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3 Things to Remember When Curating Content

By [Rebecca McIntyre](#) on October 22, 2014

Everyone's talking about content curation these days, so it's a great time to revisit the topic. In particular, it's good to remember the basics, such as what the point is of content curation in the first place. Opentopic's here to help you out by reminding you of three must-haves when using curation to tackle your content marketing efforts.



1. Bring something new to the content you share

Curating content isn't as simple as copying and pasting already-created content or providing a link to another article. The key to effective content curation is to choose an appropriate article and then craft introductory copy that adds value to the content. By providing your own point of view on the subject, you can highlight your industry knowledge. The way to do this is by providing your own point of view on the subject. Read the article, digest it, and come up with a way to make your curated content uniquely yours.

2. Share your content everywhere

Once you've found a way to differentiate your curated content, don't be shy: share it everywhere. Leverage all of your social media accounts, such as Twitter, Facebook, Google+, and anything else relevant to your industry, and use a possibly witty, concise statement to showcase your expertise. Curated content also fits really well in e-newsletters, and it's made especially easy when you use a content curation and newsletter creation [tool](#).

Curation allows you to engage your customers more frequently and cost-effectively.

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3. Cite your sources

Most importantly, don't forget to give credit to the source's author, which includes providing links to the original published content. "Best practices" also include citing the author's name along with any other pertinent information.

Curation is an excellent solution for content marketers because it allows you to engage your customers more frequently and cost-effectively, particularly when compared to relying solely on original content., so make sure you adhere to best practices as listed above.

Opentopic makes it surprisingly simple for marketers to engage and acquire customers with a steady stream of meaningful content. Ready to get started curating quickly and efficiently? Our team is ready to help. [Contact us](#) to find out what Opentopic can do for you.

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Rebecca is the Marketing Manager at Opentopic. She has worked as a

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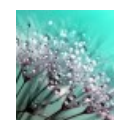
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marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



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Opentopic's content marketing platform makes it easy for brands to quickly discover, curate, and publish engaging content online.

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