finish your briefing off by choosing a name

Briefing name

Description (optional)

Add a name for easy reference and an optional description.

Hit Save, and that's it! Your briefing is now live. It'll update every few hours with fresh content matching your topics and sources.

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 ALTERNATIVE WAY TO CREATE A BRIEFING: PICK SOURCES: ANY DOMAIN, TWITTER USER OR RSS FEED.

You can also start a briefing by picking sources or finding inspiration for sources on a topic, and then filter these by topics and keywords if you want.

Click “Create Briefing” from the left menu as before to get started.

Step 1. CHOOSE “PICK SOME SOURCES”

Create briefing Save

Step 1: How do you want to start?

- Pick some topics
- Pick some sources (domains, RSS feeds etc)

Step 2: Add your Sources

No sources added yet. Add a domain, RSS feed or Twitter user.

Step 2. ADD YOUR SOURCES

Click Add Source. You now have two ways of bringing in domains, Twitter and RSS feeds:

1 Manually Add Sources

You can now manually add any website, Twitter user or RSS Feed as a source to your briefing. Just click the relevant type and enter the source.

You can preview recent content from the source by clicking preview. Here we've entered Rand Fishkin's Twitter handle and hit preview to see articles he's shared recently on Twitter:

Add source

What type of source do you want to add?

Site Twitter User RSS Feed

Brings in all recent articles shared by a particular user on Twitter

Enter a twitter handle (without the @)

Preview source Add source

See suggested sources

Enter a topic and we'll suggest some relevant sources

Find sources

Preview of ALL recent articles from **randfish**. Once added, you can filter your sources by keywords in the next step.

- How to Use Your Competition's "Top Pages" Data to Bolster Your SEO Efforts - Whiteboard Friday**
moz.com · 5 days ago · How are you gleaming your competitive insights? We've got a ton of resources and tools at our disposal, and one of the...
- Grace the Stage at MozCon 2017: The Door is Open for Community Speaker Pitches**
moz.com · 6 days ago · Some of the best talks at MozCon each year come from the community speakers—those who're able to make a pitch to grace...
- Do We Still Need to Disavow in the Era of Penguin 4.0?**
moz.com · 8 days ago · It has now been six months since the launch of Penguin 4.0. In my opinion, Penguin 4.0 was awesome. It took ages for...
- A deep look at Google's biggest-ever search quality crisis**
searchengineland.com · 9 days ago · The past few months have been bad for Google's search reputation. Long considered the "gold standard" in search...
- Minimum Viable SEO: If You Only Have a Few Minutes Each Week... Do This! - Whiteboard Friday**
moz.com · 12 days ago · Even if you know — deep down in your heart of hearts — how important SEO is, it's hard to prioritize when you have...
- The 1% rule explains why a few people end up with most of the rewards**
jamesclear.com · 13 days ago · Sometime in the late 1800s—nobody is quite sure exactly when—a man named Vilfredo Pareto was fussing about in his...

If you like what you see, just click “Add source” to add as a source to your briefing.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 ALTERNATIVE WAY TO CREATE A BRIEFING: PICK SOURCES: ANY DOMAIN, TWITTER USER OR RSS FEED.

2 See Suggested Sources

Let's say you're looking for good quality content on a topic, but you're not sure which sources to use. We help you out here. Type any topic into the "see suggested sources box", click "Find Sources" and we'll find a range of sites, RSS feeds and Twitter users that regularly share content on your topic:

See suggested sources

Enter a topic and we'll suggest some relevant sources

content marketing Find sources

All (85) Domains (30) RSS feeds (5) Twitter users (50)

- Site business2community.com Preview source Add source
- Site claytonjohnson.com Preview source Add source
- Site contentmarketinginstitute.com Preview source Add source
- Site entrepreneur.com Preview source Add source
- Site newscred.com Preview source Add source
- Site forbes.com Preview source Add source
- Site moz.com Preview source Add source
- Site socialmediaexaminer.com Preview source Add source
- Site jeffbullas.com Preview source Add source
- Site copyblogger.com Preview source Add source

You can then preview these and add as many as you want to your briefing.

3 ALTERNATIVE WAY TO CREATE A BRIEFING: PICK SOURCES: ANY DOMAIN, TWITTER USER OR RSS FEED.

2 When you add these sources, you'll see an unfiltered preview only of the content recently shared from your chosen sites, Twitter users, and RSS feeds.

The screenshot shows a web interface for adding and filtering content sources. On the left, there's a sidebar with sections: 'Step 2: Add your Sources' (listing moz.com, copyblogger.com, and two RSS feeds), 'Step 3: Further filter (optional)' (with fields for keywords and article titles), and a 'Block articles that come from the following domains:' section. The main area displays a grid of article previews with titles like 'How to Make Sure Your Digital Marketing Strategy is Results-Driven', 'Ranking Multiple Domains to Own More SERP Real Estate - Whiteboard Friday', and 'Helpful Tips for Doing Search in a Low-Volume Niche'.

You can choose to only see content shared from your chosen domains (i.e. Block anything a Twitter user shares that's not from one of your chosen sites).

A white button labeled 'Add source' is shown above a checkbox labeled 'Only show content from the domains: moz.com and copyblogger.com'.

You can just save the briefing like this if you want a general regularly updating stream of content from your chosen sources all in one briefing.

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 ALTERNATIVE WAY TO CREATE A BRIEFING: PICK SOURCES: ANY DOMAIN, TWITTER USER OR RSS FEED.

Step 3. FURTHER FILTER BY TOPICS AND KEYWORDS

To make your briefing more specific, you can then filter by topic, and additional include/exclude words just like the “pick topics” option:

The screenshot shows a content curation tool interface. On the left, there's a sidebar with filters. Under "Step 3: Further filter (optional)", there are two sections: "Article titles must contain one of these main keywords:" with a search box containing "content marketing" and an "Add" button; and "Article titles also must contain one or more of the following words:" with a search box containing "tips" and an "Add" button. Below that, there are sections for "See some useful words to include" and "See some useful words to exclude", each with an "Add" button. The main area displays a grid of article cards. Each card includes a title, a thumbnail image, the source domain, and the time since it was published. The articles shown include titles like "Constant Content: The Silver Bullet for Failing Content Marketing Strategy", "What CMOs Need to Know About Data Informed Content Marketing", "2 Funnels Are Necessary for Content Marketing", "Programmatic Delivery: The Future of Content Marketing and Promotion?", "5 Research Insights to Drive Your Content Marketing", "The 5 W's (and an H) That Guide Your Content Marketing Strategy", "The Right Content Marketing Mix: Should You Go Broad or Get Specific?", "Five Lessons in Content Marketing from In the Night Garden", "The 4 Ways to Fix Your Broken Content Marketing", "The rise of bad content marketing advice", "6 Ways to Energize Your Content Marketing Team (and Your Content)", "The Difference Between Content and Content Marketing", "My 2020 Vision: 5 Marketers Predict the Future of Content Marketing", "content marketing overload", and "Simplify Your Content Marketing Strategy with a One-Page Plan".

Finally just Save and name it as before.

Finish your briefing off by choosing a name

Briefing name

content marketing from 5 sources

Description (optional)

articles on content marketing from Lee Odden, Joe Pulizzi..

Save

And that's it! Create custom briefings to get a really refined stream of content that updates every few hours.

Now, what can you do with it?

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 5



FILTER EFFECTIVELY: USE AUTOMATION

10 THINGS YOU CAN DO WITH CURATED CONTENT

Curating content is the first step. Now you're going to want to do something useful with it. Here are 10 points to help you get started and take action.

1. Read Articles
2. Filter by Time Period
3. Upvote Articles
4. Save Articles for Future Reference
5. Share to Social
6. Delete Articles
7. Edit Briefing
8. Copy a Briefing as a Baseline
9. Delete a Briefing
10. Stay Smarter Together - Create a Team

1 READ ARTICLES

In your Briefing, you'll see a preview of the article text. Just click on any article title to open it in a new tab/window:

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

2 FILTER BY TIME PERIOD

You can filter to see content from the last 24 hours, 3 days, 1 week, 1 month or 3 months in the top right in your briefing:

The screenshot shows a content briefing interface for 'content marketing'. The top right corner features a navigation bar with 'Blog', 'API', 'Pricing', and a search icon. A user profile 'Stephen' is visible. Below the navigation bar, a filter bar allows selection of time periods: '24 hours', '3 days', '1 week', '1 month' (selected), and '3 months'. The main content area displays a grid of nine articles, each with a title, source, date, and a 'Share' button. The articles are:

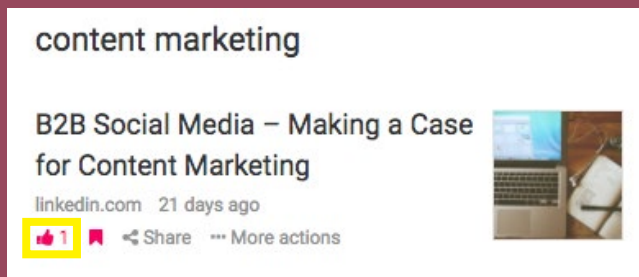
- B2B Social Media – Making a Case for Content Marketing** (linkedin.com, 21 days ago)
- Constant Content: The Silver Bullet for Failing Content Marketing Strategy** (moz.com, 7 days ago)
- 5 Emerging Content Marketing Trends You Need to Know in 2017 - Jeffbullas's Blog** (www.jeffbullas.com, 13 days ago)
- 2 Funnels Are Necessary for Content Marketing** (contentmarketinginstitute.com, 3 days ago)
- Content Marketing KPIs & Metrics: 15 Important Considerations** (www.searchenginejournal.com, 2 days ago)
- How to Use Trello to Streamline Your Content Marketing** (neilpatel.com, 24 days ago)
- Content Marketing for Local SEO: How to Easily Leverage It the Right Way** (cooschedule.com, a month ago)
- How to measure the ROI from your content marketing** (www.lilachbullock.com, 14 days ago)
- Top 75 Content Marketing Websites & Blogs For Marketing Professionals** (blog.feedspot.com, 16 days ago)
- The Missing Link to Measuring Content Marketing Success** (www.thesocialmediahat.com, 14 days ago)
- What Works Now: 13 Content Marketing Secrets from Kissmetrics, WordStream, Unbounce, KlientBoost, Close.io & More** (adepresso.com, 13 days ago)
- Upgrading Your Approach to Sales With Content Marketing** (www.digitalcurrent.com, 13 days ago)

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

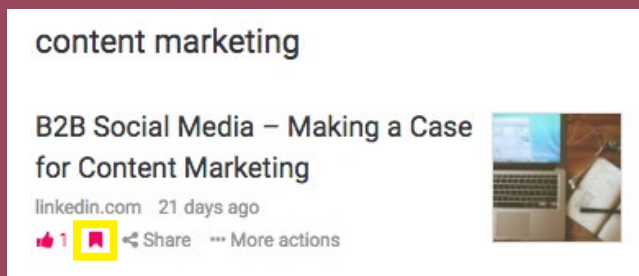
3 UPVOTE ARTICLES

Let others in your community or team know you like an article. Just click the thumbs up icon:

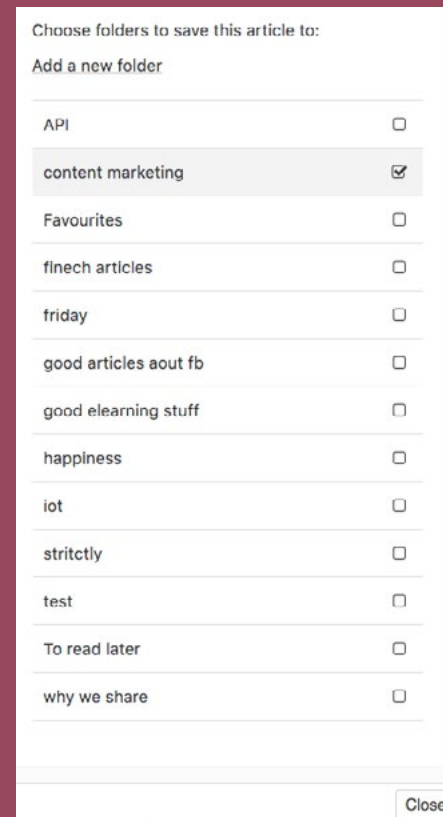


4 SAVE ARTICLES FOR FUTURE REFERENCE

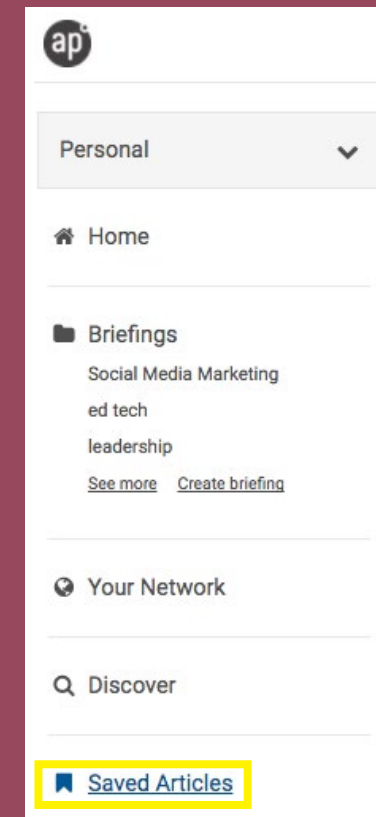
Articles update every few hours in your briefings. If you want to save an article to make a curated list or for future reference, just click the "save" icon under any article:



You can then create a folder to save the article to, or save it into an existing folder. Then just check the folders you want to save content to.



