# CONTENT MARKETING

# DONE RIGHT

CURATA'S DEFINITIVE GUIDE TO

## EXECUTING AN

# ethical

## CONTENT CURATION STRATEGY

**curata**

# OVERVIEW

There can be no doubt about the significant shift by marketers from outbound marketing to inbound marketing during the past couple of years.  In fact, Curata research indicates that 87% of marketing teams include content marketing as one of their top priorities as part of an inbound marketing strategy. However, as marketers continue to realize that creating all of their own content is resource prohibitive and intellectually limiting from their audience's perspective, they will search out alternative sources of content through simple aggregation or higher value-added curation. Curation offers significant opportunity to fill this content gap for marketers; however, if not executed correctly, it could do more harm than good from an ethics perspective.  This eBook provides the following insight and guidance for marketers as they expand their content curation initiatives:

## Do Curate Content.

High value-added content curation alongside creation as part of a comprehensive content marketing strategy is here to stay. With its increased use, marketers will need to be more aware of how to execute curation in an ethical manner to protect their company's brand, avoid legal issues and optimize its positive impact on marketing effectiveness.

## Get familiar with fair use and copyright laws.

All content marketers should be familiar with at least the high level points of fair use and copyright laws within your country.  Curata provides a high level overview of this information for marketers and publishers within this eBook as it pertains to content curation.

## Follow Curata's 12 best practice tips to become an ethical Power Curator.

This strategy will not just ensure you curate in an ethical manner, but it will also increaese the impact and return of your curation resources on your content marketing strategy. Tactical tips, that you can use immediately, are provided to help content marketers rapidly move up the maturity ladder from Aggregator to Power Curator.

## Learn from the best (and worst) practices of your peers.

Our expert content curation consultants have selected and graded some of the best and worst examples of curation from across the Internet. (e.g., Slashdot, The Huffington Post, CMO.com and others)

# Table of Contents

# INTRODUCTION:
## The importance of
# ETHICS

### and how the web has changed

### ⇒ The History ⇐

Publishing technology developed over the past millennium has removed many of the barriers to authoring, creating and distributing content. In 1455, Johannes Gutenberg developed movable type printing, enabling the rapid mass production of print books. Christopher Latham Sholes invented the first practical typewriter and patented it in 1868, giving would be authors the ability to print text from their own homes. The invention of the first word processor in 1971 brought better authoring tools and functionality. The 1990's saw the advent of the Internet, further democratizing the distribution of content to any corner of the world. Since then, the growth of blogging and social platforms has empowered the publishing and distribution of content for truly everyone, even those who do not know how to run a webserver or code HTML.

At the same time, each of these technologies has made it increasingly easier to plagiarize, copy and pirate others' content through mass printing (movable type), cut-and-paste (word processors), and scraping and aggregation (the Internet). Past publishing processes, which allowed editors and other individuals to assure ethical publishing, in many cases, no longer exist. Therefore, as we create and curate content online, it has never been more important to do so in a responsible, ethical and fair manner that is beneficial to all parties involved. Not only does this protect the brand equity of the publishing source, it increases the potential for high ROI of the output.

### ⇒ The Present ⇐

When it comes to using third-party content as part of a content marketing strategy, there are no clear black and white rules in terms of what's ethical and what's not. Some brands feel that focusing on original content creation will ensure that their content thoroughly reflects their brand's point of view and will provide the most value for their readers. However, aside from the fact that it requires an immense amount of resources to solely focus on creating your own content, readers do value third party perspectives as well as your own commentary on that perspective. Most of the web's most popular resources including Wikipedia, the Huffington Post, Reddit and Pinterest are all fundamentally built upon third-party content and our collective insight applied to that content without the permission of the original authors.

Based on our experience at Curata, working with hundreds of companies curating millions of pieces of content, we have compiled a set of guidelines and best practices to help you curate content in an ethical manner. Keep in mind that these are our recommended guidelines and are not intended as legal advice. Every organization has a different set of principles when it comes to third-party content. For the most sound and relevant advice for your use case, consult an attorney.

Once you understand the concepts of ethical content creation, you can use curation to provide content that your brand wouldn't be able to create on its own. Curated content can inspire conversation within your organization, and among your current and potential customers. It can also drive thought leadership around your brand and build brand awareness. We hope that with the help of these best practices and concepts, they will inspire your content marketing team to take your brand's content efforts to the next level.

# SOLIDIFYING THE DEFINITION OF

# CONTENT CURATION

## AND KEY PARTIES ASSOCIATED WITH ITS

# EXECUTION

## ⇒ Aggregated, Curated and Created Content ⇐

Just as we must define a "lead" before we begin a discussion about sales pipeline, we need to define the core variations of content in the context of content marketing. This will help us best understand when and how to use which types of content, and most importantly, optimize the value that we bring to our audience for greater engagement. The three components include aggregation, curation and creation.

# AGGREGATION

Content aggregation is the act of bringing together articles and other digital content on a similar topic and grouping them together with no additional value added by the content marketing professional. It provides a high-level overview of what's going on in the online world related to that topic. Tools like Google Alerts (*google.com/alerts*) provide aggregation services. Aggregation is done primarily by a machine or a software technology, and may or may not factor in the quality of sourcing.

## ⇒ GOOD FOR ⇐

When you don't have time to curate content, aggregation is a great way to get real-time updates in a completely automated manner.

## ⇒ WATCH OUT FOR ⇐

Quality and sources of content can vary, so readers may be skeptical of this type of content. This content has not been reviewed by a person to ensure its quality and relevance to the targeted audience.

