



# The Social Tsunami: How to Drink from the Information Fire Hose Using a Straw

Jim Spellos

Unique Venues

October 16, 2014



# Sherman, Set the Wayback Machine to 1981

- First woman on Supreme Court
- First class stamp - \$0.15
- News came primarily from newspapers, radio & 3 TV networks
- Speaking of news...





# How Do You Get Most of Your News?





# Curation, Defined

The act of organizing information or materials (like a museum curator).





# Your Curation Game Plan

- Create two lists
  - Trusted Resources
  - Essential Content.



Content Curation Marketing's Essential Resource –  
[www.contentcurationmarketing.com](http://www.contentcurationmarketing.com)



# But Why Should I Curate?

- Your subject expertise
- Crafts your online presence
- Not to worry if you don't, your competitors will do it for you

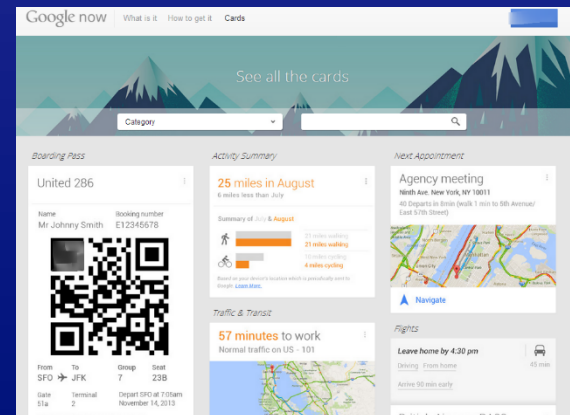
Content curation can be automated or hand selected – your choice!





# Curated Search...A Social Happening

- Facebook Groups
- Google search - Different results for different people?
- Even more curated content – Google Now.





# Why Bother with Social Media?







# What Is Your Preferred Social Media for Work?





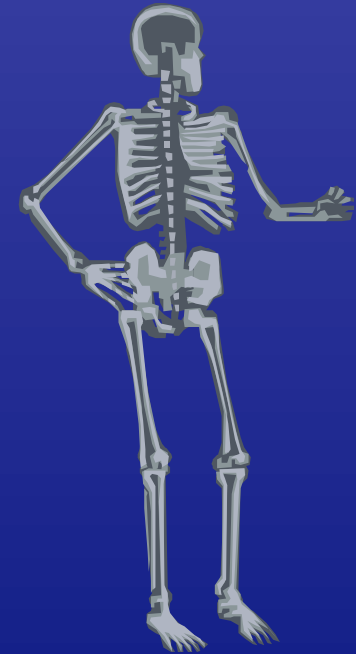
# Which Social Media Is Best...For Me?

Social Media	Why	Why Not
Facebook		
Twitter		
Linked In		
YouTube		
Google+		
Pinterest		



# Anatomy of a Tweet

- 140 characters
- # - Hashtag (#uvamc, #eventprofs)
- @ - Mentions (@UniqueVenues)
- RT – ReTweet.

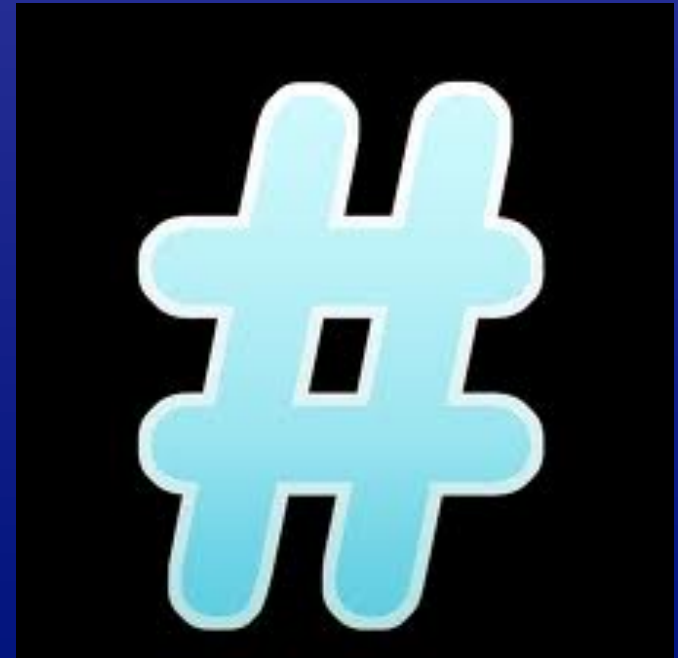


Use a URL Shortening Tool...Try Goo.gl



# Awesome Twitter Tools

- Lists – Finding curation-worthy content
- Hashtag tools
  - [Hashtagify.me](http://Hashtagify.me)
  - [Tagboard.com](http://Tagboard.com).