You can get to your saved articles any time via the "Saved Articles" link on the left menu:

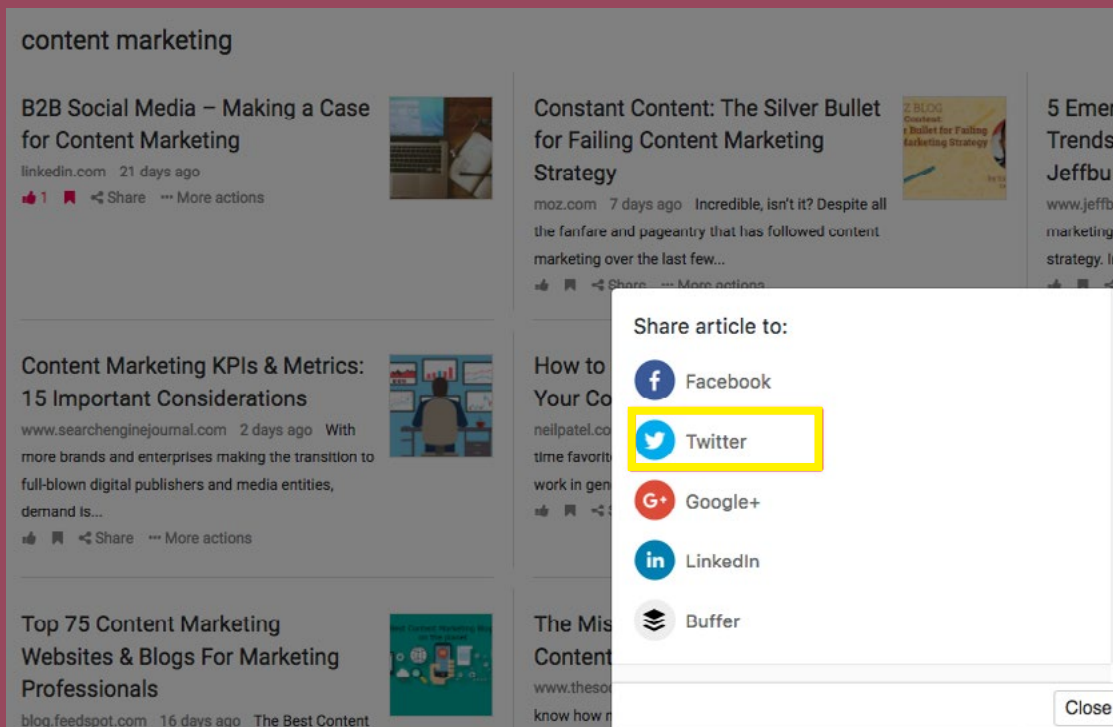


PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

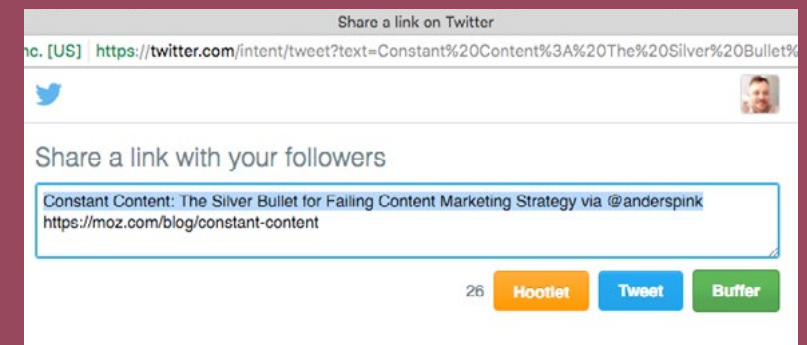
5 SHARE TO SOCIAL

Want to share an article in your social networks? Click share on any article to post it to Twitter, LinkedIn, Facebook, Buffer or Google Plus:



The screenshot shows a grid of content marketing articles. A sharing overlay is visible over the article titled "Constant Content: The Silver Bullet for Failing Content Marketing Strategy" by moz.com. The overlay lists sharing options: Facebook, Twitter (highlighted with a yellow box), Google+, LinkedIn, and Buffer. A "Close" button is at the bottom right of the overlay.

Choose where you want to share, add a comment if you want to, and post it:



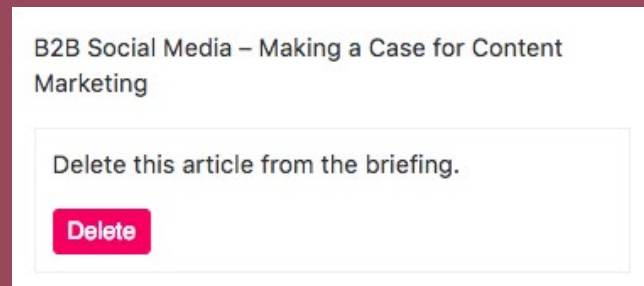
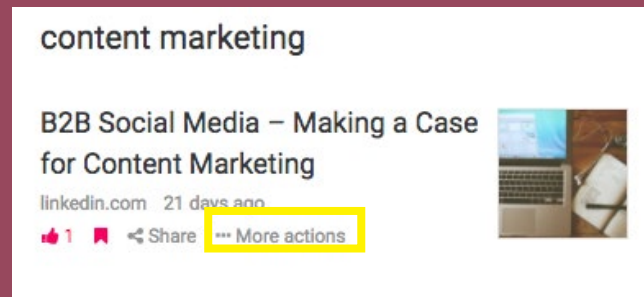
The screenshot shows the Twitter sharing interface. The text "Share a link with your followers" is visible. The tweet text is "Constant Content: The Silver Bullet for Failing Content Marketing Strategy via @anderspink https://moz.com/blog/constant-content". There are buttons for "Hootlet", "Tweet", and "Buffer". A "26" is shown next to the buttons.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

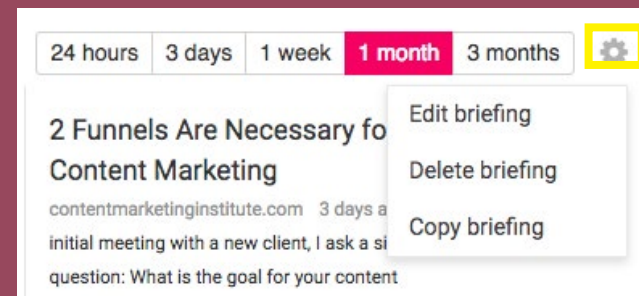
6 DELETE ARTICLES

Want to remove an article? Just click more actions and hit delete. And if there's a source you don't want to see any more from, just edit and remove the source.



7 EDIT BRIEFING

You can edit your briefing at any time and add/change your topics, keywords, sites and sources. Just click the gears icon in the top right. Then click "Edit Briefing" to adjust your briefing.



8 COPY A BRIEFING AS A BASELINE

Say you've set up a briefing on content marketing, and you want to use the same sources for a new briefing on Facebook Marketing. No need to re-create it. Just click the edit icon, choose "Copy Briefing" and you can edit the copy with different keywords and sources.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

9 DELETE A BRIEFING

You can have multiple briefings under our various plans, but if you want to delete one, again just click the edit icon and choose “delete”.

All of this is just using Anders Pink for yourself, in your personal view. But as we’ve said, effective curation means working as a team to leverage your collective intelligence.

10 STAY SMARTER TOGETHER - CREATE A TEAM

All of the tips about are about just using Anders Pink for yourself, in your personal view. But as we’ve said, effective curation means working as a team to leverage your collective intelligence.

Let’s look at how you can curate as a team, using Anders Pink:



PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 6



MAKE SENSE AND ADD VALUE: CURATE AS A TEAM

Curating content means more than just passing on a link to an article. As **Robin Good** says, good curators are trusted guides that add value to content. You need to be continually uncovering new content, and be discerning about what you share. And when you share, you need to think about adding commentary, context and insights and removing irrelevant content, so only the highest quality makes it through.

From Automated to Human filtering: Teams need both

As we've already said, trying to filter the world's content manually is a daunting task. Using algorithms and tools like Anders Pink can create a filtered briefing for you, with a baseline of recent and relevant content for your target audiences.

You could share a filtered briefing "as is" with your audience. And some audiences will be satisfied that your initial rule-based filtering is enough - to test this idea, show them a completed briefing and get feedback on the quality.

True curation means taking a further step to apply your own human filters as a team to the content that's coming through. Check the articles appearing in your briefing or feed, or however you've aggregated the content. Can you add value to it and make it more specific and relevant for your target audience? Machines can aggregate and provide an initial level of filtering, but only humans can truly curate. Let's look at what you can do as curators working as a team to take it to the next level of relevance.

To recap, there are two main ways we can filter and curate content for teams:

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 6



MAKE SENSE AND ADD VALUE: CURATE AS A TEAM

AUTOMATED CURATION USING RULES

Our Anders Pink briefings are a good example, we crawl the whole of the web and filter content that meets your curation rules such as only articles about specific topics or published on certain sites or shared by specific people or a combination of these. The key point here is that you as a curator set the rules – you decide which keywords, influencers, domains and sources you want to see content from.

MANUAL OR HUMAN CURATION

Where an individual selects content, including from automated filtered content, and adds value to the content by providing context and commentary. Our Anders Pink saved folders or curations are an example of this second approach.

Your objective or use case will determine the most appropriate form of curation approach to adopt. In our view, the most effective curation approach uses both elements: automation to surface relevant content and save you time manually searching the web for relevant content, and then human filtering to handpick key articles, comment and add value for specific audiences.

It's not always practical to do human curation for every topic, every day. And for some audiences, a quick view of the latest automated content will be enough to help them keep pace. So a balance of approaches works best depending on the use case.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 6



MAKE SENSE AND ADD VALUE: CURATE AS A TEAM

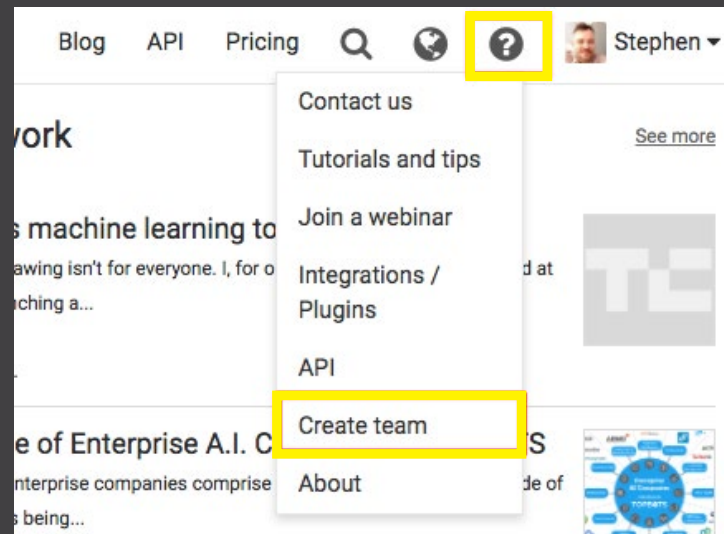
Curating as a Team

Let's assume you've agreed with your target audience that they need more than an automated set of content. They want you to add some value and further filtering as a team. What can you do to help with that process? Start by setting up a team.

CREATING A TEAM IN ANDERS PINK

You want other people to carry the curation load too. In Anders Pink you can create a team and invite your close colleagues, your community, whoever you want. Here's how: m.

1 IN THE TOP MENU, CLICK ON THE ? ICON.
CHOOSE "CREATE TEAM" FROM THE DROPDOWN:



2 GIVE YOUR TEAM A NAME:

Create new team

You will be the team owner and can invite other members after you've created the team.

Team name

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 INVITE PEOPLE

You can type anyone's email address and click "Invite". They'll get an email inviting them in which will guide them through the process.

Team Settings

Team members

First Name	Last Name	Email	Role	Actions
Stephen	Walsh	mycontact@email.com	owner	<button>Change role</button> <button>Remove</button>

Invite new user

The user will receive an email inviting them to join your team. If the user already has an Anders Pink account, make sure to use the email address that they signed up with.

Public signup link

You can activate and share a special public link that will allow anyone to signup to your team.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

You can also share a team signup link with anyone. Just click “Enable public signup”:

Public signup link

You can activate and share a special public link that will allow anyone to signup to your team.

<https://anderspink.com/join-team/235/5c9631a9c1961fd4a2579549a74b0360>

Disable public signup

Paste or share the link anywhere you want. You can add users as normal users or make them admins, and manage permissions.

Team settings

Team name

test

Admins and owners can do anything in the team. Using the below settings you can control what normal users (non-admins) can do.

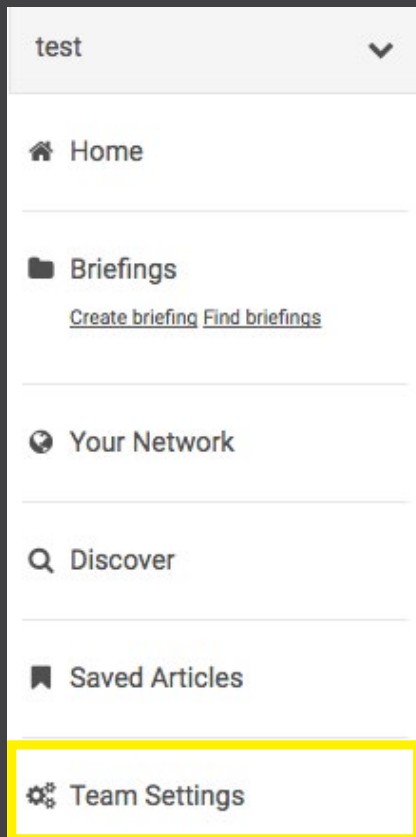
- Allow users to create/edit/delete team briefings
- Allow users to create/delete team saved article folders
- Allow users to save and unsave articles from the folders
- Allow users to delete individual articles from a briefing (by clicking the X in the top right of an article)

Save permissions

PART 4:

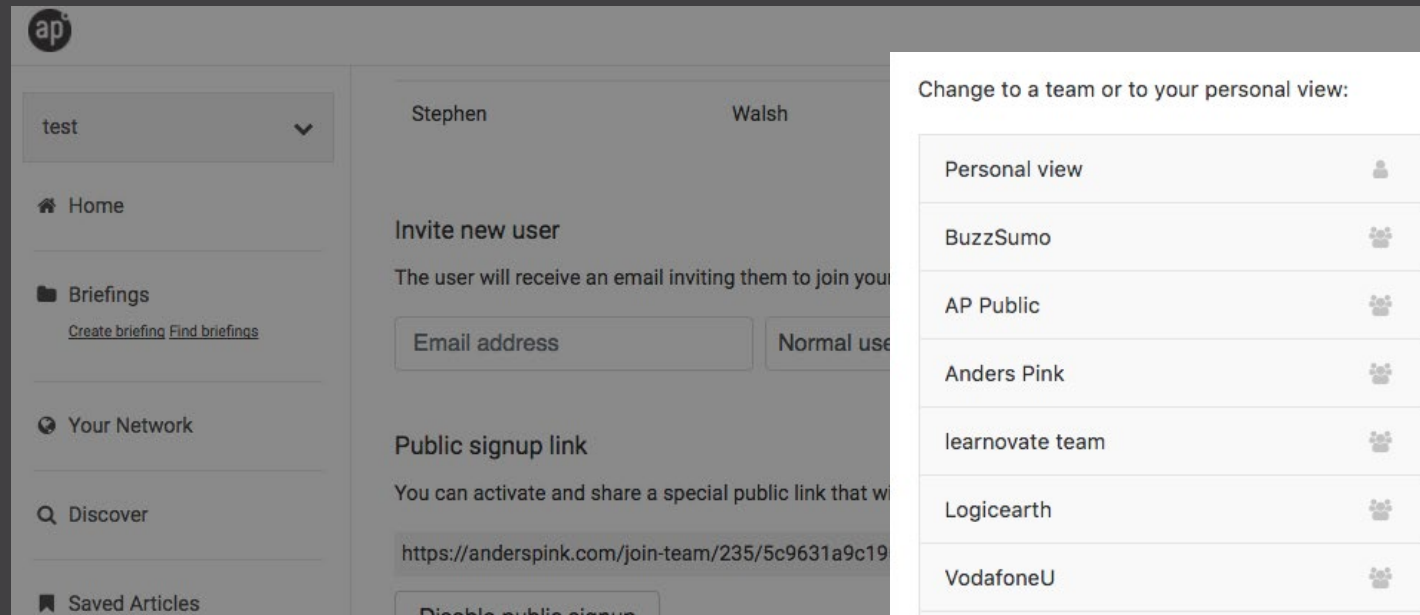
CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

You can change this and add/remove team members any time via "Team Settings" on the main menu.