# CURATION

Curata's definition of content curation is as follows:

**Content curation is the process of an individual (or team) consistently finding, organizing, annotating and sharing the most relevant and highest quality digital content on a specific topic for a target market.**

There are a few key parts of this definition worth highlighting:

**1** **Effective curation requires human involvement.** Content curation cannot be performed solely by an algorithm. It involves a person who is a domain expert in the middle to be selective, and add value by creating content as part of the curation process.

**2** **Content curation is something that needs to done "consistently".** Other forms of offline curation can be performed once (such as curating an art gallery).  When it comes to online curation, a good content curator is continually and consistently staying on top of a topic area as a trusted resource for their audience.

**3** **A curator is not simply regurgitating any content that they come across.** They are very discerning, discriminative, and selective in only sharing the "most relevant and highest quality" content. (e.g., text, images, video, etc.)

**4** **A curator focuses on the needs of their "target market".** They do not curate on all topics under the sun, or solely on the trendiest topics. Instead, they specialize on a "specific topic" of importance to their audience, and over time the content marketer becomes an authority and perhaps even a thought leader on that topic.

Curata has completed several in-depth ebooks on tips and tactics for best practices in content curation. We recommend downloading *5 Simple Steps to Becoming a Content Curation Rockstar* at *curata.com/resources*.

## GOOD FOR

Providing a constant flow of high-quality content to complement created content while still adding value for your audience. (i.e., versus simple aggregation)

Providing 3rd party perspective to original content along with providing relevant related content. (e.g., to support a company's viewpoint)

Creating an online destination associated with a particular topic using curated content to develop thought leadership, increase brand equity and increase the quantity of sales-ready leads.

## WATCH OUT FOR

Not adding value to your curated content. Taking the time to organize and annotate your curated content will increase its value to your audience, provide you with greater inspiration in other areas of your content marketing strategy, and improve the overall ethics of your curation effort. (more to come within this eBook)

Focusing too much on one or two key websites. Ensure that you're curating content from a variety of sources. *The Content Curation Look Book* provides a range of organizations that are successfully curating. Visit *curata.com/resources* to download your copy.

# CREATION

Content creation occurs when an author, illustrator, researcher or other creator produces an original work. Content creation is an important part of the content marketing process, allowing individuals or organizations the ability to share their point of view about a topic.

## GOOD FOR

Owning a topic or conversation, providing a unique perspective and establishing thought leadership on the topic.

Providing information on a topic that is not covered by any sources online.

## WATCH OUT FOR

The significant resources needed to create original content and feed the content beast, not to mention the opportunity costs associated with pursuing a pure creation supply chain for your content marketing strategy.

The desire of your audience to be exposed to third party content. If they don't get it from your site, they'll certainly pursue it on their own.

## Key Parties Associated with Content Curation

Let's take a look at the interests of the three parties involved when it comes to content curation:

### The Publisher

The individual, media outlet or other entity who has pushed original content into the world. The publisher is usually interested in increased traffic to their site, boosting their search engine ranking, educating and engaging their audience and possibly monetizing their traffic through advertising or subscription revenue or increasing sales ready leads.

### The Curator

The curator is the person or organization who wants to curate the content of the publisher and promote to their audience. Curators have similar objectives as publishers, however, they are also typically complementing their own created content with curated content to fortify their content marketing strategy.

### The Audience

The audience (or readers, listeners or viewers depending on the medium) wants to consume the best and most relevant content in a convenient manner. To the audience, it doesn't matter if the content comes from the publisher or curator as long as it is both convenient and relevant and of high quality to them.

Prior to diving into the best practices for ethical curation, the next section provides marketers with high level insight into fair use and copyright laws as they pertain to content curation.

# OVERVIEW OF FAIR USE AND COPYRIGHT LAWS

## in the United States

### AN OVERVIEW OF

## Copyright Protection

US Copyright Law is designed to protect original works of authorship. In contrast to patents and other forms of intellectual property protection, an author receives protection under copyright law the instant they create an original work. Contrary to public belief, you do not need to have a copyright mark (©) next to your work nor do you have to provide any notice of copyright to be protected.

Copyright protection provides a fairly broad range of protections for the content creator as described in 17 U.S.C.A §106.  Among other rights, a copyright owner is entitled to:

**Reproduce the copyrighted work in copies or phonorecords**

**Prepare derivative works based upon copyrighted work**

**Distribute copies or phonorecords of the copyrighted work to the public
by sale or other transfer of ownership, or by rental, lease, or lending**

While copyright protections are broad, they do have several exemptions to allow for fair public access of copyrighted work. One of the main exemptions that opens up the door for content curation is the Fair Use statute.

# ❧ AN OVERVIEW OF ☙
## Fair Use

To receive complete protection when curating copyrighted content, you should seek explicit written permission from the author of every piece of copyrighted content that you curate. But in today's dynamic and vast web, it is not scalable to ask every author for explicit permission every time. Instead, many good content curators curate with the Fair Use statute in mind. And in most, if not all cases, the original publisher is more than happy to have their content curated as long as their is appropriate attribution and link backs to their original works.

