CONTENT CURATION PLAN FOR MARGARET NG

PRESENTATIONS

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KIRSTEN JAMES

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ROYAL ROADS UNIVERSITY
SEPTEMBER 27, 2014

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MARNI WEDIN
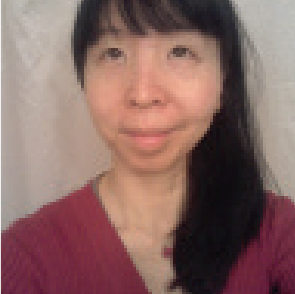
// MARGARET NG

Margaret Ng is a communications professional based in Vancouver, British Columbia. She is looking to build a community involving the art of presentations. She hopes to engage with a wide variety of audiences from around the globe. She will empower others with the secrets to good presentations, and hopes to one day be asked to speak about presentations her self.

Luckily, there is a wealth of information about these topics made available by professionals already in this field. They share their insider knowledge about public speaking, presentation design, and motivation, which we can share with your new followers to increase your credibility. We will draw on the expertise of these influencer's to share with the community we are building.

// AUDIENCE

To build your community we will target users who are looking to improve their public speaking and presentation skills. These will be mostly 28-55 year-olds working in the private sector. They will be in various stages of their careers, from just starting out and trying to stand out at their work, to almost retirement age, wanting to stay current with trends.

You will stand out from other public speakers by sharing a mix of relevant links on subjects such as improving public speaking, slide design tips, and inspiring presentations from influencer's.

We will find your base community by first engaging with followers of other industry leaders with either an @mention or retweet of their content. The industry leaders will be identified by using buzzsumo.com.

// TAKE AWAYS

Your take away for your audience will be that you are a one stop shop for professional, relevant, and usable tips to increase presentation potential. Thanks to you, your audience will speak with more swagger and be able to design presentations that pop!

To build your community we would like to generate retweets. These retweets with increase your presence, while simultaneously giving you more credibility as an expert in your field.

// CONTENT

|	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES ▼	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
Learn How to Make Captivating **Presentations** with This Free Online Book — lifehacker.com - More from this domain — By Melanie Pinola — Article — View Sharers / Share	42	7	288	1	17	355
33 Tricks That Make **Presentations** Memorable — inc.com - More from this domain — By Geoffrey James — Article — View Sharers / Share	155	168	108	1	4	436
Creating Charts for **Presentations** — visual.ly - More from this domain — Article — View Sharers / Share	7	17	63	0	4	91
Exclusive: Zoho's Showtime app battles boring **presentations** — pcworld.com - More from this domain — By Mark Hachman — Article — View Sharers / Share	77	0	43	0	1	121
Strategy: A Tale of Two **Presentations** — salesbenchmarkindex.com - More from this domain — By Mark Synek — Article — View Sharers / Share	7	37	41	0	2	87

Image showing the most retweeted presentation topics on Twitter in the last 7 days (as of September 7, 2014)   (App.buzzsumo.com, 2014)

Your audience is an educated group of individuals who want to increase their presentation skills. They are interested in a range of content, from tips to become more effective public speakers to new programs and presentation software technology.

The tactic we identified for community building is getting retweets, so we will be focusing on delivering content that is consistently retweeted.

The trend in the last 7 days shows that content involving making presentations less boring and more memorable has the greatest retweet value.

By following influencer's on Twitter and their favorite blogs and RSS feeds, we can insure we are picking up reputable and worthwhile content that will be valuable to your new community.
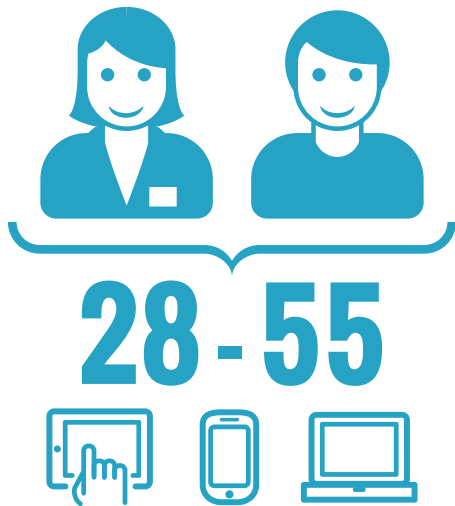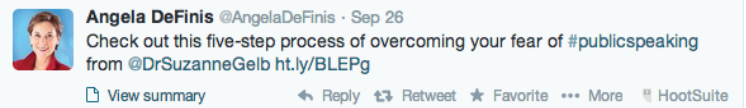
// CONTENT TIMING

28 - 55

We are targeting professionals aged 28-55, many of these users will be working on their presentations during the work hours of 8 a.m. – 5 p.m. We will begin with trying to engage with users in your immediate geographical area (North America).

We will publish content while your intended audience is in front of their computers working on their presentations. We will by tweeting 10 times per day, hourly between 8 a.m. – 5 p.m.

// POST INTROS

Your introductions should be professional and informative. Many of the influencer's in your field choose to introduce their posts citing a direct take away for their audience using the word "you".

Angela DeFinis @AngelaDeFinis · Sep 26
Check out this five-step process of overcoming your fear of #publicspeaking from @DrSuzanneGelb ht.ly/BLEPg
View summary   Reply Retweet Favorite ··· More HootSuite

As these are all ready established influencer's you will want to add more personalization to your post intros. Explaining why you have chosen a post and how it has affected you personally will not only bring credibility to your posts, by showing you also use these tips, but will also help create a community who is interested in what YOU have to say as an expert.

Presentation Skills @mikeblissett · Sep 26
Loved the #PresentationSkillsTraining at Impact Factory this morninghttp://www.impactfactory.com - amazing... fb.me/6KTpKjMKj
Expand   Reply Retweet Favorite ··· More HootSuite