Once you've created a team, any briefings you create or follow will be available for everyone in your team. You can create multiple teams and switch between them.

You can of course still create custom briefings or follow topics personally. You can switch between your personal and team views using the switcher at the top of the menu.



Now you've created a team, how do you stay smarter together? Here are 5 ways.

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

STEP 6



MAKE SENSE
AND ADD VALUE:
CURATE AS A TEAM

5 WAYS TO STAY SMART
AND CURATE AS A TEAM

1 UPVOTE KEY ARTICLES

The simplest way to add value to curated content as a team is to draw their attention to them. You'll know what content is going to resonate the best with your chosen target audience or colleagues. Maybe there's an article they should share with their prospects, or it's particularly relevant to a project or task they're working on. Help them out by getting it to them quickly - they'll do the same for you...

In Anders Pink you can upvote an article to draw your team's attention to it. Just click the thumbs up icon under the article:



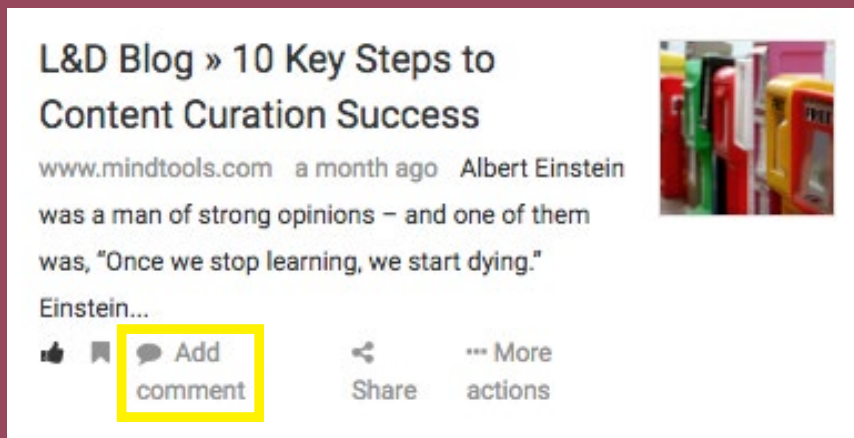
Your team will get a notification and see on their home page that you've rated the article.

PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

2 COMMENT ON ARTICLES

To make it more specific, add value to the article by commenting on it. Click add comment and type into the text box, then click enter.



TIPS:



Add value in comments through:

- Context: I thought this article from @influencer was a good analysis of the challenges faced in our sector when it comes to pricing specific features and add-ons.
- Answering a question: You asked after our pricing course for some real-world examples, this article shares some live pricing pages.
- Challenge/controversy: I see our competitor has just published these case studies on financial services and are getting a lot of engagement. Should we be doing more of this?
- Questions and conversation starters: This long-form article from HBR suggests that the best managers are information seekers. Do we agree? Can we do more to help with information seeking?

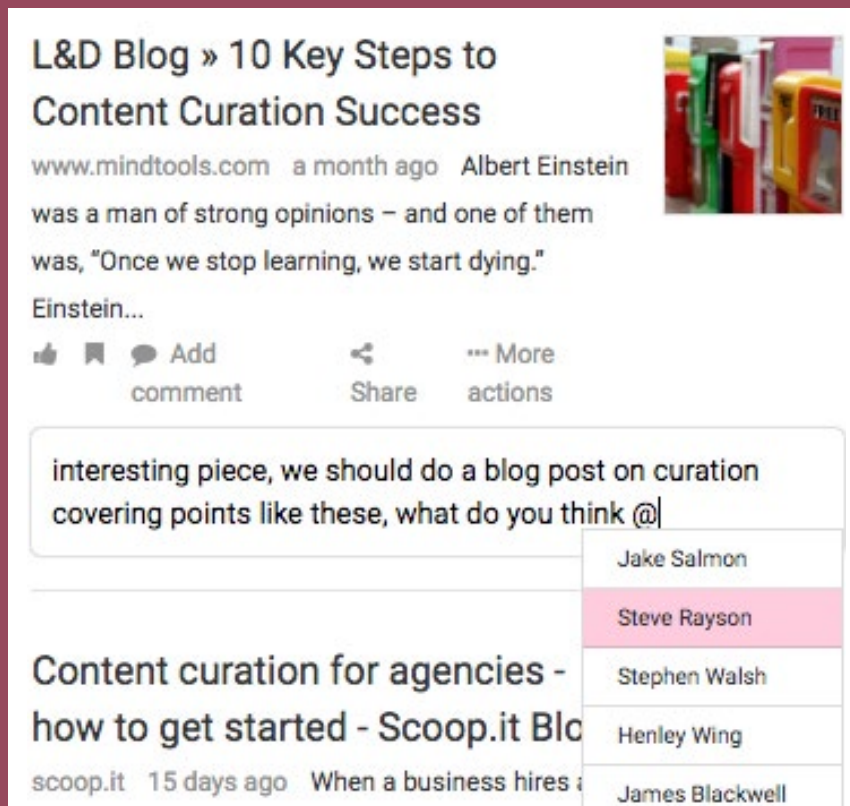
PART 4:

CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

3 MENTION SPECIFIC PEOPLE

If there are specific people in your audience who will benefit from an article, you could mention them directly in your comments

In Anders Pink just use the @ symbol in any comment to see a list of team members to mention. If you mention someone, they'll get a notification. This can help to personalise your curation efforts.

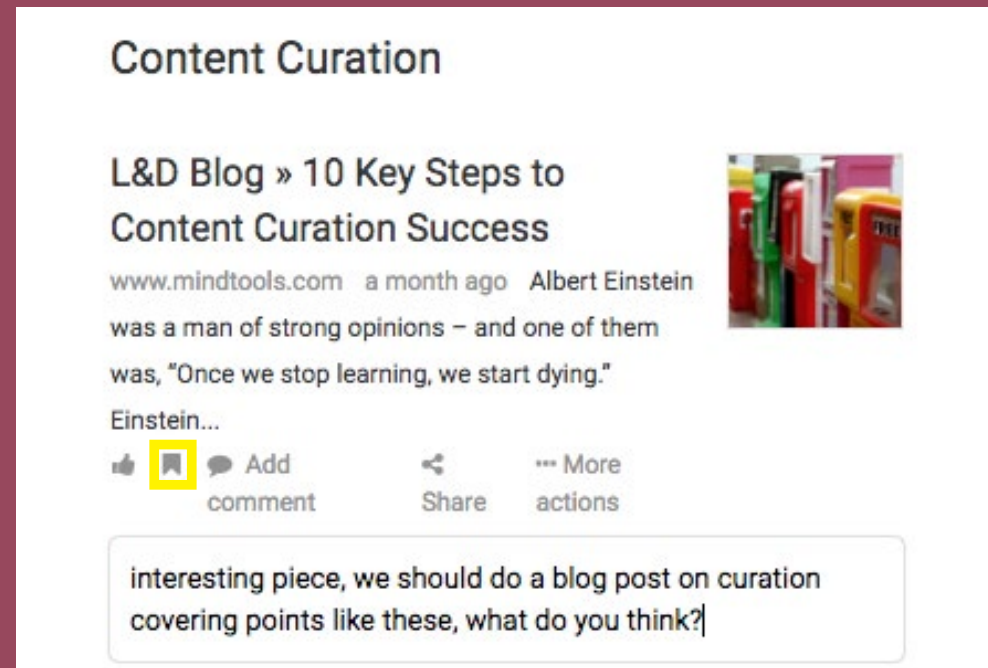


The screenshot shows a social media post titled "L&D Blog » 10 Key Steps to Content Curation Success" from www.mindtools.com, posted a month ago by Albert Einstein. The post text reads: "was a man of strong opinions – and one of them was, 'Once we stop learning, we start dying.' Einstein...". Below the post are interaction icons for like, comment, share, and more actions. A comment box contains the text: "interesting piece, we should do a blog post on curation covering points like these, what do you think @". A dropdown menu is open, showing a list of names: Jake Salmon, Steve Rayson (highlighted), Stephen Walsh, Henley Wing, and James Blackwell.

4 SAVE ARTICLES TO LISTS

Not everyone will have time to look at the content you share and curate at the time you share it. So it's useful to save articles to lists organised by topic and theme. This way, your audience can come back to a saved list at any time to review articles. This is particularly useful for longer form content such as detailed guides, or articles that will remain relevant for a longer time.

In Anders Pink you can save any article from a briefing or from anywhere on the web to a saved articles for future reference. Just click the "save" icon:



The screenshot shows the same social media post as in the previous image. In this version, the "save" icon (a bookmark symbol) is highlighted with a yellow square, indicating the action to be taken to save the article to a list.

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

Then choose or create a folder to save it to. You can save to multiple folders in your team or personally:

Content Curation

L&D Blog » 10 Key Steps to Content Curation Success

www.mindtools.com a month ago Albert Einstein was a man of strong opinions – and one of them was, "Once we stop learning, we start dying." Einstein...

Like Comment Add Share More actions

interesting piece, we should do a blog post on curation covering points like these, what do you think @

Content curation for agencies - how to get started - Scoop.it Blog

scoop.it 15 days ago When a business hires a marketing agency, they are only interested in one thing: results. Whether it be more leads,...

Like Comment Add Share More actions

Smart Content Curation Techniques to Build Connections and Gain More Audience

lp.expaus.in a month ago We need content. We need to share content with people every now and then. Sharing content is part of virtually every...

Like Comment Add Share More actions

A Better the Mod

www.getspr Content ma isn't just the

Like Comment Add Share More actions

Content Agent -

realitytimes. can offer s agent. It off

Like Comment Add Share More actions

Content News

fullcentr Generator S

Like Comment Add Share More actions

Choose folders to save this article to:

[Add a new folder](#)

- B2B marketing
- content curation
- Good ideas and marketing from competitors
- Influencer marketing
- SaaS Pricing Articles
- sales and service
- SEO stuff
- To Do Ideas

Or choose personal folders to save to:

- API
- content marketing
- Favourites
- finech articles
- friday
- good articles aout fb

Close

PART 4:

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Click on any folder to see saved articles:

The screenshot displays a web application interface with a sidebar on the left and a main content area. The sidebar includes a logo 'ap' at the top, followed by a dropdown menu for 'BuzzSumo'. Below this are navigation links: 'Home', 'Briefings' (with sub-links for 'BuzzSumo Competitors', 'Content Marketing', and 'Content Curation'), 'Your Network', and 'Discover'. At the bottom of the sidebar, the 'Saved Articles' link is highlighted with a yellow border. The main content area is titled 'Your saved article folders' and features a link 'Add a new folder'. Below this, there are six dark grey rectangular folders with white text: 'B2B marketing', 'content curation' (highlighted with a yellow border), 'Good ideas and marketing from competitors', 'Influencer marketing', 'SEO stuff', and 'To Do Ideas'.

PART 4: CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS

Anyone in the team can view, comment and add to these.

The screenshot displays a BuzzSumo dashboard interface. On the left is a navigation sidebar with options: Home, Briefings (with sub-items: BuzzSumo Competitors, Content Marketing, Content Curation, and links for 'See more' and 'Create briefing'), Your Network, Discover, and Saved Articles. The main content area is titled 'Saved Folder: content curation' and features a grid of 15 article cards. Each card includes a title, a thumbnail image, the source, and the time since it was added. The articles are:

- The 3 Most Effective Content Curation Strategies** (contentmarketinginstitute.com, a year ago)
- All Pricing is Relative. How To Make That Work in Your Favor.** (saastr.com, a year ago)
- The Seductive Power of the Dark Side [Rented Land]** (contentmarketinginstitute.com, a year ago)
- 15 Killer Content Curation Tools** (contentcurationmarketing.com, a year ago)
- MEGA list of content curation tools (Mindmap) : Entrepreneur** (reddit.com, a year ago)
- Content Curation** (wordpress.com, 10 months ago)
- Curate the content curation** (list.ly, 9 months ago)
- 5 tools to monitor your social media accounts and mentions** (medium.com, 8 months ago)
- 6. Overabundance of Disorganized and Unverified Information (search is broken) – Content Curation Official Guide** (medium.com, 8 months ago)
- Pinterest edges into influencer marketing** (businessinsider.com, 6 months ago)
- Content Curation, We Can Do Better** (quillb.com, 6 months ago)
- How To Curate Content For Learning** (anderspink.com, 5 months ago)
- Content Curation & SEO: Do's and Don'ts** (intweetlv.com, 5 months ago)
- Anders Pink | Donald Clark Interview: Why your LMS is a Zombie, Why you need Curation and AI in Learning** (blog.anderspink.com)
- Your Top 7 Tools For Social Media Content Curation** (soci.club, a month ago)
- Influencer Outreach: Making Connections for a Successful Campaign** (mention.com, a month ago)
- Content Curation is So Awesomely Easy, It's kind of Ridiculous** (marketscale.com, a month ago)
- What CMOs Need to Know About Data Informed Content Marketing** (www.toprankblog.com, a month ago)
- L&D Blog » 10 Key Steps to Content Curation Success** (www.mindtools.com, a month ago)
- How to Tag Mentions Automatically for More Efficient Monitoring - The Mention Blog** (mention.com, 8 days ago)

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CURATING CONTENT FOR LEARNING: 10 STEPS FOR SUCCESS



Tip: 5 Uses for Saved Curated Content::

Creating saved folders like this can really help to curate content from filtered briefings into the key items for your team. Here are 5 ways to use saved folders:

1. Build a knowledge base: Build a permanent knowledge base for your team on a particular topic.
2. Help with onboarding: Help new joiners to a team to go back and see saved articles to see what your team values in a topic.
3. Line up shareable content for social: Marketing teams can save high quality and relevant articles into a “to share” folder, with comments. Sales colleagues can then share articles from the folder straight to their social networks to help engage prospect and assist with social selling.
4. Create dynamic reading lists: Saved lists like these can work well as dynamic reading lists in a blended learning programme before or after a formal piece of learning. Often the final screen of an elearning course will contain a “further reading” list, but it’s rarely kept up to date. Using a saved list like this and actively adding articles will ensure that follow-up content remains constantly relevant.
5. Export to other platforms: You can display a saved articles folder or live briefing in your website, CRM or Learning Platform to help engage your audience. We explain how to do that with our API below.

