CoSchedule

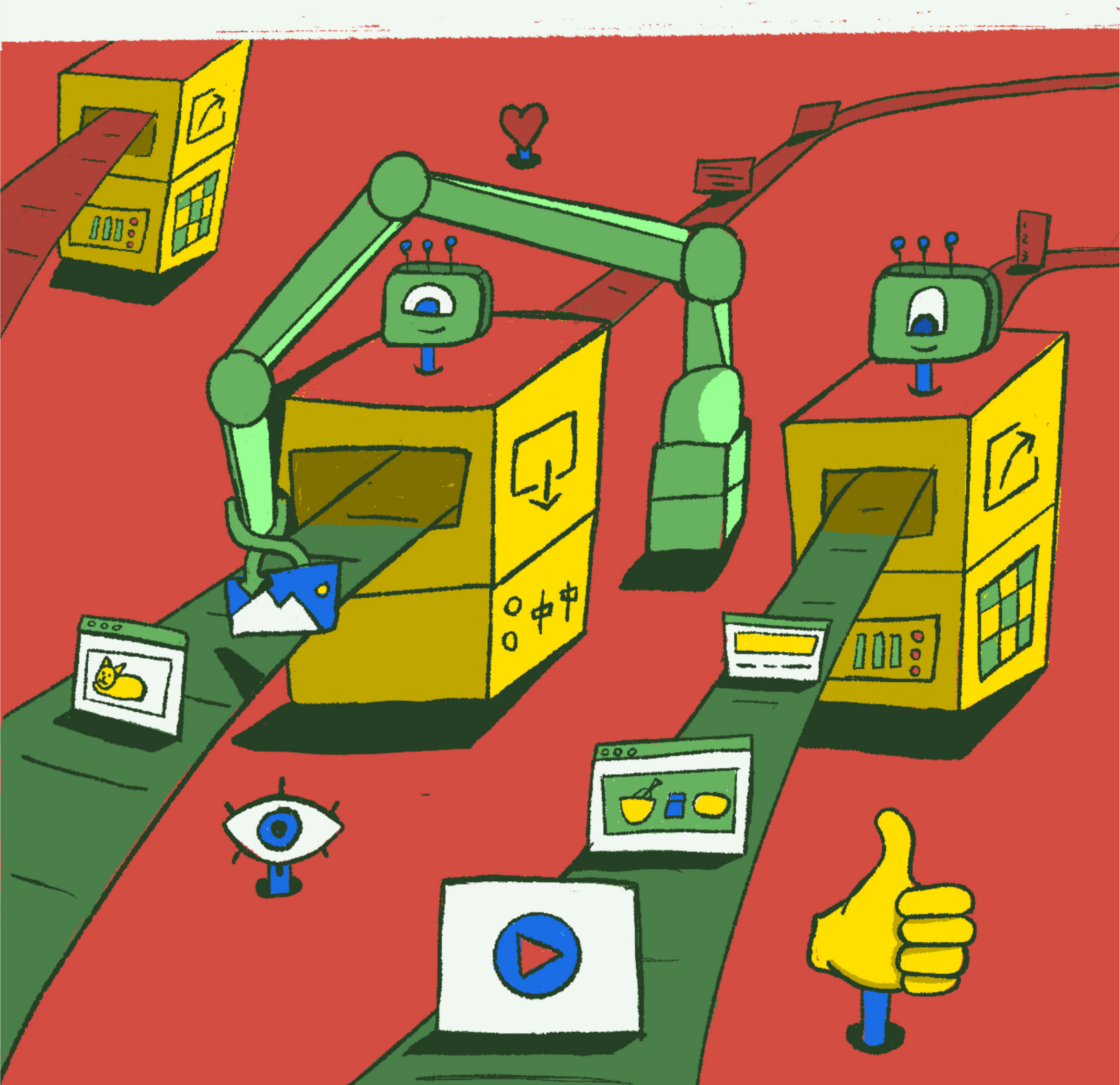
ReQueue

Implementation

CHAPTER 4

Make Content Curation A Snap

Using ReQueue & CoSchedule's Browser Extension



In This Lesson

- **Why you should use ReQueue to curate content**
- **Step 1: Create a Group for Curated Content**
- **Step 2: Download the CoSchedule Browser Extension**
- **Step 3: Add curated content to ReQueue**

Next up is a bonus chapter, we think you'll love! Now let's talk about adding content curation into your ReQueue strategy.

