

Be Social, Get Success

Formula for Curated Content

Social Media Posts

1. Find what you want to share – Your own blog posts and social media posts can be curated too.
2. State your reason for sharing the post
3. Invite your audience to respond.

Blog Posts

1. Give your post an original title. (Don't use the same one that you are curating)
2. Make a statement about the post you are curating.
3. Include a quote you are referencing.
4. Explain briefly why you agree or disagree or why you are sharing.
5. Give the reader a specific call to action.

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