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5 STAY NOTIFIED

You don't want to miss it when a colleague comments, upvotes or saves an article. In Anders Pink you get notifications right on the team home page. On the left panel, you'll see the latest articles from the team briefings. On the right, you'll see a stream of the latest activities in your team:

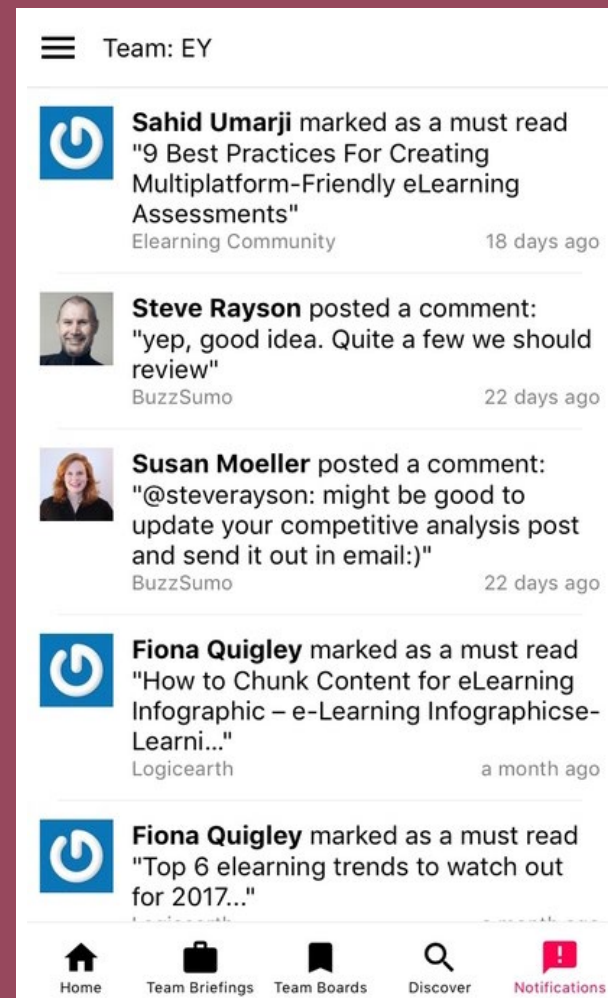
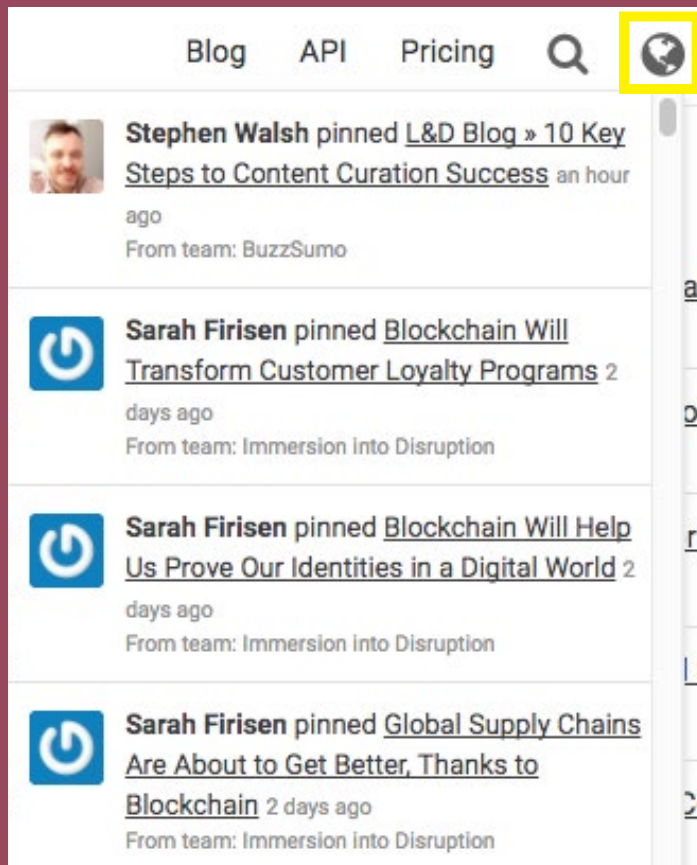
The screenshot displays the BuzzSumo team dashboard. On the left is a navigation sidebar with 'Home', 'Briefings' (with sub-items for BuzzSumo Competitors, Content Marketing, and Content Curation), 'Your Network', 'Discover', and 'Saved Articles'. The main content area is divided into two columns. The left column, titled 'Top from your team briefings', lists four articles: 'The Corporation Does Not Always Have To Win', 'Best WordPress Content Sharing Themes 2017 - Viral WP Themes', '5 Ways to Use FOMO in your Marketing', and 'Why You Should Use Content Curation To Support Your Corporate Training - 5 Questions Answered'. Each article includes the source, time, and interaction options. The right column, titled 'Latest team activity', shows a stream of user actions such as pinning, upvoting, and commenting on various articles, with a 'See more' link at the top right.

Click on any article on Latest Team Activity to open it, add your comments and join the conversation.

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You also get notifications via the Notifications icon in the top menu. It will highlight if you have new notifications, just click on it to see activity across all your teams:



You'll also get push notifications in our mobile apps when team members take actions:

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SHARE - RIGHT CONTENT IN RIGHT CHANNELS

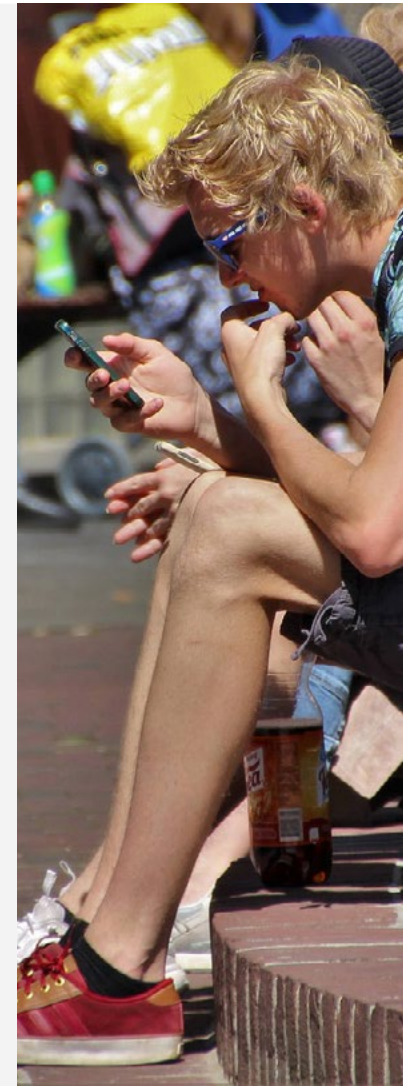
Content curation is widely used by marketing professionals. To borrow a phrase from them, success in curation means building your audience. And that means going to where your audience already hang out. Where and when you share your curated content will have a big impact on how successful you are at building and engaging your audiences.

Here we look at some channels and methods for integrating curated learning content into the workflow. You may find that different channels and platforms are right for different audiences, or you need to have a multi-channel approach to get traction with your curated content.



TIP: Wherever you put it - it's got to be mobile and multi-device

Like every other form of learning, everyone expects to be able to access it from their phone and other mobile devices. Curated content is often consumed on the fly and in short bursts. So it has to be accessible on mobile. Make sure whatever platform you choose for displaying your curated content that it will be available on all of your target audience's devices



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SHARE - RIGHT CONTENT IN RIGHT CHANNELS

7 CHANNELS TO SHARE CURATED CONTENT

1 EMAILS AND NEWSLETTERS

PROS:
Simple and
immediate

CONS:
Noisy, harder
to search

Email is probably the simplest channel to add curated content to: it's universal, easy to share, and multi-device. However, that also makes it the hardest to stand out in. You won't be thanked by internal teams for adding substantially to their inboxes - unless you've agreed that's what they want. Rather than sharing multiple curated articles in individual emails, consider a regular curated newsletter that combines articles as a weekly digest. Many curation tools have a newsletter option for publishing content.



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SHARE - RIGHT CONTENT IN RIGHT CHANNELS

2 LEARNING PLATFORM/LEARNING MANAGEMENT SYSTEM

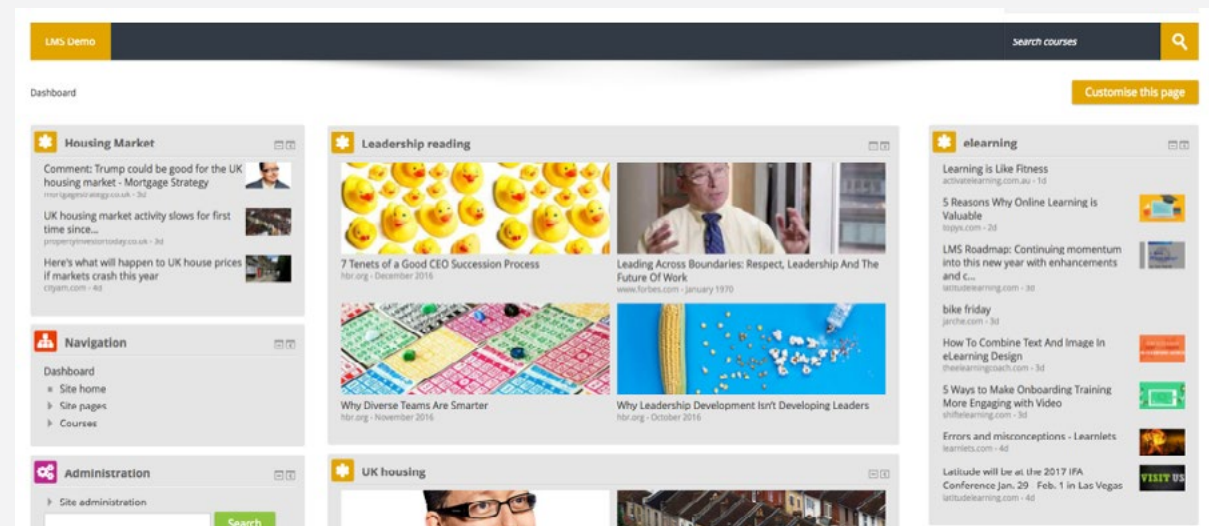
PROS:
Connected to
specific learning
needs, searchable

CONS:
Can be difficult to
drive daily traffic

Most organisations have a Learning Management System which acts as a hub and repository for formal learning programmes. Often these are organised by role, with Leadership, Sales, Customer service areas. These can make for logical locations for placing curated content. The curated content runs alongside relevant formal programmes to help keep learners engaged. They can also act as an archive for curated content.

If you're embedding curated content in your Learning Platform, think about your audience's daily experience. Will they see content every day if you share it in a Learning Platform, or is their use of the platform driven by training completion deadlines? If it's the latter, you'll want to consider a complementary approach, for example a weekly digest email with links that drive users to the platform to see the articles.

Here's an example of Anders Pink content embedded in the Moodle Open Source Learning Management System:



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SHARE - RIGHT CONTENT IN RIGHT CHANNELS

3 INTERNAL SOCIAL NETWORKS

PROS:
Immediate and easy to
access

CONS:
Content can get missed,
Adoption may be low

Tools like Slack and Yammer provide teams with more immediate and fluid ways of communicating than email. Slack is used in more than 77% of Fortune 100 companies. If it's used in your business, then it provides a great channel for sharing curated content. Consider creating a Slack Channel for curated content for specific teams that you support. Slack's channels make it easy to keep curated content in one accessible place without invading other conversations. Like any IM channel, content in these channels can get missed, though these tools have good search and archiving features.

4 CRMS

PROS:
Tightly connected
to the workflow

CONS:
Integration can be
more involved

If you're supporting a sales team, it may be worth considering the CRM (Customer Relationship Management) tool in use. The CRM is where your sales team will log the status of existing and prospective clients and opportunities. If you can provide recent, relevant content about these clients in this context, it's a great way of placing curated content right in the workflow. Depending on the CRM (Salesforce, Zoho, Sugar etc.) integration may involve some development effort.

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SHARE - RIGHT CONTENT IN RIGHT CHANNELS

5 INTRANET

PROS:

Daily hub for information,
easy to access

CONS:

Integration effort

Does your organisation use an intranet such as SharePoint as your information hub? If so, does it provide an effective channel for external content that's relevant to your audiences? Again there may be integration challenges for display, but intranets have the advantage of immediacy, and may be the most established go-to place for updates in your business.

