

# The 7 attributes of highly effective curated posts



"Content curation not only alleviates the pressure of having to devote valuable time to creating original content, but it also adds credibility and third party validations to your efforts."

**Jason Miller - Sr. Content Marketing Manager, LinkedIn**

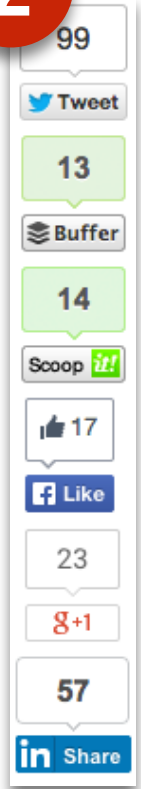
Scoop.it users have published tens of millions of curated posts. Here are the attributes of the most successful ones.

**Scoop.it!**

## A new title with your own spin

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**Be on target: get attention on social networks with a modified or new image that includes a text overlay**

"A carefully selected quote from the original article. One or two sentences max to generate interest for the topic of the post."

4

Source: [www.originalsource.com](http://www.originalsource.com)

Add your own insight to the post.

Why?

5

For reader engagement and thought leadership: a few sentences or even a few paragraphs will give your readers some context: why should they care about this? Why should they read the original curated piece?

For SEO: Insights also make your curated post more original and optimize your chances of ranking higher in search engines.

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Posted on March 24, 2015 by [Guillaume Decugis](#) in [Content Curation](#), [Best Practices](#), [Learning Resources](#).



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1. Use a title that will make your target audience click. Present the curated piece in the right context for them.
2. Make it easy for your readers to re-share your curated posts.
3. It's a visual Web: start telling the story from the image by adding a text overlay. Curated content shared with an image on social media generates 88% more clicks.
4. Extract the most meaningful quote from the original piece and link to it in a visible way.
5. Show thought leadership by annotating the curated piece with your own insight. This added context will drive engagement and SEO (~40% of traffic to Scoop.it pages come from Google Search).
6. Categorize your curated posts to make them easier to index and archived.
7. Add Call-to-Actions to your posts to convert your readers into subscribers or leads.