

# CREATING VALUE THROUGH SOCIAL NETWORKING & COMMUNITIES



**Social Curation Canvas**  
 "It is not information overload. It is filter failure."  
 -Clay Shirky

**What is social curation?**  
 Social curation is the discovery, selection, collection and sharing of digital artefacts by an individual for a social purpose such as learning, collaboration, identity expression or community participation. An artefact can be any digital resource, like a link, an article or a video. (Seitzinger, 2014)

1. Discovery	2. Selection	3. Collection	4. Sharing
<p>During discovery you set up, maintain and visit information streams for yourself.</p> <p>List your topics of interest</p> <p>ESN ROI Value creation Case studies Metrics</p>	<p>During selection you choose artefacts to keep that meet your needs or that of your audience.</p> <p>List your favourite artefacts</p> <p>Simon Terry post(s) Altimeter report Harold Jache bus.valuemodel</p>	<p>During collection, you move selected artefacts into an appropriate repository.</p> <p>List your favourite collections</p> <p>Diigo - ESN Harold Jache Simon Terry</p>	<p>During sharing you communicate the existence of an artefact to one of your audiences.</p> <p>List three of your audiences</p> <p>OSMT Organisational CAP Community practitioners</p>
<p>Describe your information streams</p> <p>Simon Terry, Harold Jache #CMG4Margot mycmgr.com</p>	<p>Describe your selection process</p> <p>skim article</p>	<p>Describe your collections</p> <p>Public Diigo collection. Tags "newly" Gaps in specific topics under "Discovery"</p>	<p>Describe your audience</p> <p>① Inside my org. Same on ESN. At SIRM meeting. Email. ② Twitter</p>
<p>Your discovery tools</p> <p>Google Alert #Community Twitter list #ESN Feedly - blog posts</p>	<p>Your selection tools</p> <p>Reed &amp; deCellel f useful. Now getting more targeted.</p>	<p>Your collection tools</p> <p>Diigo - v. functional. Not "pretty" Private space. Evernote - Expensive books. Scop-it → like to use it to share</p>	<p>Your sharing tools</p> <p>SIRM meeting Sharepoint Twitter Blog</p>
<p>What is the value of your information streams?</p> <p>I have gaps - not using my Twitter lists well enough or participating in "community" networks. Get more targeted. Myrtles.</p>	<p>How do you decide the value of an artefact?</p> <p>Clearly written. Research based. Shared/endorsed by someone I trust Diagrams/models</p>	<p>What is the value of your collections?</p> <p>Diigo collection valuable. I need to look at feedly more. Others can't comment using current tools.</p>	<p>What is the value of your sharing?</p> <p>① Meet my goals in org. Awaken possibilities in others ② Build PLN. Mutual sharing &amp; support.</p>
<p>Your curation habit</p> <p>Describe your curation habit.</p> <p>2-3 times per wk in early morning PD sessions - check streams, select &amp; collect.</p>	<p><b>Curation: Use it or lose it</b>                  How will you use the artefacts you have curated?                  ① SIRM presentation - creating value through social networking &amp; communities.                  ② Blog posts                  ③ Selective sharing in Twitter chats</p>		