6 DEDICATED CURATION PLATFORM

PROS:

Full set of
features

CONS:

Harder to
drive traffic

There are many dedicated content curation tools - Anders Pink is one of them. These offer a wider set of curation functionality and give you the most flexibility as a content curator. However, as we've noted above - it needs to be really easy for learners to access and use the platform, otherwise there's the risk that it's just one more place to log into. Consider posting curated content in other channels to drive traffic, and make login to the platform very easy, either with single sign-on or letting people login with Twitter or other social accounts.

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SHARE - RIGHT CONTENT IN RIGHT CHANNELS

7 EXTERNAL CHANNELS: SOCIAL MEDIA

PROS:

Access a wider audience

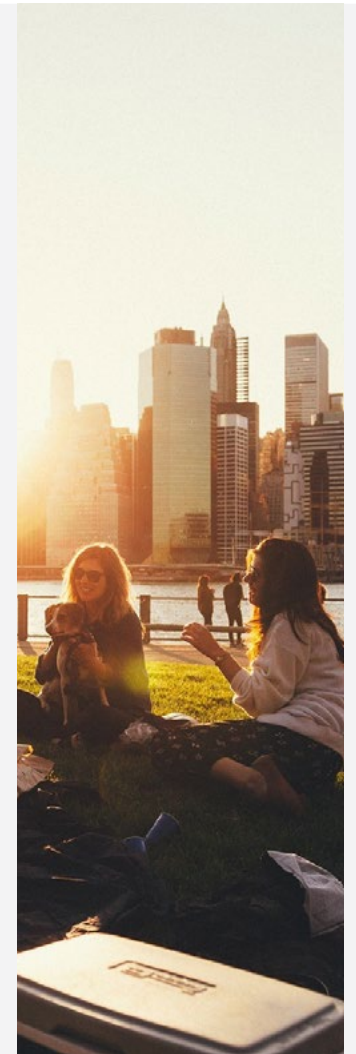
CONS:

Need to ensure you're resourced to respond - more of a marketing approach

You may want to go beyond sharing external content with your internal teams. Content curation can be a way to demonstrate to the wider market that you're engaged with content in your sector, and you add value with your own insights. If your business is about demonstrating expertise, these is a good approach to take. Twitter, LinkedIn, FaceBook and blogging platforms like Medium are all channels for sharing curated content with a wider audience.

Are you in Marketing now?

If you're curating and sharing content like this, you're moving beyond curation for learning and into curating as part of your marketing to build your brand and authority. This is well established as an **effective marketing approach**. That's a great place to be - just bear in mind you'll need to make sure you keep it up to date, differentiate from competitors, and respond and engage with a much wider community than if you were curating for an internal team.



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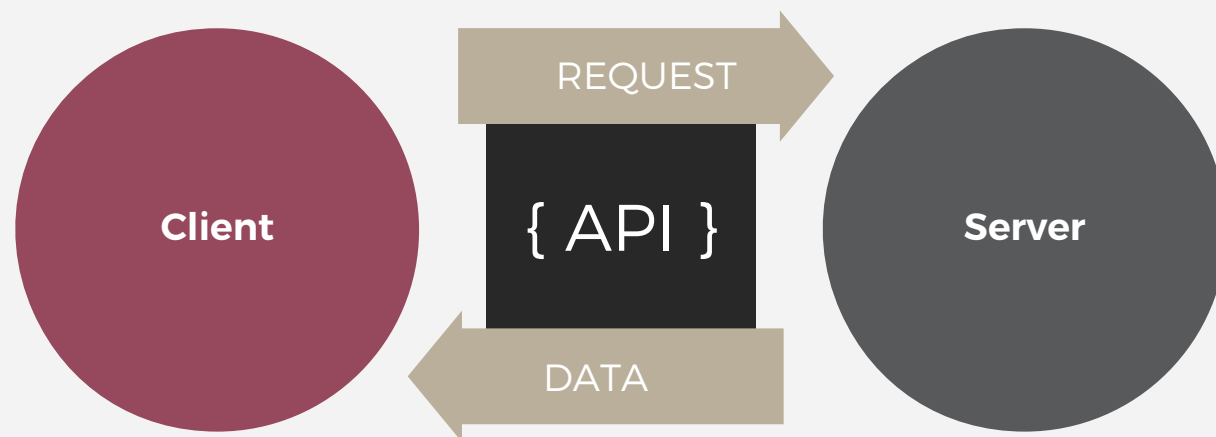
SHARE - RIGHT CONTENT IN RIGHT CHANNELS

INTEGRATED CURATED CONTENT WITH OTHER PLATFORMS: APIS

Many of the examples above are about integrating curated content or curation tools with other platforms. One way of doing that without involving large amounts of custom development is to use an API. Learnovate have recently written about [how APIs may disrupt EdTech](#). They argue

"APIs open up the possibility of endless data interactions and have the potential to deliver a richer and more meaningful user experience."

An API (Application Programming Interface) is a tool that makes a website's data available for a computer. When people talk of an API integration they simply mean two computer systems exchanging data in a structured way. APIs are seamless and not visible to the learner but allow the learning designer to bring together data and content from multiple systems to create personalised and engaging learning experiences.



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SHARE - RIGHT CONTENT IN RIGHT CHANNELS

APIs for Content Curation

One major use of an API is to surface content wherever the learner needs it such as an intranet, app or sales academy. These content APIs enhance a user's experience by providing content that's more expansive, from a range of sources, personalised and timely, such as articles published today on a specific topic. Many apps that you use on a daily basis access content via an API that is displayed locally.

The Elearning Guild talked about **content as an API** and the future of content distribution back in 2014. An API allows you to deliver content in real time, or regularly updated, to multiple systems such as learning sites, mobile devices, websites and applications.

By using APIs an LMS, or other system, can surface content from multiple systems seamlessly and transparently; and create a much richer experience for your user. In the old days all the content needed to be loaded onto a particular system or LMS. This is no longer the case as using an API can pull through and surface the content relevant to the user from multiple places.

As an example our **Anders Pink API** can be used to surface say the latest articles on leadership or motivation from say 30 specific leadership blogs and display these alongside formal learning materials or on social sites to prompt collaborative discussions. These can be integrated with a Learning Management System, Social Learning Platform or WordPress site for example.

So if you're considering using a content curation tool, it's worth checking if it has an API. This will make any integration effort with third party platforms much easier. Better yet, ask if it has a plugin for your platform which will make it easier still.



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COLLABORATE - GET TEAMS TO CURATE



Your role as a content curator is to find, filter, add value and share relevant content with your audience. But it's also to encourage your audience to act as curators too. As we've seen above, when teams apply their collective intelligence it has a multiplier effect on curation. Your teams are closer to their customers and their workflow, and by adding context, commentary and continuing the conversation, they help further to make curation a sustainable, value-adding activity. Ideally over time, the team start dominating the conversation and adding their own content, and your role as a learning professional becomes less central.

This isn't easy though. Many social learning or team-sharing initiatives wither before they take hold on organisations. Why is that, and what can you do about it?

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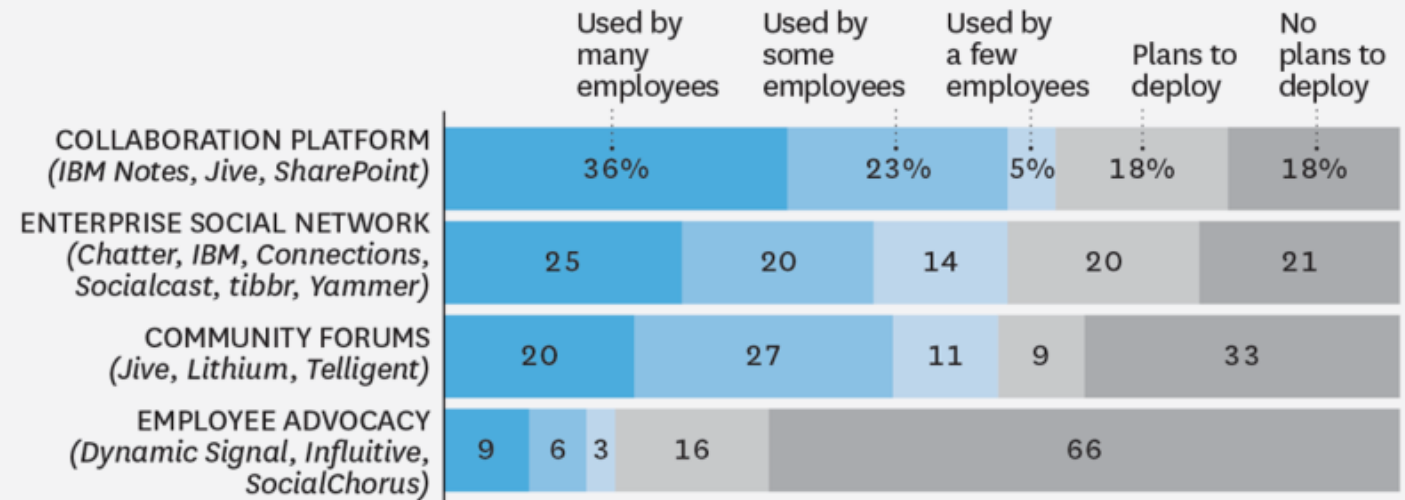
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COLLABORATE - GET TEAMS TO CURATE

Research by [Altimeter](#) shared in Harvard Business Review showed that corporate attempts to launch internal social networks fail much more than they succeed:

Corporate Social Networks Just Aren't That Popular



SOURCE: ALTIMETER GROUP SURVEY OF 55 COMPANIES WITH MORE THAN 250 EMPLOYEES (2014)

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Why is that? Here's our take on what stops teams from getting involved in curation and sharing, and what you can do about it.

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COLLABORATE - GET TEAMS TO CURATE

6 REASONS TEAMS DON'T SHARE, AND HOW TO FIX IT

1 FEAR OF JUDGEMENT

To encourage sharing and collective intelligence in teams, you need to create a climate of psychological safety and trust. What's the culture like in your teams? If someone shares an external article, asks a question or seeks help, do they worry what others will think? In many organisational cultures people do not like to display to colleagues that they just learned or didn't know something, especially if senior people are in their network. That's the risk some teams see with sharing in professional networks.

Fix it by:

- Leading with your insights: If you're a leader, you have to show that sharing content and inviting discussion is progressive and expected. Curators can play this role, or encourage leaders to start the conversation.
- Keeping it open: Julian Stodd suggests setting some rules of engagement for sharing and social learning, which can help drive a culture of openness.

2 LACK OF USEFUL CONTENT

If you want to make it as easy as possible for people to discover and share curated content, you need to put it somewhere they can see it, and make sure there's something useful there, not a blank page. But that's where many sharing and curation projects go wrong.

The social networks in the graph above are for the most part empty shells when they're set up. They rely on the wider community to find something worth sharing, put it in the tool, then pull people in to have a look at it. What if people just don't do it? We've already seen how information overload can make it difficult to find useful content, especially if you're not in the habit. Quickly you can get into a position of out of date content, or no content at all. The digital tumbleweed starts blowing through your social network.

Fix it by: [Putting someone in charge](#)

To reiterate what we've said above, having a content curator is vital to driving these initiatives. Finding and filtering relevant content every day is as important to continuous learning as many other L&D initiatives. It needs an owner to make sure curation happens, especially in the fragile initial period to keep teams engaged with new content every day. The curator's job can be made easier through automated filtering as we've described above.

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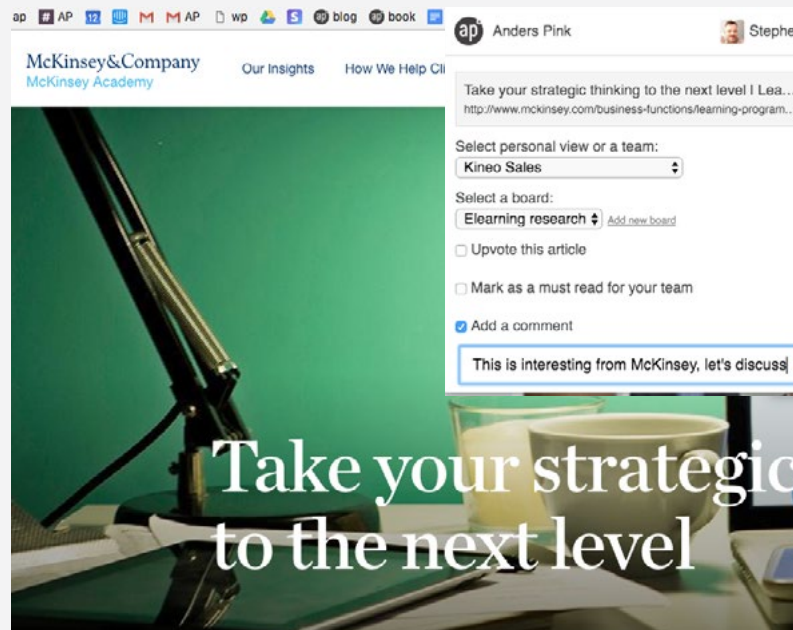
COLLABORATE - GET TEAMS TO CURATE

3 IT'S TOO HARD TO USE

You have to make it ridiculously easy to share external content, or people won't do it. If your curation tools are too complicated, or you have an approval process for external content, it creates friction. Some organisations are concerned about what might happen if people share irrelevant content. But the bigger concern should be what if they don't share anything. Let the market of your internal audience decide what's relevant.

Fix it by: Aiming for 2 click curation

Sharing on Twitter and Facebook works because it's easy. Many curation tools (including Anders Pink) have Chrome extensions which enable you to share content from any website into your curation platform with 2 clicks, and add a comment at the same time. For Anders Pink you can clip content from any site and push it straight into a saved folder to display in any Learning Platform, CRM, or wherever you want to display it.



“Which brings us to...

4 “NOT ANOTHER PLATFORM...”

“Let's get the team to share valuable content” can translate as “another channel, another place to check for stuff”. You know from experience that getting busy people to log into another platform, remember another password can kill a new initiative. It is very hard to build what Tomaz Tunguz calls a **share of habit** – getting people to add 10 minutes to their day to do something new.

Fix it by: Meeting people where they are.

It is hard to drive traffic to a new platform. So you're better off asking: Where can we put curated content so people are most likely to see it? Or more specifically:

Where do your team get updates? If your team are already connected and collaborating in email, Slack channels, or your CRM, you're better off bringing shareable curated content into those channels. As we've covered above, you need to share content in the right channel, or integrate with them using an API.