# Social Curation: Your New Daily Newspaper

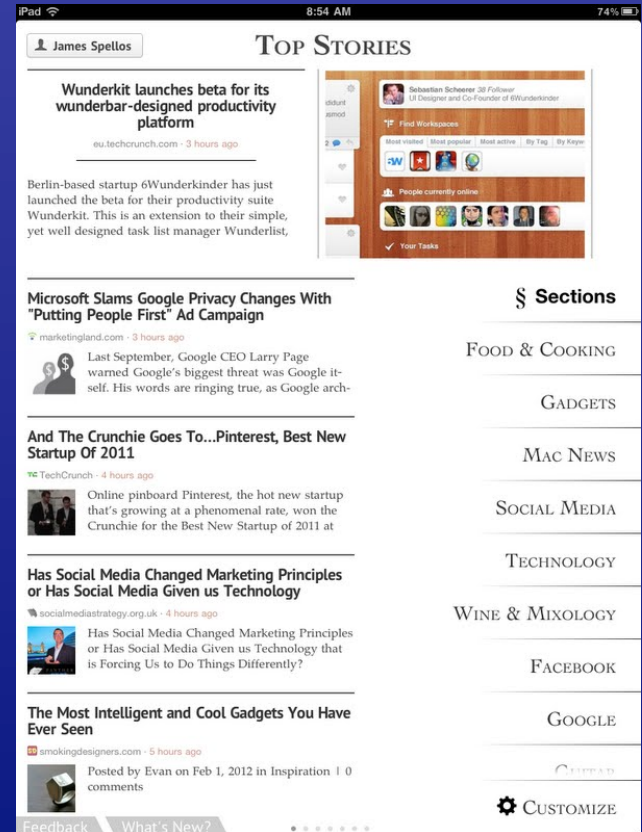
- Paper.li
- Scoop.it
- Trove
- Nuzzel.





# Mobile Curation

- Zite
- Flipboard
- Pocket & Evernote.



We'll discuss these this afternoon in the Essential Apps session!



# Curation's Little Helpers

- Bookmarklets
- Chrome Extensions (& Browser Add-ons)
  - Pocket
  - Scoop.it
  - Evernote.





# That's Aggregation, Not Aggravation

- HootSuite
- Feedient
- Social Hubs
  - Rebel Mouse
  - Pressly.

The screenshot shows the RebelMouse website for user Jim Spellos. The interface includes a navigation bar with links for Home, Zite, mobile, youtubecom, Digital Storytelling, and a blog post. A central featured article is titled "This post is frozen in the featured spot! Now's a great time to share it:" and includes a "Share" button. Below this, there are sections for "Following on RebelMouse" and "Featured on RebelMouse", each displaying profile pictures of other users. On the right side, there are social media sharing options (Facebook, Twitter, Email, Google+, Print) and a "Get Alerts" section. A sidebar on the right contains a "Curator" definition and a tweet from Jim Spellos: "Indeed...web browsers are the next gen OS: Web Browsers Are Reintended on.wsj.com/13F0Hdf".





# Image Curation – 2 Cool Tools

- Google image search with keyword
- Creative Commons.





# Curation...Meet Social Storytelling

- Storify
- Storehouse app
- Brickflow.





# Old School Curation - RSS

- It still is “Really Simple”, but...
- Feedly
- Prismatic.





# Sssshhh...Listen

- Google Alerts
- Mention.net
- Talkwalker.



If you're not paying attention to this active stream,  
why bother with social media indeed!



# Your Panel of Experts is Everywhere

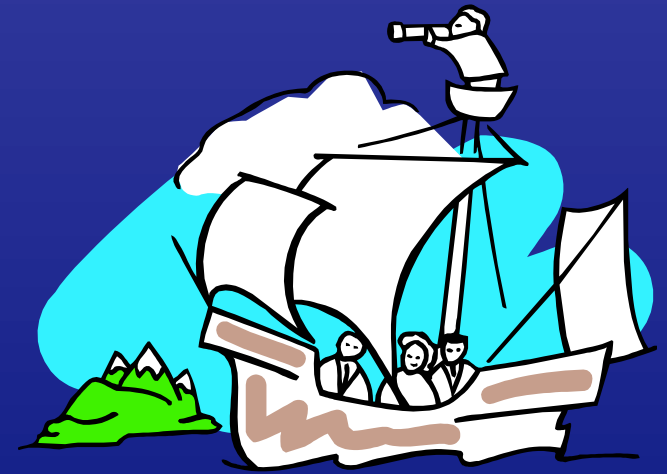
- [Quora.com](https://www.quora.com)
- [List.ly](https://www.list.ly)
- [Findthebest.com](https://www.findthebest.com)
- [Socialcompare.com.](https://www.socialcompare.com)





# Wait...There's More?

- Stumble Upon
- Delicious
- Reddit.



Is curation making search “old school” web?



# One Successful Approach

- Budget your time
- Goal – To share or to consume?
- Topical tools
- Rabbit hole management (with a parking lot).





# Wasn't This Session Supposed to Help Me with Information Overload?



What's Your New Favorite Curation Tool?





# The Future is Customized

“It will be very hard for people to watch or consume something that has not in some sense been tailored for them.

Eric Schmidt, Google



# Thank You!

James Spellos, CMP  
President, Meeting U.  
[jspellos@meeting-u.com](mailto:jspellos@meeting-u.com)  
[www.meeting-u.com](http://www.meeting-u.com)  
[www.jspellos.wordpress.com](http://www.jspellos.wordpress.com)  
[facebook.com/meetingu](https://www.facebook.com/meetingu)  
[twitter.com/jspellos](https://twitter.com/jspellos)  
[paper.li/jspellos](https://paper.li/jspellos)  
[scoop.it/way-cool-tools](http://scoop.it/way-cool-tools)  
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