In this Implementation Chapter, you'll learn how to use ReQueue with CoSchedule's Browser extension to make content curation a snap.

What is this lesson?

In this lesson, you'll learn how to use ReQueue & CoSchedule's Browser extension to make content curation easy.

Who is this guide for?

Marketers who are responsible for creating, publishing, and managing social media profiles.



Why you should use ReQueue to curate content

To keep your social channels engaging, it's said that you need to find the perfect mix of publishing your own content, in addition to curating and sharing content from other sources.

Sharing others' content is one of the best ways to show your audience that you will provide them with valuable content they want (even if it's not self-serving). This not only builds authority, trust, and loyalty with your followers, but it also saves you time on content creation.

Simply put, content curation involves:

1. Identifying content topics that you know your audience loves.
2. Searching for content from others that ties into those topics and your audience's interests.
3. Sharing only the best information you can find on your social networks for your audience.

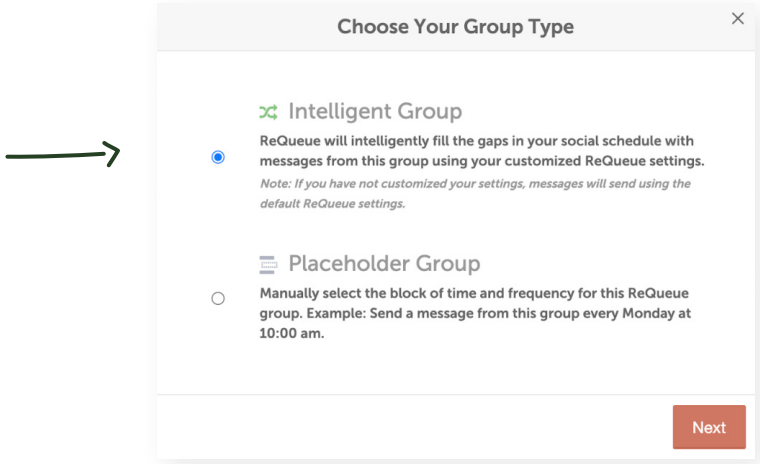
Great. Another social media activity that takes a ton of manual labor and effort.

The good news is that ReQueue makes content curation super easy.

Step 1: Create a Group for Curated Content

To get started, you'll want to create a ReQueue group specifically for your curated social media messages.

Visit ReQueue & "+ New Group." Choose an Intelligent Group for your curated content.



Name your Intelligent Group, Curated Content, to easily find this group when you're adding new curated social messages to ReQueue.

Next, you'll want to configure your settings for your Curated Content group with your overall social strategy in mind.

When updating your settings, the key is to share a good balance of curated content alongside your original content.

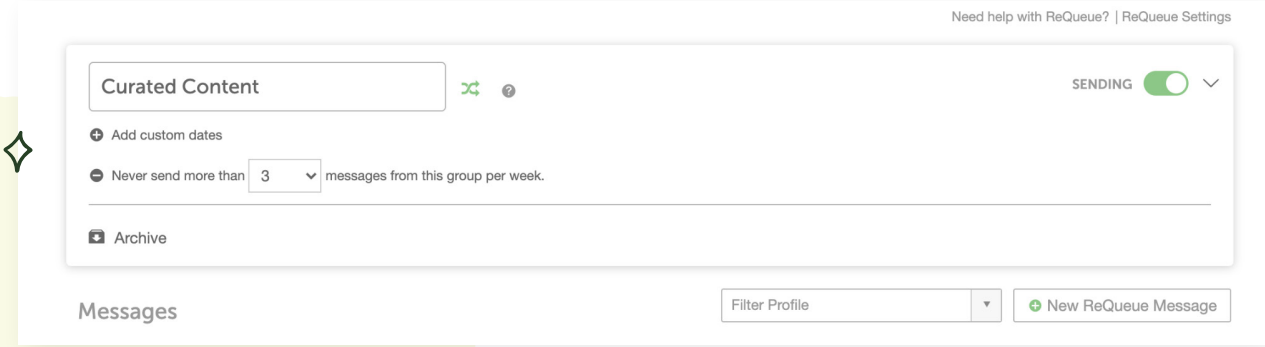
Popular frameworks you can use to find the right balance:

The 4-1-1 Recipe:
4 pieces of original content, 1 piece of promotional content, 1 piece of curated content.

