

Curation and Groundswell III

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Part I: Curation

What is a Curation?

Curation is a form of social media that users do not need to write or produce content. It is a way to seek the content to their audience which could be important and helpful to provide them and their organization. It is a type of endeavor to manage, organize, and collect.

Can you discuss your goals for curating content in this forum?

Explain your plan for choosing to share certain content and excluding other content.

My curation topic is Fitness Tips. My goal for curating content is to build healthy habits. I plan to develop fitness tips to promote a healthy lifestyle. I choose to share a certain content because a lot of times people think diet and exercise is the only thing you can do, however, there are other ways to improve your health.

What do you hope to accomplish when writing your "insights" or "commentary"? "Briefly describe the benefit of each "strategy" for curation (outlined in the linked article)?

I hope to accomplish this when developing my insights to find sources or videos. If I can work on my topic that would be very admirable because I enjoy discussing health on my blog or web page. I hope this topic would be helpful for users who wanted or are interested in health and fitness.

Part II: Groundswell III

What is a Case Study?

Case Study is a in-depth research of a person, group or special occasion. Each aspect needs to concentrate on the subject's life and history to knowledge the pattern and the

consequences of behavior. It could be useful in a certain fields such as psychology, sociology, education, and political science.

Discuss one of the case studies (or detailed examples) in the textbook that has stood out to you while completing your reading assignments this semester.

Find The Sources of Influence in your market is one of the case studies in the textbook that has stood out to me because in order if I want to be successful in the mass media and communication industry, I need ideas from other source information and ask people some specific questions. to find something that is based on my interest such as creating a blog where I could learn from other users to gain commercial success. It tells you to find other social networking sites that interest you that represent who are. “Monitoring ventors like Buzzlogic specialize in identifying who has influence. Once you find the influencers, you can cultivate them. (Bernoff and Li, 2011, p. 135)”

How can you apply this case to your social media strategy (for this course or in your career)?

I can apply this case to my own social media strategy to build a website to work on my writing and research skills to send notifications to my audiences to show them my talents. Finding ideas from other users is important for me to learn and analyze how to write a blog. That way, I could go through their website to find another strategy on what I can do to improve to build a fanbase.

Conclusion

Curation helps users to find ideas for their next topic and encourage them to be mindful and creative. *Scoop*. It is a great tool to build your platform. Case study plays an important role

on the *Groundswell* book to recommended readers to find ideas to what suits people to engage in social media.

References

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