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COLLABORATE - GET TEAMS TO CURATE

5 THE TEAM IS TOO BIG

Lots of content curation and sharing initiatives go enterprise wide. But sharing across a whole business or division is unlikely to work. We don't have deep enough common goals or interests, and we don't really know the wider audience well enough to share precisely relevant content.

Fix it by: Staying focused.

We like **Jeff Bezos' two pizza rule**: Any team should be small enough to be fed by 2 pizzas. Your immediate colleagues in sales, design or whatever function you're in might conform to that serving size. Create small and focused groups, so what you share and comment on is directly relevant to the projects, clients and issues you're working on together. In Anders Pink you can **create multiple teams** and keep them tightly focused.

6 NOBODY CARES IF YOU CONTRIBUTE

We're all busy. It's not unfair to ask: is there anything in it for me to share content with my colleagues? Does anyone track or care that I do it? We focus on the things we're rewarded for and that help us succeed. Sharing valuable content and insights may not seem connected to that.

Fix it by: Rewarding the sharers.

People who find valuable content and share it are immensely valuable. Not everyone in your teams will do this to the same extent. The people who do it best and do it well should get kudos – you decide the format but let them know it matters. They're also more likely to be **tomorrow's leaders**.

The research shows that **when team members think that their expertise is valued, good things happen**. If you work in an organisation where senior validation is a currency – play to that. Thank people for their contributions. Curators can encourage leaders to endorse content that's been shared. A thumbs up can go a long way, as Facebook has already taught us.

To help encourage team sharing, curators need to act as coaches and encourage, validate and endorse content sharing, using the ideas set out above.

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COLLABORATE - GET TEAMS TO CURATE

FIND ADVOCATES, FACILITATE CONVERSATIONS

Why does content curation matter to you?

Continuous and self-directed learning in the corporate world has never been more important. For too long the breadth of services that L&D can provide has been restricted by the lack of innovation in the combination of content, technology and learning methodologies. At last this is changing and content curation is one of the premier tools in our new toolkit – the modern learning ecosystem. As L&D service providers we can now offer our learners content curation apps such as Anders Pink that enables us to weave curated content into topics and discussions and to enable teams to curate their own content for their own purposes under their own volition.

There are endless possibilities for practical use. Role related technical skills is high on the list of L&D priorities - however, sourcing or developing content for this is difficult. Curated content, socially shared by teams can greatly support this effort. Operational teams can curate content on best practice in their industries, Sales & Marketing teams can watch competitors and gather content to share on social media, IT and Software Pros can follow industry trends, the list is endless.

What tip would you give to people to get started?

Facilitate conversations. With content curation, we have got to think about having better conversations as much as the content itself. Our users can share, like, upvote and comment on individual items providing a great discussion on the topic at hand. Surely this is the goal of L&D – facilitating the ability to have better discussion amongst our teams (without L&D getting too much involved)

Find advocates. As ever, starting out we should find advocates, people in the business willing to try it out and share the success. Work with your advocates to help them build the curation criteria for their topics and support them to get the discussions up and running.



PETER CARLIN
Logic Earth

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MAKE IT STICK: BUILD DAILY CURATION HABITS

3 WAYS TO DEVELOP CURATION HABITS

Curation supports continuous learning. So for curation to be effective, it needs to be a continuous activity. As we've seen, new content is published daily, effective curators need to keep pace with it through regular curation habits.

Here are three ways to develop effective curation habits. You can share them with others, but they have to start with you...

1 FIND THE TRIGGER: HOOK SEEKING TO AN EXISTING HABIT

Ask anyone who's been to the gym once: developing new habits and getting them to stick is hard. The key is Starting small and keeping it simple.

One technique that seems to work is to hook new habits to something you already do every day, doing it either with or immediately after the existing habit - what behavioural scientist BJ Fogg calls a **trigger** for the new habit. For example, when I pour my first coffee, I'll spend 5 minutes checking for new and relevant content. Or, after I get my seat on the train, I will read one new article from my filtered briefing on Big Data.

How much time should you give to seeking and filtering new content? Beth Kanter, an expert curator, suggests **2 bursts of 15 minutes seeking out new content every day**.

It's up to you to find the time and duration that will work for you, but bear in mind Beth suggesting 30 minutes purely for seeking and saving content that's worth reviewing in more depth, so this is more about scanning than reading.

Automation may help you do that initial seeking in less time as some of that seeking has been doing for you with effective filters.

Also, if you're already you'll want to read relevant articles as soon as you see them, rather than come back later to remind yourself of what you flagged. So could you use that 15 minutes to read three useful articles? If you did that twice a day, you'd read 30 new articles a week, or 1500 in a year (if you take weekends off). Or as Jane Hart puts it:

"If you just spend 30 minutes a day, that works out the equivalent of 10 training days a year - that's an amazing amount of time to invest in staying on top of things."

Is there a better investment you could make in your continuous learning and professional development?

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MAKE IT STICK: BUILD DAILY CURATION HABITS

2 MAKE SENSE OFTEN - 30 SECONDS FOR EVERY ARTICLE

If you're investing even 5 minutes in reading an article, and it's relevant to others, it's worth taking the extra few moments to add some value to it. We'd recommend that you try to add value to every article you think is worth sharing to the audiences you're curating for. Even if it's a simple flagging as recommended or must read, or saving it to an appropriate reading list or newsletter item, that contextualising adds value.

Again, it's up to you to find a sustainable level of habit and commitment. This can be a 30 second activity per article. Nobody is expecting (or wanting) you to write a full review or summary - just flag the key points, why it's relevant, or ask a question to kickstart a discussion.

As Jane Hart puts it

"Take 30 seconds to take notes, what are you learning, what are you taking in. Reflective practice is a really important skill, we should all be more conscious of what we're learning and what we're extracting from our information that's useful."

Working out loud: Blogging to make sense

Depending on what your audience want, there may be times when you want to do more. For example, you can write a summary that pulls together key trends and themes you've seen emerging in your curated content topic. If you're sharing your insights more broadly, for example with a wider group in your organisation or externally, you can turn this into a curated blog post and publish it. You can go back through the articles you've saved over the past month, and suggest an order and structure for someone coming fresh to the topic. These involve more time and effort of course but add lasting value to your curation. It also has benefits to you, by synthesizing knowledge in this way you deepen your own understanding and build your credibility as an authority in a subject.

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MAKE IT STICK: BUILD DAILY CURATION HABITS

3 SHARE ONE THING A DAY

Harold Jarche sharing at least one article a day with your audience. It's a form of working out loud and being public about what you're discovering and finding useful. As he says

"Sensing and sharing means working out loud. For me working out loud feels so natural, but I'm a blogger. Working with clients, we try to create habits, so for example share one thing a day. If you don't know what to share, put yourself in other people's shoes. If you know something, someone else might not, so share and tag it. Even if they don't use it today."

Sharing takes seconds to do, so again it's a good habit to anchor to another one. You may be the type of curator who shares as soon as you read something, in which case you can seek, sense and share in one go. Or, you could decide to share at scheduled times during the day, or on a schedule that works for your audience. Once you start sharing valuable content, your audience will come to expect it on a regular basis. So whatever sharing habit you choose, make it simple and easy to stick to.



TIP: Engage your audience with one new piece of content a day - but make sure you're sharing with the right audiences and truly adding value. Comment on what you're sharing, say why you thought it'd be relevant to them, ask a question.



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KEEP IT FRESH: GET FEEDBACK AND REFINE

Let's remind ourselves - you're doing this to help keep your internal teams smart and bring them useful content they would not otherwise find. So you need to know it's working for them.

1. ASK FOR FEEDBACK:

Get feedback from the team. Is this type of content working, what do you want to see more of / less of?

2. LOOK AT THE DATA:

Many curation tools and platforms will track the quantity and frequency of articles read, commented on, shared and voted on. Be data-driven, and use that information to adjust your approach.

3. KEEP YOUR SOURCES FRESH:

As we've seen, the quality of your curated content will depend on the sources you choose. Efficient filtering makes it easier to cover a wider range of sources. But these don't stand still. New experts emerge and existing sites may change their focus and be less relevant.



TIP: We recommend a monthly filter review, where you check the sources you're using and add or remove ones. Are your Twitter influencers sharing useful content? If not, prune the list. If you miss them, you can always add them back. Use tools like BuzzSumo to see what domains have the most shared content on a given topic on social media. Are there new sources coming through that you're not tracking at the moment? Now is a good time to add them.

4. CHECK FOR ECHO CHAMBER EFFECT:

As part of a monthly review, check for diversity in your network of sources. If you're seeing too much of the same points of view or the same voices, you may be stepping into an echo chamber, where people are amplifying the same opinions. Bring in diverse sources to keep your network and your viewpoints fresh.

An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and buildings. The sky is hazy, and the sun is visible in the upper left corner, creating a soft glow. A semi-transparent red overlay covers the right side of the image. The text "PART 5: CONTENT CURATION IN LEARNING: 26 EXAMPLES" is overlaid on the left side of the image.

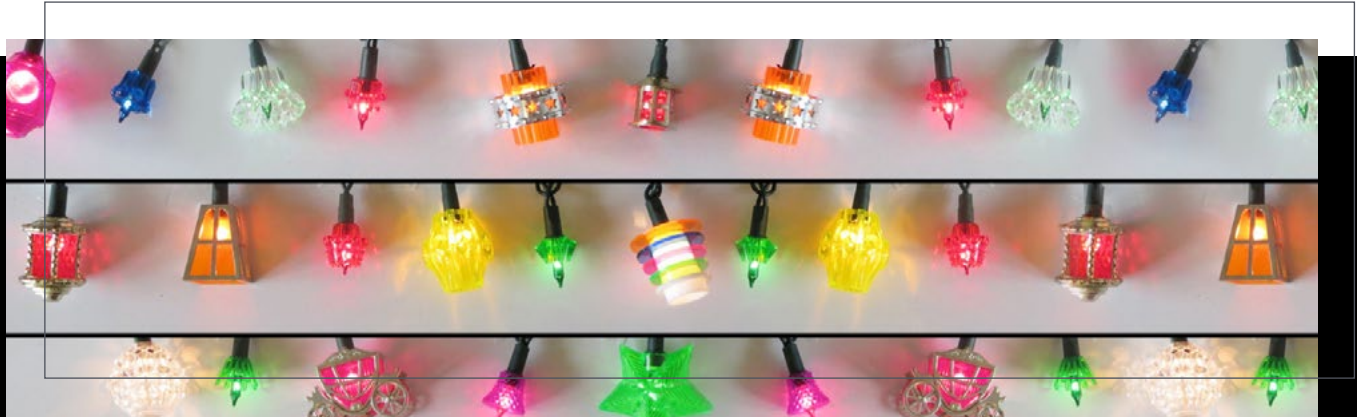
PART 5:
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26 EXAMPLES**

PART 5:

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Looking for inspiration, or want to share some examples with internal teams and colleagues to kickstart a discussion around curation?

Here are some ways others have curated content for their needs.



12 LEARNING CONTENT CURATION USE CASES

Here are 12 example use cases that you could use to kickstart your content curation planning for a given audience. Several of these link to a live collection of curated content - feel free to use them to bring some inspiration to your audiences.

1 MONITORING INDUSTRY DEVELOPMENTS

We all need to stay on top of what is happening in our respective industries, things don't stand still. If you don't keep pace with changes in your sector, you will render yourself obsolete over time.

Curating the latest content allows your team to stay updated without having to visit multiple sites or follow Twitter lists or groups. For example, here are a couple of curations:

[Latest articles about the construction industry](#)

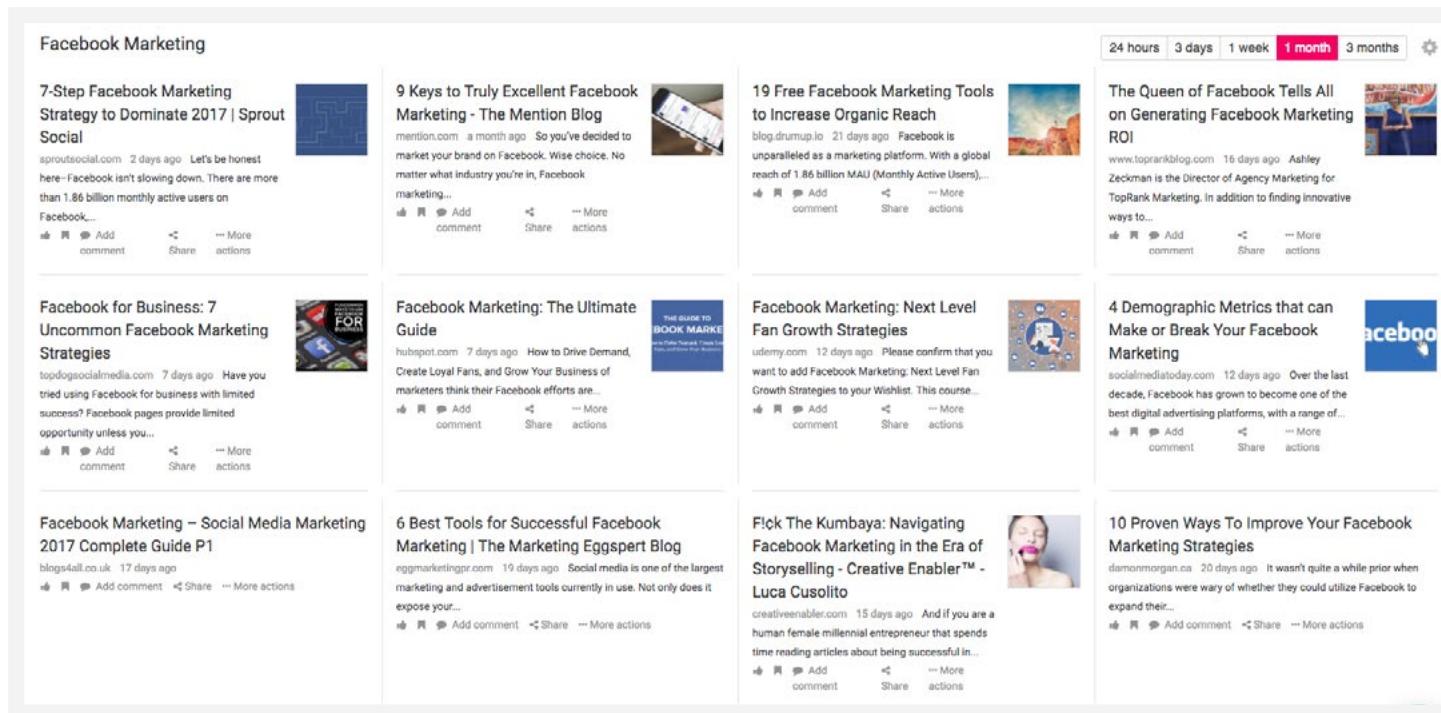
[Latest articles on driverless cars](#)

By its nature there can be a lot of content so it needs to be easy to scan. Automated filtering can work well for monitoring industry developments. You can then manually curate to source articles particularly relevant to your business. The question to ask about any curated content is "so what?" Does the article present a risk, opportunity, threat, insight for a specific team, customer or colleague? Effective curators add value to content by signalling to the right people and providing context.