**Here's what the law says about Fair Use and the four considerations that factor into it:**

*"Section 107 contains a list of the various purposes for which the reproduction of a particular work may be considered fair, such as criticism, comment, news reporting, teaching, scholarship, and research. Section 107 also sets out four factors to be considered in determining whether or not a particular use is fair.*

**1** *The purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes*

**2** *The nature of the copyrighted work*

**3** *The amount and substantiality of the portion used in relation to the copyrighted work as a whole*

**4** *The effect of the use upon the potential market for, or value of, the copyrighted work*

*The distinction between what is fair use and what is infringement in a particular case will not always be clear or easily defined. There is no specific number of words, lines, or notes that may safely be taken without permission. Acknowledging the source of the copyrighted material does not substitute for obtaining permission."*

In particular, the 1961 Report of the Register of Copyrights on the General Revision of the U.S. Copyright Law has designated certain uses of copyrighted content that are regarded as Fair Use statute. These include:

**Quotation of excerpts in a review or criticism for purposes of illustration or comment**

**Quotation of short passages in a scholarly or technical work,
for illustration or clarification of the author's observations**

**Use in a parody of some of the content of the work parodied**

**Summary of an address or article, with brief quotations, in a news report**

The bottom line is that Fair Use is ambiguous. The statute itself admits that distinction between infringement and fair use "will not always be clear or easily defined." But we have put forth some guidelines and best practices to help you curate content ethically, fairly, respectfully and, most importantly for you, safely. As detailed in the next section, the attributes of a Power Curator and related actions taken to increase the level of engagement with your audience are inextricably linked to strong ethics and fair use of content.

# LEVERAGING

## Creative Commons

## TO AVOID

# COPYRIGHT ISSUES

Creative Commons is a nonprofit founded in 2001 to expand the availability of creative work legally available to use and share. The organization developed several copyright-licenses called Creative Commons licenses so that content creators can specify what rights they want to keep and which rights they choose to waive so that others can use their work. Users of Creative Commons include Wikipedia, Google and Flickr to name a few. The Creative Commons' website (*creativecommons.org*) explains each license in simple language and shows the icons that accompany each license.

If you need photos, videos or other content to accompany or complement your curated content, then you might search for materials available through a Creative Commons license to avoid potential issues with copyrighted material. Flickr lets you search for Creative Commons photos by simply checking a box, and Google allows you to locate reusable content through Advanced Search. Alternately, you could share your own content more widely by adding a Creative Commons license and allowing others to use or build on it.

## ⇊ Overview of Creative Commons licenses ⇇

### → ATTRIBUTION ←

Allows others to distribute, remix, tweak, and build upon others' work provided they credit the original creator. Under this license, creative work can be used commercially. This is the most flexible of the licenses.

### → ATTRIBUTION-SHAREALIKE ←

Permits others to distribute, remix, tweak, and build upon others' work provided they credit the original creator and make the new work available under identical terms. Under this license, creative work can be used commercially.

### → ATTRIBUTION-NODERVIS ←

Similar to the basic Attribution license except the original work must be passed along unchanged and in whole. This license allows for commercial use of creative work.

### → ATTRIBUTION-NONCOMMERCIAL ←

Lets people distribute, remix, tweak, and build upon others' work in a noncommercial manner provided they credit the original creator. The person reusing the creative work does not need to make their creation available under a similar license but they must credit the original creator.

### → ATTRIBUTION-NONCOMMERCIAL SHAREALIKE

Gives people the option to remix, tweak, and build upon others' work as long as they credit the original creator and license the new creations under identical terms. This license allows for noncommercial use only.

### → ATTRIBUTION-NONCOMMERCIAL NODERVIS

This license is the most restrictive, as it allows work to be shared but not changed in any way or used commercially. As with the five other licenses, the original creator must be credited.

# 12 BEST PRACTICE TIPS
## for an Effective & Ethical
# CONTENT CURATION STRATEGY

Curata provides the following best practice tips for executing an effective and ethical curation strategy for your content marketing initiatives. This list also serves as a great checklist to ensure your curation meets all the requirements.

## SOURCE STRATEGY

**BEST PRACTICE 1** Limit the number of articles that you leverage from any single source; specifically curating those articles that are directly relevant to your audience.

**Why you should follow this**: Leveraging content from a wide and diverse portfolio of sources will not only be of greater value to your ultimate audience (e.g., provides differing perspectives and opinions as well as greater exposure to thought leaders), but it will also ensure that you don't benefit entirely from a single author or source which would result in unethical curation behavior.*

## REPRODUCTION

**BEST PRACTICE 2** Reproduce only those portions of the headline or article that are necessary to make your point or to identify the story. Do not reproduce the story in its entirety, therefore requiring the audience to follow a link back to the original content.

**Why you should follow this**: This tip will improve your ethical use of curation by reducing the amount of content that you are sourcing from the original author. In addition, the more you link to third parties' original content, the more likely they are to link back to you which ultimately improves your SEO. Not to mention that in today's digital economy, most, if not all content originators, want to maximize the exposure of their content as long as they do receive attribution and link-backs to their original postings.*

**BEST PRACTICE 3** If you are re-posting an excerpt from the original article, make sure your excerpt only represents a small portion of the original article.

**Why you should follow this**: While Best Practice #2 recommends you should never re-publish an entire original article, there's still a lot of latitude here to upset a publisher or author by posting most of their original content. To go a step further, only re-publish, at most, a small portion of the original content.

**BEST PRACTICE 4** When sharing images only share a portion of its original form, such as a thumbnail, unless you have explicit permission to share the full size of the image.

**Why you should follow this**: Best Practices #2 and #3 (only sharing a portion of any original article or excerpt) pertains solely to text content. These days people are curating other forms of media such as images and video. In the same spirit, you should only share a portion of the original image by thumbnailing it, similar to the process used by Google Images. The Ninth Circuit United States Court of Appeals decision in the case *Kelly v. Arriba Soft Corp* ruled that using thumbnail images amounted to fair use. Tips and tools for executing this best practice are provided later in this eBook.

**BEST PRACTICE 5** Retitle any and all content you curate.

**Why you should follow this**: There are three main benefits of retitling any content you curate that are beneficial to both you and the original publisher:

**1** You are no longer competing for the same title on search results. This helps the original source publisher who would be annoyed in the event that your curated version ranks higher than the original version in search engines.