The Rule of Thirds:
⅓ social engagement, ⅓ curated content, ⅓ original content.

The 80/20 Rule:
80% original content, 20% curated content.

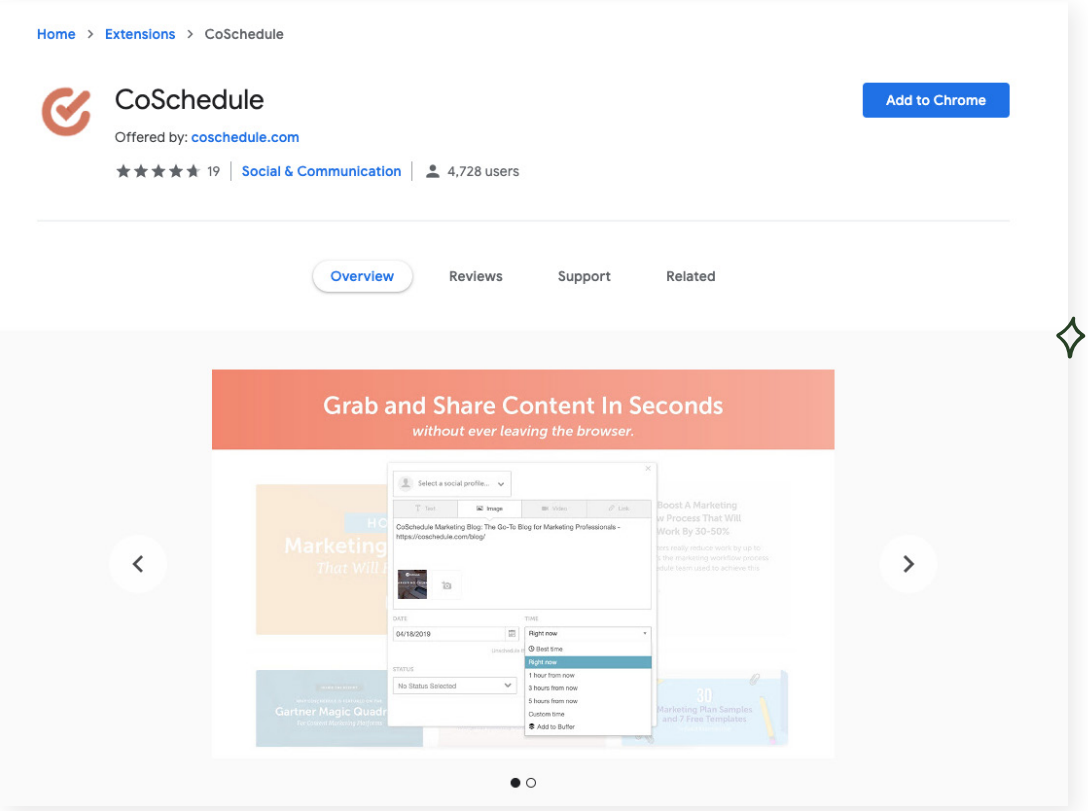
Recommended Group Settings: To start, we recommend setting a limit of no more than 3 messages from this group per week.



This lower sending limit will help you avoid publishing too many curated messages to your social channels.

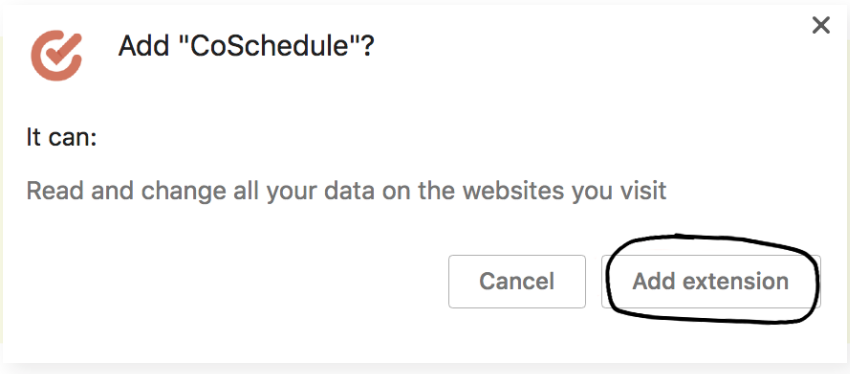
Step 2: Download the CoSchedule Browser Extension

Now it's time to install the CoSchedule browser extension.



