



**CONTENT CURATION &
(SHARED) VALUE**

**a kind of
magic**



WHAT IS CONTENT CURATION?

I want to talk about what Content Curation is. It is the act of finding, gathering, organizing, presenting and sharing the best of and the most relevant digital content that surrounds a specific subject.

So, content curation is about discovering/aggregating/gathering relevant content and then sharing or presenting it to audiences in a optimized and targeted way.

WHAT IS CONTENT CURATION?

There is a lot of information on the Internet today and we know, yet. Therefore, to be successful with content curation in a business setting, it is important to display only the best and most relevant content possible. How?

With a sequence of specific actions: the curator starts finding the sources, then filter contents from selected, high quality sources curating all this material. Curator creates a selection, adding value to the previous searching, and, last but not least, shares content through different channels, like social networks.

CONTENT CURATION: A LITTLE MAGIC

In this process, a little magic comes from the necessity to get deep into topic of interest and move closer to authors. Why? Because when you share someone's content you start a conversation and starting a conversation give you the possibility to have a relationship that comes from. So, curating content means meet people and keep in touch with them: because curation is a particular way to meet social media peers.

Content Curation means sharing content in a smart and audience-centric way, by focusing on specific topics you want to curate content about. It means create something that might help your target audiences and is relevant for your goals too.



CONTENT CURATION: BENEFITS

Another interesting benefit is that curation is an important process of building influence, animating a community and creating business opportunities.

This process helps companies to build or enlarge their influence, inside a community that enjoy this positive value and share high quality curated content and companies beliefs - in addition with a significant website strategy.



CONTENT CURATION & COMPANIES

With content curation, we could know where the good information sits, and we can use it to provide value to others.

By having a content curation activity in place internally you can keep your workers informed and ready to be active.

The link between social media and content curation is becoming more important and social content curation is an often used practice.

CONTENT CURATION & (SHARED) VALUE: @MAZARSCSV

All I said about curation has a practical application in @MazarsCSV, where curated content about Creating Shared Value is published every day. Follow us now @MazarsCSV and on <http://sharedvalue.mazars.com/>

Thanks for your attention!

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