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2 TRACK SPECIFIC DEVELOPMENTS

Within an industry or sector, you can curate at the more granular level – subtopic, or region for example. These curations are more focused. For example: what is the latest on **Facebook Marketing** or **Negative Interest Rates**?



These are likely to have less content than an industry briefing but they will be much more focused and relevant.

These curations can be automated or human curated.

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3 BLENDED LEARNING: KEEP STAFF ENGAGED

If a team are on a course or have recently completed a course or blended learning programme, you will want to prompt them to continually think about the issues and discuss these. One way to do this is to provide regular content on the topic and to encourage continued discussion.

You could curate and share regular content, for example one tip a day as micro-learning to keep reinforcing and encourage practical application. We all know about the forgetting curve and the importance of spaced learning. Providing regular content is one way of keeping learners engaged over time.

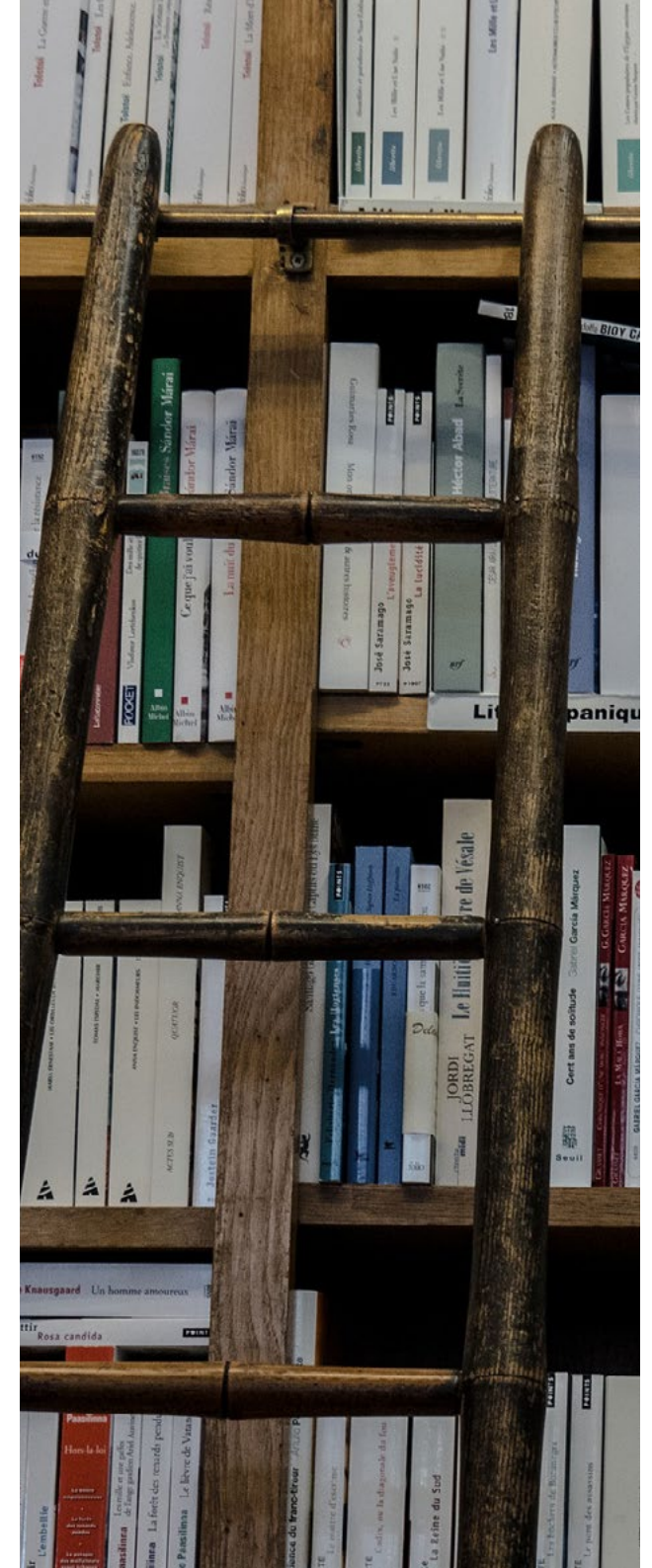
Automated curations work well by providing daily content to keep staff thinking and engaged. This could be just one new article a day or a series of articles.

4 BLENDED LEARNING: ESSENTIAL READING AND UPDATES

One of the most powerful forms of curation is to create essential reading for learners i.e. to pick out the content or articles they must read to stay updated and relevant.

Human curation works best for these curations. Use automated curation to surface a range of content, then handpick the ones that relate to your learners based on the blended learning topic and objectives. You can then embed these in your LMS or Learning Platform so they display as part of your blended learning programme.

Here is a manually curated reading list about [Goeth Hacking](#) for example.



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5 LATEST THINKING FROM QUALITY SOURCES

To keep staff updated on latest thinking in a relevant area such as say Leadership. These briefings are likely to be more quality controlled, hence you might whitelist only certain domains so you only see content from high quality domains that you know your readers like and trust.

Here is an example briefing on Leadership articles just from Harvard, McKinsey and TED. This could work well as part of a blended programme on leadership too.

The screenshot displays a content curation dashboard with the following elements:

- Header:** "Leadership: Latest from TED Talks, Harvard & McKinsey" with filters for "24 hours", "3 days", "1 week", "1 month", "3 months", and "Follow".
- Left Sidebar:** "Startup Community" dropdown, "Home", "Briefings" (Sales: Closing Skills, Management, Sales & Leadership, SaaS Strategy & Pricing), "Your Network", "Discover", and "Saved Articles".
- Article Grid:**
 - Card 1:** "Being a Strategic Leader Is About Asking the Right Questions" (hbr.org, 3 months ago).
 - Card 2:** "How digital is changing leadership roles and responsibilities | Digital McKinsey" (mckinsey.com, 21 days ago).
 - Card 3:** "To Be a Strategic Leader, Be Agile and Consistent at the Same Time" (hbr.org, 9 days ago).
 - Card 4:** "How the U.S. Marines Encourage Service-Based Leadership" (hbr.org, 2 months ago).
 - Card 5:** "The Type of Narcissist That Can Make a Good Leader" (hbr.org, a month ago).
 - Card 6:** "Research: How Leadership Experience Affects Students" (hbr.org, 2 months ago).
 - Card 7:** "Arianna Huffington on the link between leadership and well-being" (mckinsey.com, 2 months ago).
 - Card 8:** "Adapt Your Leadership Style to the Situation" (hbr.org, a month ago).
 - Card 9:** "Business Leadership Under President Trump" (hbr.org, 2 months ago).
 - Card 10:** "Resonant Leadership: Renewing Yourself and Connecting with Others Through Mindfulness, Hope, and Compassion" (hbr.org, a month ago).
 - Card 11:** "The Insulated Leader" (hbr.org, 2 months ago).
 - Card 12:** "Leadership, Culture, and Transition at lululemon, Multimedia Case" (hbr.org, 2 months ago).
 - Card 13:** "Hiring an Entrepreneurial Leader" (hbr.org, a month ago).
 - Card 14:** "Discuss the difference between management and leadership." (ted.com, 10 days ago).
 - Card 15:** "Leadership and success are both primarily intra-personal dynamics, yet most of us contextualize them as inter-personal. Your thoughts?" (ted.com, a month ago).
 - Card 16:** "Are you usually a leader or a follower? Why is this the case? Do you have any characteristics that make you a good leader" (ted.com, 2 months ago).

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6 TIPS ON NEW PRODUCTS AND TECHNOLOGY

It takes a while until we become proficient in new products. Everyone learns and a collective body of knowledge is built that allows us to all use new tools and technologies more efficiently.

You can curate the latest tips on new technologies, for example the latest [Snapchat tips](#) or the latest [iPhone tips](#).

These can be a combination of automated or manually curated content.

7 PERFORMANCE IMPROVEMENT TIPS

It is important to promote continuous learning and ideas to improve performance. One way to support this is to prompt your team to think about new ways to improve what they do.

Here is a curation of latest articles on [improving team management](#) and another on [sales tips from the top 40 sales blogs](#).

These can be a combination of automated or manually curated content.

8 COMPETITOR TRACKING

We all need to be a little paranoid. What are your competitors up to?

You can curate their published content, content that mentions them, and content they share into a single briefing.

This content is best started with automated curation, you may add a layer of manual curation on the top to draw attention to any competitor activity which presents a risk or opportunity for you.

9 RESEARCH FOR A PARTICULAR PROJECT

Say you and your team need to write a report do some analysis on an emerging trend in your industry. Google searches may find good content, but not necessarily the most recent. You can quickly curate the most recent and most authoritative articles, and share views on their relevance to your business. Get your research done more efficiently.

Automated curation with a layer of human handpicking works well here.

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10 RESEARCHING CLIENTS AND PROSPECTS


Sales and consulting teams need to stay informed on the latest developments with their clients and prospects. Have they recently acquired another company? Have they launched a new product? What could this mean for you? By actively curating content for your top clients, or target clients, you ensure your sales and consulting teams don't miss any key developments that their clients would expect them to know about. This can be done with automated curation – it's unlikely you'll have the time to manually curate content for all your teams and prospects.

Curation adds value to learners, customers and colleagues alike. But before you start curating, ask yourself: why are we doing this, how will we find the content, and (if manually) how often do we need to update it? That will give you the best chance of setting yourself up for a sustainable and effective curation model.

11 KICKSTARTING SOCIAL LEARNING

In theory social learning is easy but in practice it is very hard to get staff to seek out new content, evaluate it and share it with colleagues. Too many social learning initiatives stall or fail because it's not clear what to talk about.

One way to support social learning is to provide a regular feed of content and make it easy for staff to comment, upvote and share. No one has the time to read everything but a team that shares and comments on content can leverage their collective intelligence to filter and curate relevant content. Your colleagues are still much more likely to know which content is relevant to you than the smartest algorithms. Share a controversial or thought-provoking article and invite views: is this a risk, opportunity or threat for us? Prime the conversation with recent, relevant curated content to drive social learning and engagement.



Influencer Marketing on Social Media: Everything You Need To Know - Hootsuite Social Media...

Hootsuite • hootsuite.com • 2016/11/07

👍 2 📌 📄 Share

Up voted by **Stephen Walsh** and **Susan Moeller** Yesterday at 2:50 PM

Susan Moeller This has a lot of overlap with our message about influencer id--they refer to Relevance, Reach, and Resonance as the three things to look for.
2016/11/08

Steve Rayson Thanks, yes, many similarities. Been talking to Rand about the importance of building advocates rather than just getting influencer mentions
2016/11/08

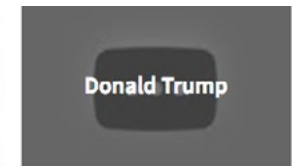
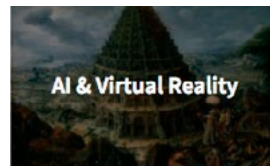
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12 ADDING VALUE FOR YOUR CUSTOMERS

Your customers look to you to keep them informed about trends and developments. Of course you can share your own content, but curating and sharing broader content for your customers is a way to show them you're keeping pace and have a balanced, independent view of the market.

By curating and adding your thoughts and commentary, you go further than just sharing articles, you're adding value. You can do this by displaying curated articles via your blog or website, or through a newsletter round-up. This works well for membership bodies as well.



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10 EXAMPLES OF CURATED BLOG POSTS

Here are 10 examples where the curator has gone further and written a blog post to share their thinking and add context. These were written for sharing externally with a wider audience, to build your brand and reputation by educating your audience. They would also work inside your organization as curated blog post formats.

13 CURATE EXPERT TIPS - SALES EXAMPLE

The Salesforce blog produced this curated article:

How 10 Winning Salespeople Spend 15 Minutes Before a Sales Call

This post collects the thoughts from 10 experienced sales people. The content is unique through its curation and provides a valuable resource for readers.

14 CURATE VIEWS FROM YOUR AUDIENCE - EXAMPLE MICHAEL BRENNER

20 Amazing Examples of Brand Content Marketing Hubs from B2B Marketing Insider

In this example Michael Brenner encouraged his readers to share their favorite brand content marketing hubs. It provides great content but it also develops your relationship with your target audience.

15 EVENT ROUNDUPS - CONTENT JAM EXAMPLE

A curated roundup post should be a must every time you attend a conference. Why keep all those notes you have taken and those insights to yourself. It's a great way to show love for your audience and the people who presented.

You can provide context and add value through your commentary. Here is a good example:

<http://buzzsumo.com/blog/40-pro-tips-improve-content-marketing-content-jam-review/>

16 REGULAR NEWSLETTER OR COLUMN - SAAS WEEKLY EXAMPLE

You don't need a blog, site or content hub to curate content. Some of the best examples are weekly email newsletters. Here is a good example from Hiten Shah the SaaS weekly which collects together interesting articles each week about SaaS businesses

<http://hiten.com/>.

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17 TOOL REVIEWS - IMPRESSION UK EXAMPLE

People are really interested in round-ups of tools, resources, apps, etc. You can do this in an individual post or even create a hub that reviews tools relevant to your audience. Here's an example from:

[Impression UK on best tools to support PR Campaigns.](#)

18 LIFE HACKS & PRODUCTIVITY TIPS - EXAMPLE LARRY KIM

Curating top tips to be more productive tend to resonate well with audiences.

