

# Digital content curation

## What is it?

Today I will explain about digital content curation for vocational educators.

As a vocational educator, keeping your content and pedagogical knowledge current is both a requirement and a professional need. Curating digital content is an important aspect of ensuring you are up-to-date with contemporary and emerging trends in your industry, and in vocational teaching.

Digital content curation is where you have spread your net widely and deeply to capture content you feel is valuable about a specific topic, before disseminating it to others with a comment or explanation, for their use. Curation adds value to your knowledge network while enhancing your relationships and credibility, and broadens your own perspectives of your field and your peers within it.

## Curation overview

In this video, we will take a look at how and why to curate content online, the aspects of digital curation that assist in developing your knowledge network, and using curation to increase your professional credibility, standing and expertise.

## Knowledge networks

Many of you will already have the beginnings of a knowledge network or personal learning network: do you belong to a work-oriented Facebook group, a collaborative Pinterest board, follow bloggers about professional topics, share content with colleagues using Google Drive, attend Community of Practice meetings, or tweet regularly? All of these activities develop your connections with others, expanding your network.

## Curation adds value to your network

So, how can you add value to your knowledge network through curation? There are a few key aspects:

### Scope

Define the scope of your topic and stick to it. Within the scope, will you curate content to aggregate information together, distil it into a simplified format, align it with an emerging trend you have noticed, remix it for an alternative view point, or show how a concept has changed over time?

### Audience

It is critical to identify your target audience: who are they and what do they need? What do you want out of your efforts? Encourage their interaction by asking for feedback about the content: how, why, when, where, what?

### Content

Only capture and share what you think is valuable to you and your audience. Choose content that is original, useful, relevant and of high quality. Before sharing content, ask yourself: is this an improved strategy, an emerging trend, or a new tool to help with work? Does it fall within the scope of my topic? Is it relevant and useful to me and my audience? Don't forget to share your own content: an infographic, a video, tips on where to look or how to do something.

### Adding value

Add value to the information you have captured: comment on why you think it is valuable, explain what it covers, organise your content into categories, and tag it. Clear organisation and labelling makes each item easy to find.

### Placement

Place the content where your audience goes to interact and find information. If some of your audience uses a Facebook group, some are on Pinterest, and some use Pocket or Scoop.it, that's where you need to go.

### Citizenship

Interacting online with others is no different from face-to-face interaction, in that you need to be courteous, give credit where it is due, and be a good community member in general.

### Track for improvement

To improve on your future efforts, track retweets, likes, and comments about each item, analysing any content gaps, the feedback, and those items that didn't engage your audience.

### Enhanced credibility

Curating effectively increases your professional credibility. When others in your industry find the content you have shared useful and relevant to them, when it covers current industry issues, such as updated requirements for vocational teachers, or maybe you have created a video about new facilitation ideas, your network will grow.

To those in your network, you will become an expert who understands their work, while you have had the opportunity to think deeply about concepts and to develop your technology and analysis skills.

Encouraging engagement about the content helps to develop relationships. You will become a trusted peer, benefitting from the perspectives and insights of others in addition to your enhanced professional profile.

After joining a range of platforms and networks, it doesn't need to be a time-consuming chore to curate content. Set aside a little time each day for network activities: by sharing content, attributing sources, and tagging others in mutually interesting content, you will grow your network, add value to the members of the network, developing a reputation as an expert in your topic.

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