**2** You can add your own value (e.g., context, insight and guidance for your audience). It's fun to retitle content and add your own voice to make the title more provocative and appealing for your audience and drive related click through. In particular this is important if you are posting your curated content on Twitter where your audience can only decide whether to click through based on the title you provide.

**3** Incorporate your own keywords. You can incorporate topic-specific keywords that may not be mentioned in the original article that are important to you.

**ATTRIBUTION**

**BEST PRACTICE 6** Prominently identify the source of the article.

**Why you should follow this**: This tactic will ensure that the original author receives clear attribution for their work, as well as indicating to your audience that you are curating in an ethical manner. This action will ensure that your audience knows you have curated content from a wide variety of reputable sources, increasing your credibility as well as deepening your engagement with your audience.*

**BEST PRACTICE 7** Link to the original source of the article whenever possible.

**Why you should follow this**: Again, linking to the original source may drive traffic away from you momentarily, but makes you more credible for identifying relevant content in other well-known publications. This will also prove highly beneficial to the original content author and increase potential for link-backs to your own site.*

**BEST PRACTICE 8** Link back to the original source prominently, not buried all the way at the very end of the post.

**Why you should follow this**: Best Practice #7 (link to the original source of the article whenever possible) doesn't prescribe where that link should be. Some publications have received some flak for burying links to the original source at the bottom of a paraphrased article. This discourages readers from visiting the original publisher and does not fairly reward them with referral traffic.

**BEST PRACTICE 9** If you are using a Share Bar or iFrame, give the reader an option to close the iFrame or Share Bar to view the content without it. [Refer to the next page for definitions and a deep dive into Share Bars and iFrames]

**Why you should follow this**: Share Bars and iFrames around the original publisher's content can be annoying to readers. Also because the browser address bar shows the curator's URL instead of the publisher's URL, it can be deceiving. Use of an iFrame or Share Bar is ethical; however, to be fair, you should offer readers the ability to close the iFrame or Share Bar and view the original content directly on the publisher's site. [Refer below for guidance on how to best leverage Share Bars and iFrames to optimize your content curation in an ethical manner]

**BEST PRACTICE 10** Don't use nofollows on your links to the original publisher's content.

**Why you should follow this**: The nofollow attribute on hyperlinks tells search engines not to give SEO credit to the site to which you have linked. The attribute was developed to prevent search engines from crediting spam links left by bots and other nefarious services in user generated sections of sites such as comment fields. Unfortunately, some curation platforms have employed nofollow attributes on links pointing to the original content publisher's site using a practice known as "link-hoarding". Curators who do engage in such practices unfairly take away SEO credit from the original publisher, using that SEO credit for their own gain.

**CREATION**

**BEST PRACTICE 11** Inject a bit of creation in all of your curation efforts. Add your own voice to your curated content. (e.g., provide context for the material you use, add your own insight and/or guidance for your audience)

**Why you should follow this**: Creating your own content within the context of the curated content will reduce the potential of any ethical dilemmas associated with the curation process; and even more importantly, it will increase the value that your audience gets from reading your curated content. You will be increasing your brand's own level of engagement with the audience if they value your commentary, and they are far more likely to return to you in the future.*

**BEST PRACTICE 12** Make your commentary longer than the excerpt you are reposting.

**Why you should follow this**: In conjunction with Best Practice #11 (Inject a bit of creation in all of your curation efforts.), you can ensure you are adding substantial new value to content you curate and simultaneously minimize the amount of original content you re-post by writing more commentary. It's also good for SEO because it reduces the amount of duplicate content.

*Source: Kimberley Isbell, Nieman Journalism Lab

# THE FACTS ·ABOUT· Share Bars & iFrames

Many content marketers contemplating curation fear that linking to third-party content will drive visitors away from their branded properties to be never seen again. One tactic employed by some marketers is to use a Share Bar which hovers over the third-party article displaying branding, a link back to the site which curated the content as well as other features such as social media sharing icons. (Refer below to Figure A of a Share Bar) Another tactic is to use an iFrame which attempts to retain the look, feel and content of the curator's property, while providing a window into the original publisher's content. (Refer below to Figure B of an iFrame)

Figure A: Share Bar
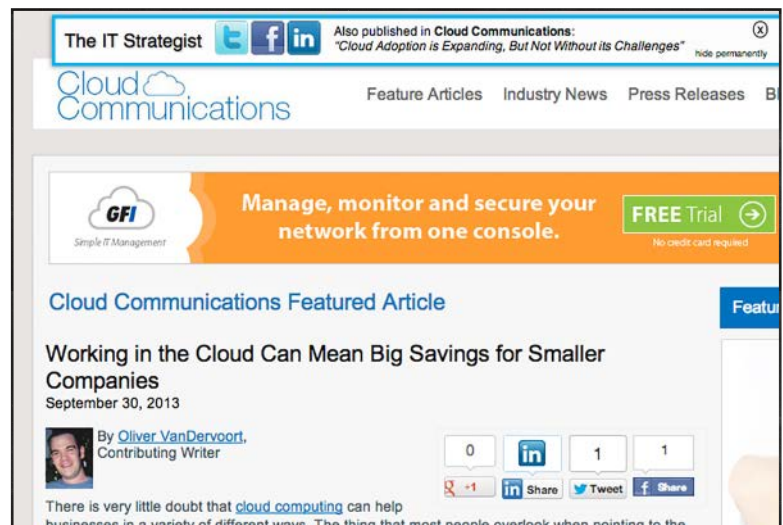


Figure B: iFrame

There are many misconceptions about the use and impact of share bars and iFrames that lead people to believe that they are a form of content piracy and therefore unethical.