[Larry Kim is an expert at this.](#)

19 PREDICTIONS - WALL STREET JOURNAL EXAMPLE

Everyone wants to know the future. Curating the views of experts on their future forecasts or predictions always go down well with audiences. Here's a round-up post of:

[Predictions on Compliance from the Wall Street Journal.](#)

20 BOOKS TO READ - FT EXAMPLE

Curating reading lists is always effective, for example:

[10 books every learning designer must read or Financial Times top books of the year.](#)

21 INFLUENCERS TO FOLLOW - JANE HART EXAMPLE

A good way to help your audience is to curate a list of influential people on Twitter for them to follow. Here's an example from:

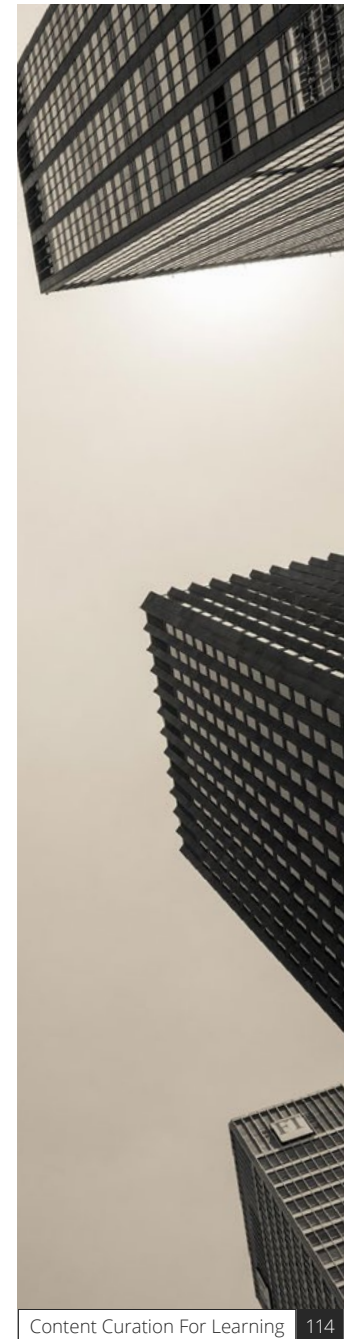
[Jane Hart of 100 Twitter Accounts to Follow for Learning.](#)

22 INSPIRATIONAL CONTENT - BUZZSUMO EXAMPLE

Another good method is to review and curate the stand-out content in a specific topic. Here's:

[Buzzsumo's review of the most inspirational B2B content of 2016](#) and

[Anders Pink's review of the best elearning articles of 2016.](#)



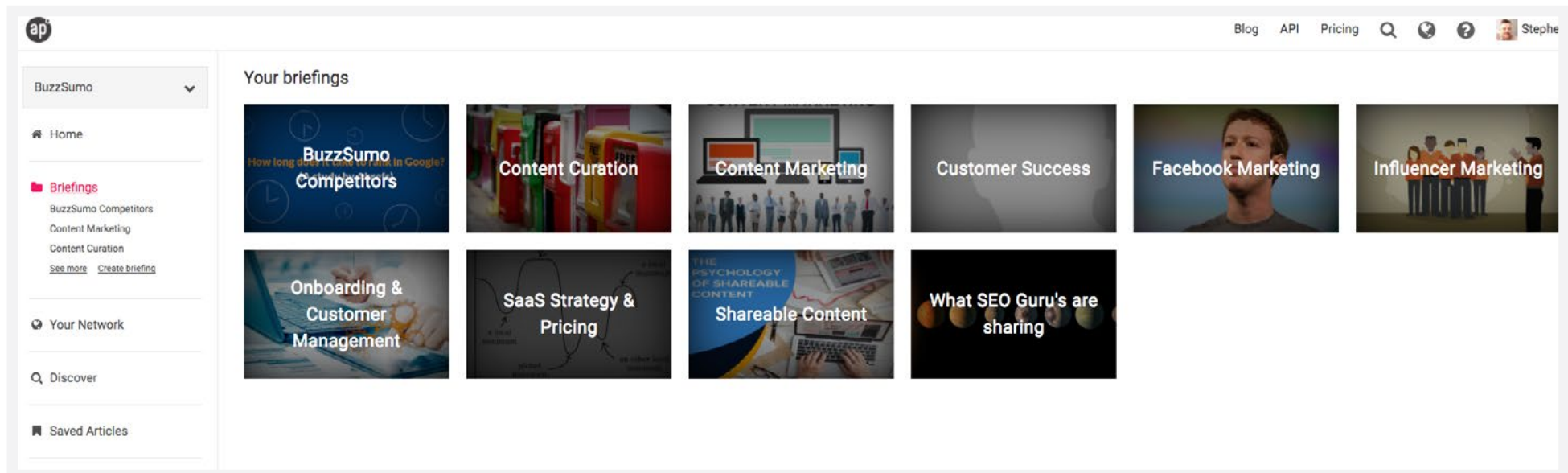
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4 EXAMPLES OF CONTENT CURATION IN TEAMS AND PLATFORMS

23 COLLECTIVE INTELLIGENCE THROUGH CURATION - BUZZSUMO TEAM

BuzzSumo is a virtual team spread across 4 countries. The team needs to stay smart and informed on a range of content marketing topics. They used Anders Pink to set up custom briefings on topics that matter to them. These include Content Marketing, Facebook Marketing, Content Curation, Content Marketing, and SaaS Strategy and Pricing.



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The team also wanted to track its competitors. They set up a briefing pulling in the domain names of its competitors into a single briefing, so they'd see any content shared on social by competitors. They can filter this by time to see what competitors are sharing in the last 24 hours, 3 days or further back:

The screenshot shows the BuzzSumo web application interface. On the left is a sidebar with a 'BuzzSumo' dropdown menu and navigation links: Home, Briefings (with sub-links for BuzzSumo Competitors, Content Marketing, and Content Curation), Your Network, Discover, and Saved Articles. The main content area is titled 'BuzzSumo Competitors' and displays a grid of article cards. Each card includes a title, source, date, and a brief description. A callout box is overlaid on the bottom right, showing a comment on an article titled 'The Importance of Original Shareable Content' by fashioningculture.com. The comment reads: 'good article, agree with you on referencing this Susan Moeller'. The article card also shows interaction buttons like 'Add comment', 'Share', and 'More actions'.

The team use Anders Pink to discover relevant content in these topics, with daily email digests. When a member of the team comments on an article, the others get a notification in the app. They use the app for micro-conversations about relevant pieces of content, and how they relate to their business goals. They also save relevant articles for future reference.

This way the team use their collective intelligence to curate, contextualise and save relevant articles without spending a lot of time trawling the web.

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24 POWERING TEAM SOCIAL SELLING WITH CURATION

Turbo Marketing Agency provides services and support to clients in the automotive industry.

“Content curation is an integral part of our content marketing strategy here at Turbo Marketing. Now that posts on Twitter and Facebook have a life expectancy of a few hours, it would be impossible to produce enough quality content to be present in the newsfeed of our audience throughout the day.

Initially, content curation was meant to be primarily a social selling tool for us here at Turbo; but the side effects of sifting through massive amounts of content each day to make decisions on what to post or not ended up dramatically increasing the knowledge and skill sets of our team as a whole.

Content curation also allows us to educate our clients and prospective automotive dealers about the possibilities offered by the changes in technologies in a cost effective way that builds credibility for our organization. We are slowly but surely positioning ourselves as the people who are helping car dealers figure out what they should have on their radar or not.

Now I won't lie, content curation is a lot of work and could take a lot of time if we didn't have the right tools. I was blessed to stumble on a cloud-based tool called Anders Pink. The tool allows us to follow existing or custom briefings pertinent to our industry. All content created in the last few weeks and powerfully current.

The screenshot displays the Anders Pink content curation tool interface. At the top, there's a navigation bar with filters for '24 hours', '3 days', '1 week', '1 month' (selected), and '3 months', along with a 'Follow' button and a settings gear icon. The main content area is a grid of article cards under the heading 'Automotive Industry'. Each card includes a title, source, date, a brief description, and interaction buttons (like, comment, share, more actions). Some cards also feature small images or charts. The articles shown are:

- Italy's MotorK, a company that offers** (techcrunch.com, 20 days ago)
- Auto Industry Resorts To Biggest Incentives Ever To Slow Decline In Sales | Zero Hedge** (zerohedge.com, 10 days ago)
- President Trump Remarks During Visit to Detroit Michigan – Auto Industry Focus – 2:00pm Live Stream...** (theconservativetreehouse.com, a month ago)
- The Auto Industry Is About To Drive Off A Cliff, Again | Zero Hedge** (zerohedge.com, 9 days ago)
- Is This The Sound Of The Bottom Falling Out Of The Auto Industry? | Zero Hedge** (zerohedge.com, 21 days ago)
- EPA Pulls Back Sound Policy Judgment at Behest of Auto Industry** (ucsusa.org, a month ago)
- Disruptive trends that will transform the auto industry** (mckinsey.com, 18 days ago)
- Comparing Tesla To Competing Automakers Is Meaningless** (seekingalpha.com, a day ago)

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I am surprised each day to catch different individuals in the organization discuss with agility topics outside of their normal field of expertise but relevant to our business. Our organization is now seeing with fresh eyes challenges and opportunity within our industry that we were blind to just a few months ago.

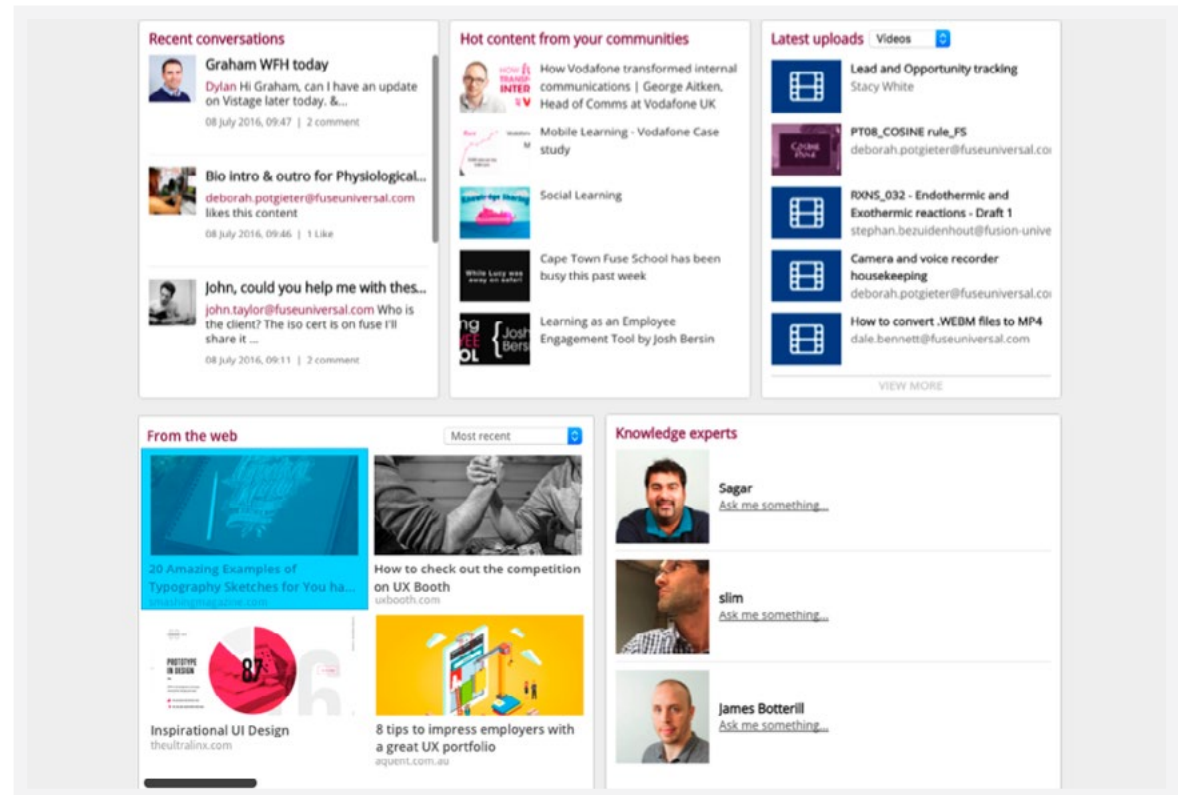
If I had one tip to give people starting on the content curation journey, it would be to subscribe to this service. I don't know how we would do it without what we affectionately call "ThePink!"

Sean Cassy, co-founder of [Turbo Marketing Solutions](#)

25 KEEPING CONSULTANTS SMART IN THE RIGHT PLACE: CURATION WITHIN A LEARNING PLATFORM

A leading global consultancy firm wanted to keep its consultants informed about key trends in topic areas of interest to them. They wanted to make it easy for their consultants to discover this content without needing a separate login or platform.

Using their Learning Platform, they integrated curated content (from Anders Pink). The curated content displays in a "From The Web" area within their learning platform, making it easy for consultants to discover and digest recent and relevant content alongside other updates, content and resources. The briefing updates every few hours, ensuring there's always something new to discover.




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26 CURATION BEYOND THE ORGANISATION: START-UP COMMUNITY

Teams don't have to be inside one organisation to curate and collaborate.. Collaboration and curation can of course happen across communities and groups with a shared interest or passion. Often it's what binds those communities together

For example, the [Start-Up Community](#) (run on Anders Pink) is a free and open community. Anyone with an interest in start-up business, growth hacking, SaaS products and entrepreneurship can join. It has a set of core briefings to help everyone stay up to date. Members can flag, save, comment and share articles.




How to Build a Blog to Over 1 Million Monthly Visitors - BrandonGaille.com


Brandon Gaille • brandongaille.com

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Up voted by **Steve Rayson** and **Stephen Walsh** 2016/07/17

Flagged as a must read by **Steve Rayson** 2016/07/17

 **Steve Rayson** Really good blogging advice, particularly on driving traffic.
2016/07/15

 **Ian Chew** @steverayson: I agree, some solid advice combining different tools (SEMRush etc.) in his strategy.
2016/07/18

Over 2000 articles were upvoted, saved, or commented on during 2016. We used that data to create a curated blog post, which listed the most popular articles of 2016. And then, of course, shared it with the community :-)



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