

## 7 Easy Steps for Creating Buzzworthy Content



November 02, 2011 by [Erica Swallow](#) 31

*[This post](#) originally appeared on the [American Express OPEN Forum](#), where Mashable regularly contributes articles about leveraging social media and technology in small business.*

We've heard for years now that "content is king" in the world of Internet marketing — yet so few marketers seem to understand how to create useful content that isn't overly promotional for the brands supporting it.

For even those who understand the importance of rich content, though, it can be costly to get a content strategy up and running.

[Michael Durwin](#), director of user experience at [Boston Technologies](#), has nailed down a simple step-by-step process for creating buzzworthy content on a shoestring budget.

Durwin spoke about the importance of creating shareable content during his presentation at [Geekend Roadshow](#), a technology-focused portion of the [DMA2011](#) conference, presented by [BFG Communications](#).

Here are Durwin's seven essential steps for creating buzzworthy content, perfect for businesses just stepping into content creation.



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### 1. Leverage Your Resources

Leverage your resources on your staff, coworkers, customers and fans," says Durwin. "If you can find the people in your company that love to do things like tweet, update [Facebook](#) and take pictures around the office, grab those people and deputize them. Empower them to publish more content about your brand."

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### 2. Assign Tasks Around Existing Interests

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Once you've found the individuals within your organization that are already participating in or are very excited about creating content, assign tasks to those people based on what they are interested in and would like to contribute.

Common tasks could including taking pictures, shooting video, tweeting, updating Facebook, blogging and updating the company's website.

Durwin offered up an example of a woman at his company who loves to take candid photos around the office. He talked to her about being the official office photographer, and every now and then she sends him entertaining photos to post to the company's social sites. He also identified a Twitter-loving co-worker and put him in charge of tweeting on behalf of the company.

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### 3. Identify Outposts

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Figure out which social sites are a fit for your company, or better yet, find individuals within your company that already use particular social sites and get their feedback on whether those sites are a fit for the business.

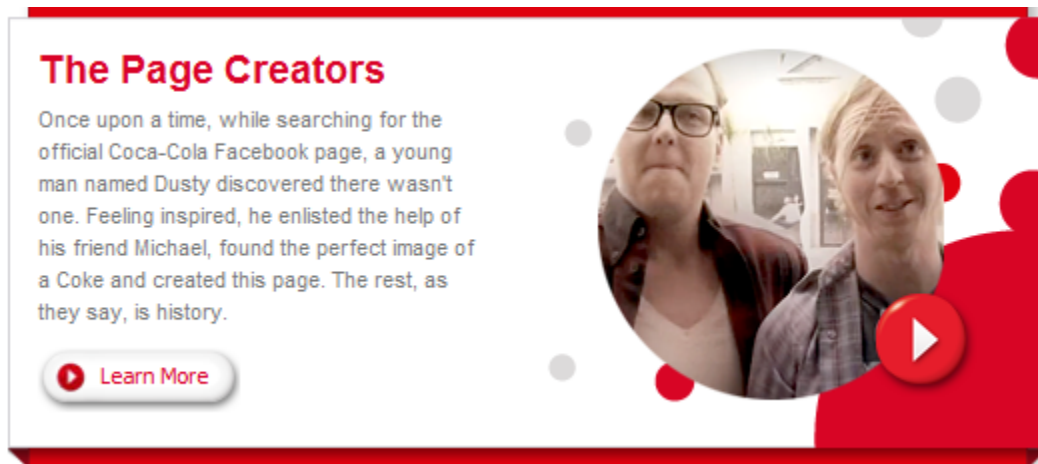
Once you've identified where your company should be — whether that's Facebook, [Twitter](#), [Google+](#), [YouTube](#), [Flickr](#), [Vimeo](#) or somewhere else — get your team involved.

"All of these social outlets become your outposts," says Durwin. "Find the people at your company — or your fans — who love to generate content, put them to work, point them to these places and say 'Go.'"

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## 4. Identify Ambassadors

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Sometimes the best candidates for representing a company aren't your employees, but your biggest fans.

Identify the most passionate section of your company's user base. Sometimes these fans are already creating content about the company.

For example, one of the most popular Facebook Pages — Coca-Cola — was [created by two fans](#). Instead of demanding ownership of the Facebook Page, Coca-Cola invited the two creators, Dusty Sorg and Michael Jedrzejewski, to visit them in Atlanta and let them remain a large part of the page, through [videos](#) and other content.

In the case that these fans are not creating content, think of a way to inspire fans. In 2010, [MTV launched a search to find a Twitter Jockey](#) — a perfect example.