# MISCONCEPTIONS

## ⟫An iFrame scrapes content⟪

**They do not scrape content.** Wrapping someone else's content in an iFrame is not scraping. You are not making a copy of the third party content onto your server. You are simply displaying the third party article in a smaller portion of the original web browser screen.

## ⟫iFrames & Share Bars take traffic from the original content source⟪

**iFrames & Share Bars actually drive additional traffic back to the original content source.** All page views that are wrapped by an iFrame or alongside Share Bars will get recorded under the original content source's analytics. (i.e., full attribution and credit for the original content is retained) Sajeet Nair of Convonix ran a comprehensive test of how different search engines treat iFramed content. His conclusions were as follows:

*Yahoo and Bing do not crawl the iFramed original content source, but Google does. Google fairly attributes the content of the iFrame to the publisher and not to the site that iFramed the content.*

# BENEFITS
## ·to the·
# CONTENT CURATOR

**Additional branding exposure.** Share Bars let you display your logo providing you with an extra branding impression even as people read third-party content outside of your website. The browser address bar displays your domain to your readers instead of displaying the link to the third party site.

**Increased retention and lower bounce rates.** Share Bars can help significantly decrease bounce rates and increase the number of pages per visit. For example, a Share Bar can display content recommendations related to the third-party content, enticing your audience to continue reading more content and staying engaged without leaving your site.

**Capture social media shares.** Some Share Bars also include social sharing buttons, enabling readers to quickly share content they are consuming through their social media channels. The links shared from such buttons can be configured to share a link, not just to the third-party article but instead to the Share Bar page or a landing page on your site that contains an abstract of the original article.

**Keep conversation on your site.** You can also configure some Share Bars to allow visitors to comment on third-party content, with the comment remaining on your site.

# BEST PRACTICE TIPS
## ·for using·
# SHARE BARS & IFRAMES

**Include an option to close.** Provide a button or option so that readers can close the iFrame and display the original article if they want. While there's no rule that you have to do this, it's courteous to both your readers and the third-party publisher.

**Give an option to hide permanently.** To go a step further, you should also add an option for readers to hide the share bar permanently and take readers to the original third-party articles always without the Share Bar. You can implement this option by cookie-ing each visitor who decides to hide these permanently.

**Don't make it too big.** Don't be obnoxious with a Share Bar. Keep the size of the bar minimal so it does not intrude and obscure the content behind it.

**Detect mobile.** If possible, detect when a mobile device is being used. If your site detects a mobile device, redirect to the underlying page behind it so the underlying page can render itself with mobile optimizations.

**Add value such as recommendations.** Share Bars should not just be about branding. They should add genuine value to your reader's experience; for example, you can do so by recommending other relevant articles.

# When and How
## TO CLAIM
# Google+
### AUTHORSHIP FOR
# CURATED CONTENT

Google's authorship feature lets content creators claim authorship for content that they publish by inserting a small special link in their content to their Google+ profile page. Once they claim authorship, a thumbnail photo is displayed next to their article like this:

**Claiming Google+ Authorship** and Publisher Markup for SEO ...
www.searchenginejournal.com/**claiming**...**authorship**.../61263/ ▾
by Navneet Kaushal - in 386 Google+ circles
Apr 8, 2013 - Google Author Rank is a hot topic in both the content and search marketing industry. What is Author Rank exactly? While Google hasn't ...

Having your photo next to your search results has a few benefits including boosting the credibility of your content and making your search result more visually appealing, especially to search engine users who recognize you.

This is a no-brainer for content you've created from scratch, but it's more of a gray area for third-party content you have curated.

## When it's **FAIR** to CLAIM G+ AUTHORSHIP

You've authored something new by adding your own thoughtful and relevant commentary or including additional material.

You've quoted short sections of the original piece but your perspective is longer than the sections you quoted.

You've retitled the article so that it won't compete with the original in search engine results.

## When it's **NOT FAIR** TO CLAIM G+ AUTHORSHIP

You've taken only an abstract from the original piece instead of creating something new.

You've quoted large chunks of the original piece and those quotes are longer than your own perspective on the subject.

You've used the article's original title so that your curated content may compete with the original author in search engine results.

# How to Avoid
## Copyright Issues
### WHEN
# CURATING IMAGES

Images are a very effective way to increase the value of your content. In fact, Curata research indicates that articles curated with pictures get 47% more click-thru activity than articles without pictures. At the same time, some of those images have copyrights and licensing fees associated with them.

ARTICLES WITH PICTURES GENERATE **47%** MORE CLICK-THRU ACTIVITY THAN ARTICLES WITHOUT PICTURES
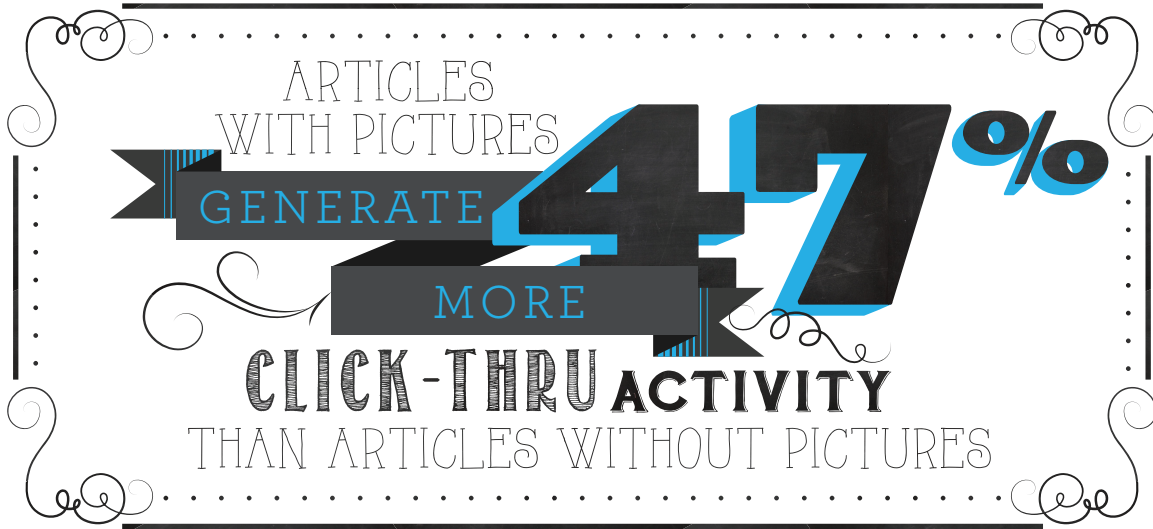
To avoid licensing fees, knowing which images are licensed and which are not, so you can then act accordingly (by either licensing the image, or choosing not to use it) is a critical step. Creative Commons is one source for material that's available for public use. Two additional options for locating the right image for you are:

