

# The F.A.C.E. Strategy



## FIND THE RIGHT CONTENT.

- Turn to your newsfeed first.
- Streamline your sources by using an RSS reader.
- Use a tool designed for curation, such as UpContent.

## ASSESS THE CONTENT FOR SHARING.

- Is this content written by a reputable source?
- Will my audience be informed or entertained by this content?
- Does this content offer a unique perspective on a topic my audience cares about?
- Does this content connect to, complement, or support my own content?
- Will I be able to add my own commentary to this content when shared?



## CURATE FOR A BIG IMPACT.

- **Add your perspective.** What do you have to say about this piece of content?
- **Ask a question.** What do you want to know more about after reading this piece of content?
- **Provide feedback.** What insight can you add to what's already been stated?



## ENGAGE TO BUILD COMMUNITY

- Be generous.
- Model the behavior you hope to receive.



## FIND

Brainstorm a list of sources you could go to on a consistent basis for relevant content to share with your community. Be creative--it's not just limited to news and blog sources!

**News Sources:**

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**Blogs:**

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**Thought Leaders:**

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**Media:**

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**Other:**

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## ASSESS

What criteria is important to evaluate when assessing a piece of content for curation?

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## CURATE

Instead of just posting a headline and a link, what are some creative ways you can present the curated material that aligns with your organization's values and voice?

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## ENGAGE

How can you use curated content as a springboard for more meaningful conversations? What can you do to optimize the return on your time and effort spent curating content?

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## WORKFLOW

What can you adjust to simplify or streamline your curation workflow? What tools can you use? How can you arrange your schedule?

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## GET STARTED

Brainstorm a list of topics your community is interested that relates to your organization's purpose. Be as specific as possible.

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What can you combine into thematic areas? Group together related topics, people, places, events, holidays, etc.

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Use the guide below to create a search phrase for at least one of your topics. You don't need to fill in all of the blanks, but it helps to narrow your results.

### Example:

*I want to find content about health AND the developing world.*

*My results must also include maternal OR child.*

*I do NOT want to see articles that include zika in my results.*

**Topic 1:** \_\_\_\_\_

I want to find content about \_\_\_\_\_ AND \_\_\_\_\_

My results must also include \_\_\_\_\_ OR \_\_\_\_\_

I do NOT want to see articles that include \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

I want to find content about \_\_\_\_\_ AND \_\_\_\_\_

My results must also include \_\_\_\_\_ OR \_\_\_\_\_

I do NOT want to see articles that include \_\_\_\_\_

**Ready to get started or still need some help crafting the perfect search topic? Let us help!**

**Email [info@upcontent.com](mailto:info@upcontent.com) or tweet us [@getupcontent](https://twitter.com/getupcontent).**