Visit the Chrome Web Store and add the CoSchedule Chrome Extension.

Follow the prompts to go through the installation process.



Once it is installed, you will be able to find the CoSchedule icon where your browser extensions live.

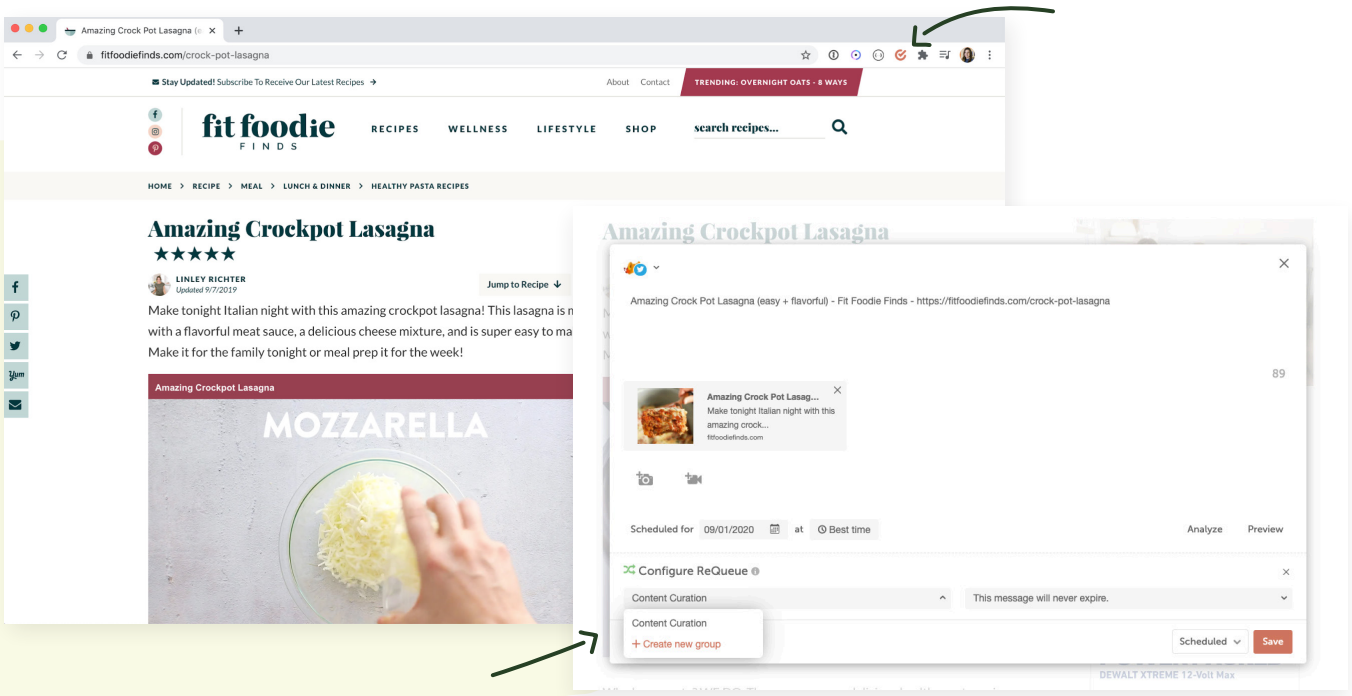
Step 3: Add curated content to ReQueue

Now you're ready to start adding curated content to your Content Curation ReQueue group.

TIP

You can use the process outlined in this chapter to quickly add content from your own website or blog to ReQueue, too.

When you find a blog post, quote, article, or link from another website you think your audience would like, click the CoSchedule icon where your extensions live.



The CoSchedule social media composer will pop-up and allow you to quickly share this content on your social channels.

Toggle on ReQueue just like you would on a social message in CoSchedule. Use the ReQueue group drop down to select your ReQueue group called Content Curation.

Continue to add blog posts, articles, or other resources to your Curated Content ReQueue group as you find them to keep your group fresh & full of valuable content for your followers.