### ☞ TINEYE

Allows you to do a reverse image search, looking up the license tied to an online image; and can generally detect which images are licensed and which are not.

### ☞ ZEMANTA

It is a smart search, allowing bloggers and other content creators and curators to find relevant, royalty-free images based on a few key terms through image recommendations. Zemanta is integrated with Curata's solution.

If the image you want to use doesn't require a license to use in your context, then post away. We don't recommend posting licensed images without permission. Not only is this a bad practice from an ethical standpoint, but it could result in extensive legal and royalty fees.

# Real-World Case Studies of
# CURATION ETHICS
# BEST AND WORST
## PRACTICES
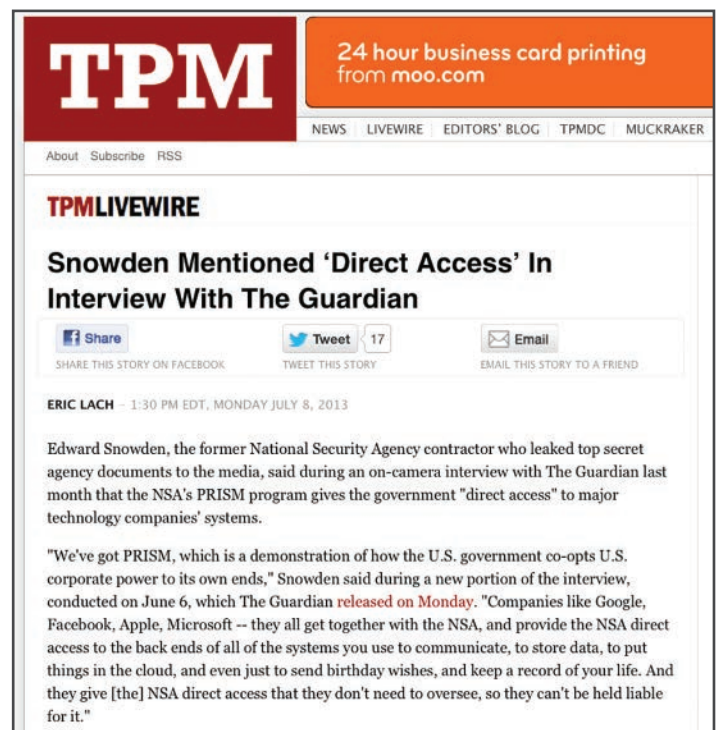
**Case Study**: Talking Points Memo
**Grade**: A
**Link**: http://livewire.talkingpointsmemo.com

Talking Points Memo covers news centered on US politics. In this case, the post is a curation of an on-camera interview The Guardian conducted with former National Security Agency contractor Edward Snowden. The post quotes and links to the original interview but offers context by mentioning and linking to additional resources on the topic. The combination of quotes and other commentary, as well as the careful use of attribution links earns this example an "A."



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NEWS  |  LIVEWIRE  |  EDITORS' BLOG  |  TPMDC  |  MUCKRAKER

**TPMLIVEWIRE**

## Snowden Mentioned 'Direct Access' In Interview With The Guardian

Share — SHARE THIS STORY ON FACEBOOK
Tweet  17 — TWEET THIS STORY
Email — EMAIL THIS STORY TO A FRIEND

ERIC LACH – 1:30 PM EDT, MONDAY JULY 8, 2013

Edward Snowden, the former National Security Agency contractor who leaked top secret agency documents to the media, said during an on-camera interview with The Guardian last month that the NSA's PRISM program gives the government "direct access" to major technology companies' systems.

"We've got PRISM, which is a demonstration of how the U.S. government co-opts U.S. corporate power to its own ends," Snowden said during a new portion of the interview, conducted on June 6, which The Guardian released on Monday. "Companies like Google, Facebook, Apple, Microsoft -- they all get together with the NSA, and provide the NSA direct access to the back ends of all of the systems you use to communicate, to store data, to put things in the cloud, and even just to send birthday wishes, and keep a record of your life. And they give [the] NSA direct access that they don't need to oversee, so they can't be held liable for it."
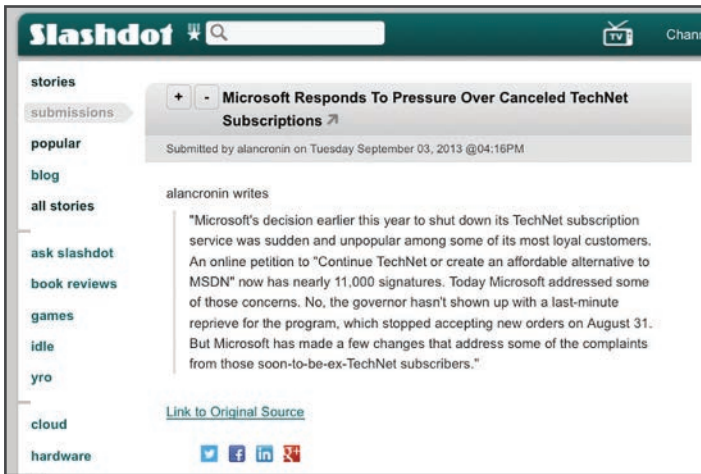
**Case Study**: Slashdot
**Grade**: B+
**Link**: *http://slashdot.org*

Slashdot.org provides curated "news for nerds." In this example, a user has taken an excerpt from a fairly technical article, added their own commentary, and clearly linked to the original source. The only thing that could be done better here is to provide more commentary so that it is longer than the excerpt. Slashdot, you get a "B+" for this post.