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## 5. Supply Your Outposts

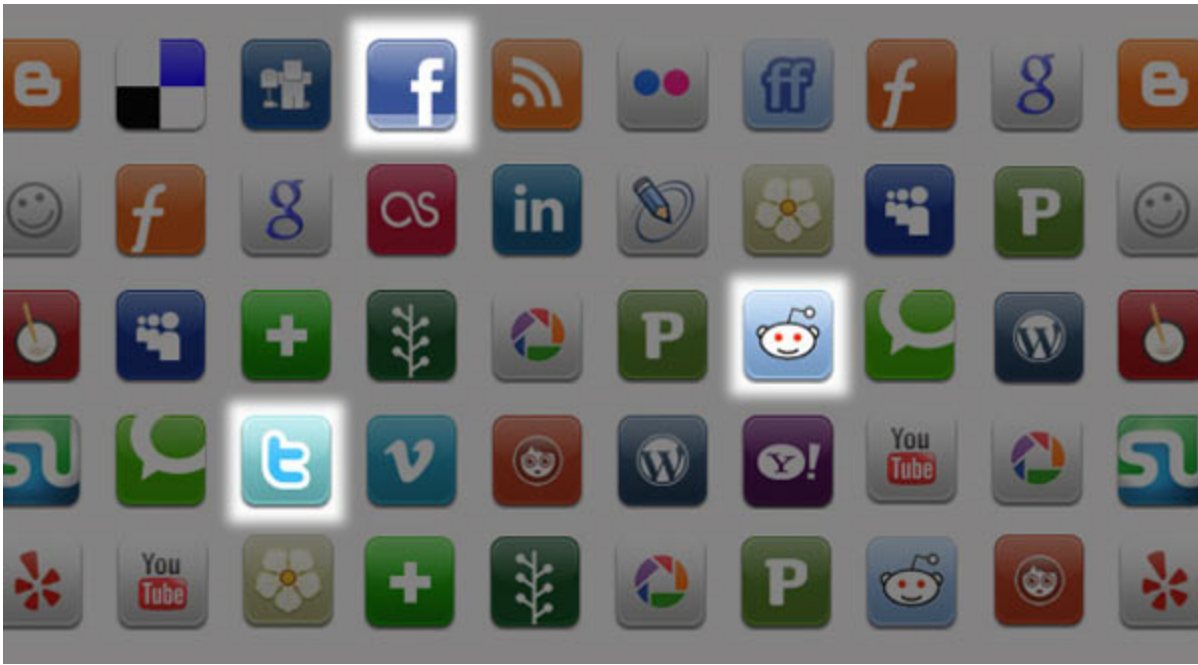
“Set up your blog, set up your YouTube channel, make sure your Twitter account is set up — and then start pushing content.” This could come in the form of blogs images, videos, tweets, status updates or even infographics, one of the most shareable types of content on the web right now.

It's important to keep a steady supply of content on each social platform, so make sure the individuals in charge of each social channel have a clear strategy for maintaining a constant flow.

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## 6. Make Your Stuff Shareable

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Make sure you are making your content as shareable as possible — the first step is to [implement social sharing buttons](#).

“Make sure you add buttons to everything. Every page on your website should have a [Like button](#), a [Google+ button](#), a tweet button, an email button — any conceivable way of sharing.”

There are tons of blog plugins out there to help minimize the difficulty of [adding social sharing buttons](#) — you just have to get out there and look.

While you’re at it, share your company’s content with your own audience — “everyone is a potential ambassador,” says Durwin.

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## 7. Monitor and Respond

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Durwin stressed the importance of monitoring your social sites and responding to user feedback. “Don’t just put content up and leave,” he said. “You need to go back, see what everybody’s saying about it and respond. Don’t wait a week, don’t wait a day, don’t wait a month — be checking it every single day. Do it again and again until it becomes second nature. When you wake up in the morning, check your Facebook and Twitter pages, send out a couple of responses. Before you know it, you’ll be doing it two or three times per day, and you won’t even notice how it impacts your day.”

These seven steps are a basic guide to kicking off content creation at a business. How has your company gone about the content creation process? Let us know in the comments below.

*Image courtesy of [iStockphoto](#), [ra2studio](#)*

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Great information for businesses....  
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2.  [Cornelia Seigneur](#) [Follow](#)  
Fantastic tips- I especially like the Coca-cola example ...wow! I teach media and journalism and these are great ideas for getting students to think beyond the old print media platform. They are learning the craft of creating content for a whole new world! Thanks, Cornelia Seigneur  
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What a great article, Michael! And it surprised me that Coca-Cola page is originally owned and created by its fans.  
  
As for Garious, we have this “Tweetips” created by our team members who loves to write tweetable contents. We also have regular theme for our blog such as Podcast Mondays, In the Reel and In the News.  
  
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thank you for this post – Great example with Coca Cola... sophie saks

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Regarding Social-Media-Technology..reward your teams with \*titles & cash incentives\* when they achieve a numeric goal, and or positive-feed back-recommendations-referrals from consumers-customers-clients. Monitor & Respond is a Crucial Component..KPJ

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Great piece of information. Earlier we were only thinking about FaceBook, Twitter or Digg but now Google Buzz and Google+ is something which can't be ignored.

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Good advice, always check the feedback and respond  
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19.  [Ellen Violette Follow](#)  
The one I like best is making sure it's shareable. So many people forget to do this!  
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20.  [CDN Solutions Group Follow](#)   
Fabulous post...!! All the steps are good and productive to follow. We (CDN Solutions Group) have not added like button in each page of our website but i think that's a nice idea to apply. We have created our profile on social media sites like Facebook, LinkedIn and Twitter and we keep the content updating from time to time. Thanks for the information.  
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- o  [CDN Solutions Group Follow](#)   
And yes of course Coca-cola is a good example to demonstrate...:))  
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21.  [Genesis Capital Follow](#)   
These are fantastic tips. I'm currently developing our social media presence at

<http://www.genesismerchantservices.com>. These articles are helpful resources, especially since it kind of feels like the Wild West right now. I say that because there's such a big push to get companies and businesses online and connecting with their customers, but it's still a relatively new business practice. I love where it's going and will keep looking to Mashable for great ideas and inspiration.

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really nice information

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As the saying goes 'Content is king'

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These social media tips were very helpfull.

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Some straight-forward yet effective advice to follow

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Thank you.Great article.There is so much to learn ,I love the team concept of assigning areas of interest and abilities

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There is so much info out there. Mashable is THE information. So thank you for that.

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A great tip for bloggers.



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Leveraging staff or rather resources is a great way to create buzzworthy content. Expert resources will lead to noteworthy content. Also identifying social sites which works best for company and identifying people who already are, is an added advantage. Also content distribution is of equal importance and site with great user base should be selected. And above all monitoring and responding would help in online reputation management.

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Great....very helpful  
thanks

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