**Case Study**: CMO.com
**Grade**: B
**Link**: *http://www.cmo.com*

Adobe runs an excellent curated content site covering digital marketing at CMO.com. You can read more about Adobe's use case in Curata's Content Curation Look Book. In this example, the post clearly cites the original source (Mobile Marketer), uses only a small excerpt, and includes a strong call to action to drive traffic back to the original publisher. However, beyond that, they have not added any commentary or value to the curated content except for exposing it to their audience. Therefore, they get a curation grade of "B".





**Case Study**: Business Insider Newsletter
**Grade**: B
**Link**: *http://e.businessinsider.com*

Business Insider publishes a daily email newsletter called "10 Things in Tech You Need to Know" that curates timely tech news. They do a good job of keeping it consistent and concise so that subscribers can easily scan the newsletter from their computer or mobile phone and click on the links that interest them. The commentary is short and to the point, but they could provide a little more original commentary instead of simply sending a list of links. For this reason, we give Business Insider's newsletter a "B."

**Case Study**: The Huffington Post
**Grade**: C
**Link**: http://www.huffingtonpost.com

The Huffington Post has gotten a lot of heat (and mockery) for their curation practices. "HuffPo" (as its sometimes called) used to be known for finding a single third-party article, extensively rewriting/paraphrasing the article with a clickbait-oriented headline, and placing a tiny link to the original source at the very end of their rewrite. The site has improved significantly by stitching together facts and opinions from several different articles, and linking to the articles in context as opposed to the end of the article. In this example, they are doing several other things right such as retitling the article.

However, the Huffington Post gets a curation grade of "C" for this post because the manner in which they link is deceiving. It's very difficult to discern where a link to an original article is because the link color is nearly the same color as the article itself. There are only two ways for you to know where the link exists: (1) You make your nose touch the monitor and stare, or (2) you happen to hover your mouse over the link in which case the link gets underlined. Although it may not have been intentional, the Huffington Post appeared to be trying to discourage visitors from going to the original source. HuffPo gets a "C" for this practice. In reviewing an updated version of this post, HuffPo appears to have fixed this problem and now more clearly identifies the links in the post.



**Case Study**: Outsell Curated Newsletter
**Grade**: C

Outsell publishes a curated newsletter aimed at publishers, information providers, and enterprise executives. The newsletter includes a good list of industry headlines, however, Outsell needs to be more overt about who the original source is. Failing to clearly attribute sources earns this newsletter a "C."

**Case Study**: Scoop.it
**Grade**: D
**Link**: http://www.scoop.it
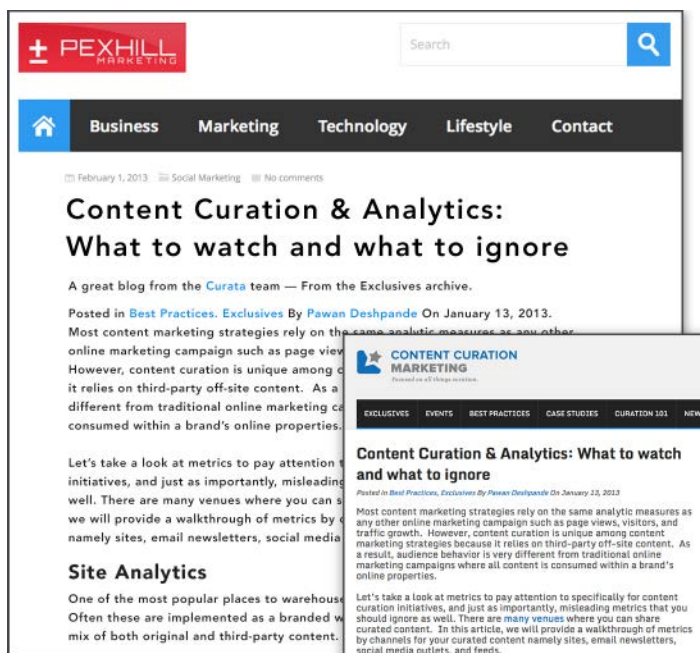**Original Content Link**:
http://upcycledgardenstyle.blogspot.com

This next example comes from a page called Upcycled Garden Style, curated using the Scoop.it platform. There are a few things done well here. There are prominent links to the original article if you click on the title or the image. Also, below the image Scoop.it clearly displays the site where the original source material came from.

There are also few things that go against best practices. The image is shown in full-size, going against best practice #4. Posting full-sized images through a curation platform could result in legal difficulties. The excerpt of the article is taken verbatim from the original source with the entire instructions on how to create upscale stepping stones. This borders on scraping of content and strongly disincentivizes a reader from visiting the original source. If you look behind the code, Scoop.it uses nofollow links, giving no SEO credit to the original content creator. In fact, the Scoop.it platform defaults to some content reposting techniques that put you as a curator at risk, unless you seek explicit permission from the original publisher, as per their terms of service:

> To the extent you are granted express permission or allowed to do so under applicable law, you must retain all trademark, copyright and other proprietary notices on downloaded and copied Materials, and any such downloads or copies are subject to the terms and conditions of these Terms.

Though there are a few best practices being followed, overall, this example of curation gets a "D".



Upcycle an ordinary stepping-stone

From upcycledgardenstyle.blogspot.com - February 26, 8:17 AM

Transform an ordinary garden stepping-stone by converting it from dull to interesting with this DIY project.

Follow the photo-link to find a list of materials needed to create one of your own.



**Case Study**: PexHill
**Grade**: F
**No Link**: This was removed from their site.

The next example is from PexHill Marketing. This blog found a Curata post on Content Curation & Analytics (shown inline in bottom right). In this case, they liked the content and decided to share it with their audience. In fact they liked it so much, they decided to repost the entire blog post on their site including the original images. This gets a curation grade of "F" for outright scraping.

We reached out to PexHill thanking them for appreciating our content, and asked that they include only a small excerpt. Instead, they chose to remove the whole post: An appropriate response to our comments to them.
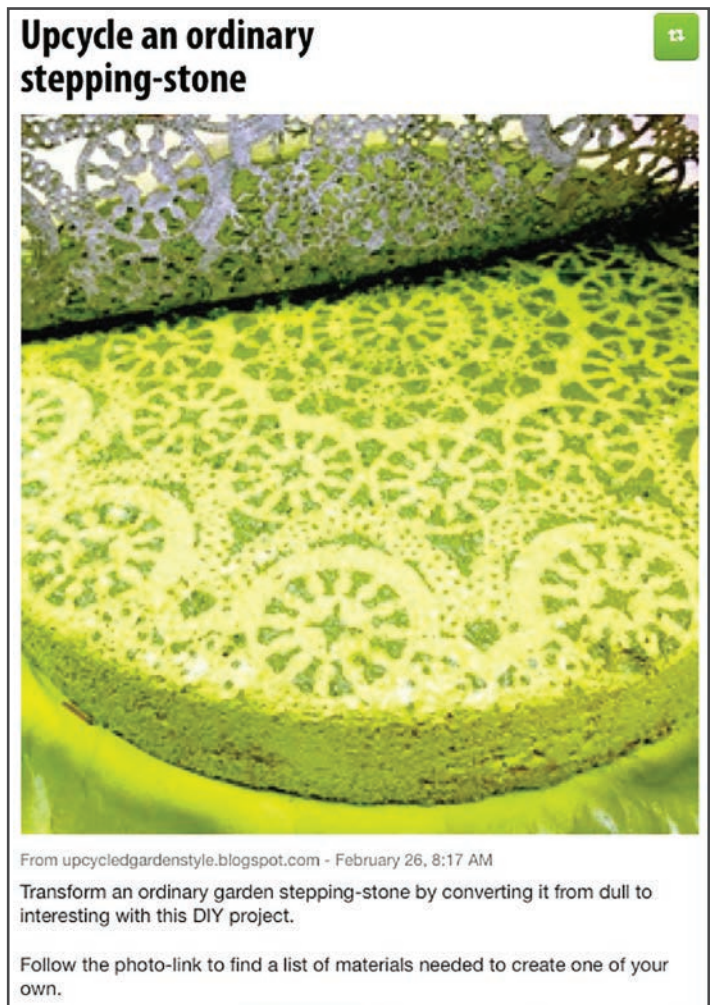
# FINAL THOUGHTS

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## Additional Resources

Many marketers are already tapping into the power of content curation to complement their content creation strategy; and its adoption will only increase as marketers realize its potential to provide a boost to content marketing. The combination of created, original content and curated content done right can increase buyer engagement, drive thought leadership and increase web traffic; with all of these leading to more sales-ready leads. The best practice tips and case studies in this eBook will help marketers advance more rapidly along their journey to increase the impact of content marketing.

Curata is pleased to offer the following additional resources to help you and your team get started with content curation to complement your existing content creation strategy, as well as progressing to more advanced levels of curation. Visit *curata.com/resources* for more.

### Getting Started

Check out *5 Simple Steps in Becoming a Content Curation Rockstar*
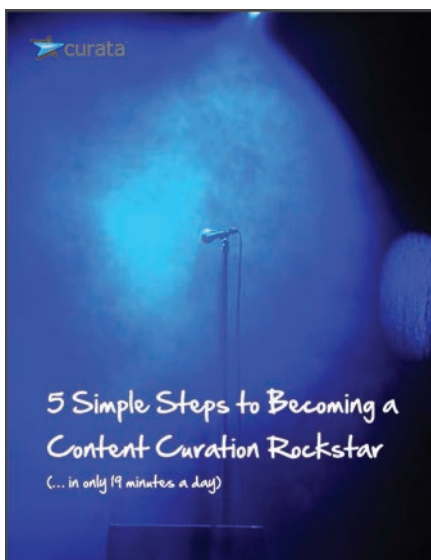
### Keeping the Content Flowing

Check out *How to Feed the Content Beast (without getting eaten alive)*

### Industry Resources

→ *curata.com/blog* for ongoing news and tips relevant to curation ←

→ *contentcurationmarketing.com* for news and buzz about curation and content marketing ←

# ABOUT CURATA

Curata is the leading provider of business grade, content curation software for marketers to curate the most relevant and highest quality content as part of a successful content marketing strategy. Best-in-class marketers across a wide range of industries rely on Curata to quickly find, organize, annotate and share content on specific issues or topics in order to establish thought leadership, own industry conversations and drive qualified web traffic. Curata was founded in 2007 and is headquartered in Cambridge, Mass.

**For more information, visit** *curata.com.*