

How to use Anders Pink for content curation in Social Selling

Social sellers need to find, curate and share great content to engage their prospects with insights. **Anders Pink** is a content curation tool that helps you discover, curate and share content on any topic, from any source. Use it to keep you and your teams up to date on the things that matter to you and your prospects for social selling.

In Anders Pink you can create Briefings on any topic. A briefing is a collection of articles on any topic in Anders Pink, customised to your preferred topics and sources. Briefings update every few hours to bring you fresh content on your topic from your sources.

Before you start creating your briefing you might first like to think about your approach. Curating content for learning means finding, filtering, sharing and adding value to the most recent and relevant content for your target audiences.

Curating content for social selling has three steps: Seek out relevant content efficiently. Make sense of it through adding your insights. Share it with the right prospects in the right channels:



Seek

Relevant, Timely & Useful content for your audiences

1. Target Audience
2. Content Concierge
3. Auto-Curation



Sense

Make sense of content for yourself and for others

1. Save & Organise
2. Add context & Comments
3. Connections & Collections



Share

Share curated content in the flow of work

1. Channels & Platforms
2. Plugins & Integrations
3. Build a Habit - 10 Mins

For this checklist, we have created a briefing for on **how to manage millennials**. Here are the **SEEK** steps we went through:

Login to your Anders Pink account at www.anderspink.com, Click 'Create briefing' from the left menu bar.

Step 1: How do you want to start?

- ☒ Pick some topics
- ☐ Pick some sources (domains, RSS feeds etc)

Step 2: Add your topics

Enter the topics that you're interested in, e.g. big data, healthcare, cycling..

millennials ✕

Add

Step 3: Further filter by words (optional)

Article titles also must contain one or more of the following words:

coach ✕ coaching ✕ develop ✕
engage ✕ leading ✕ manage ✕
management ✕ mentor ✕ recruit ✕
retain ✕ support ✕ train ✕

Add

See some [useful words to include](#), such as tips and trends.

Article titles must **not** contain any of the following words:

conference ✕ course ✕ investors ✕
job ✕ marketing ✕ webinar ✕
workshop ✕ wealth ✕

Add

See some [useful words to exclude](#), such as jobs and events.

Step 4: Limit to certain sites (optional)

If you want to narrow this down to only see content from certain sites, enter them below, e.g. bbc.co.uk.

Add

☒ **Limit to business domains.** Only show content from our curated list of 6k business domains. If unticked, we will show content from all domains around the web.

Step 1:

Start with topics

Step 2:

Define your primary topic, here we have used 'millennials'

Step 3:

Add words to filter the articles by - in this example, we have included keywords such as 'coach', 'management', 'engage' etc. (Tips: do not separate keywords with a comma, add them separately. Also, if a word has an acronym add both terms e.g. 'Artificial intelligence' is one keyword, you should also add 'AI')

Step 4:

We limited the results to 6k business domains

Step 5:

We blocked a few domains that were irrelevant

Tip: Look at the briefing preview for any domains that look irrelevant to your audience and add them here.

Language: We've specified articles originally written in English. Save your briefing.

Link to live briefing: <https://anderspink.com/briefing/9417/leadership-briefing-how-to-manage-millennials-v2>

After your briefing has been saved you can make **SENSE** and add value by:

- Inviting people to your team
- Adding comments to content
- Adding articles to saved folders (see below)
- Upvoting key articles with a like
- Training your briefing using Artificial Intelligence

How to train your briefing:

When you are reviewing the articles within a briefing, instead of editing the briefing via the cog (top right) you can train the briefing via '...More actions'. This is where you can remove articles, block domains and show me more like this. Over time your briefing learns from your preferences.

[See Part 4 of the content curation guide for a detailed explanation.](#)

Topics or Sources?

When you are reviewing the articles within a briefing, instead of editing the briefing via the cog (top right) you can train the briefing via '...More actions'. This is where you can remove articles, block domains and show me more like this. Over time your briefing learns from your preferences.

SHARE to your audience. From within the Anders Pink app and via integrations with other tools and platforms you can:

- View the latest activity from your team
- Receive a daily digest on the latest articles via email
- Share curated content via social networks including LinkedIn, Twitter and Facebook
- Share curated content via integrations with tools and platforms like Slack and your CRM

[Useful tip: If you are creating briefings which are similar, create a master briefing then copy and edit via the cog icon - top right.](#)

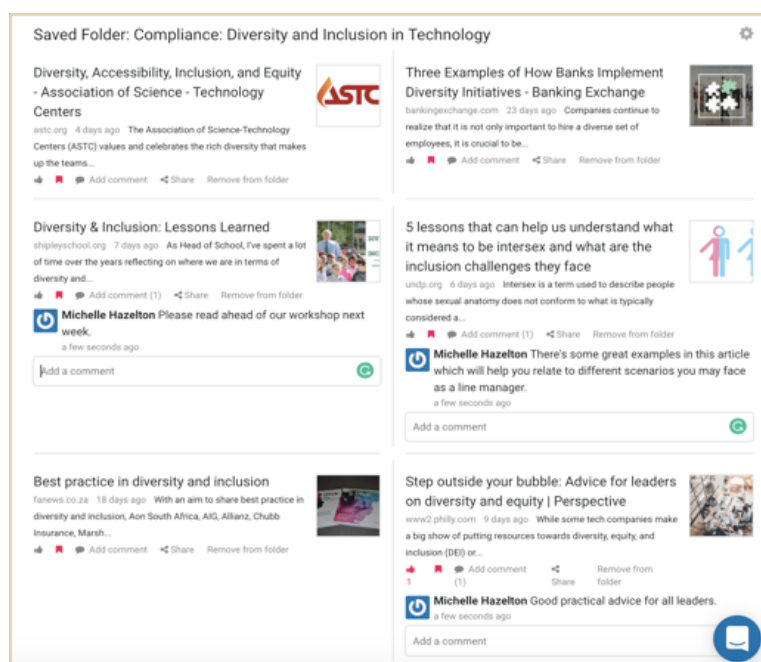
SENSE – Hand-picked curated content with commentary

What's a saved folder? When you want complete control over what's displayed in your platform or for a specific audience, save content from briefings or the web via our Chrome Extension to a saved folder.

You can add articles to a saved folder from any Anders Pink briefing.

1. Go to "saved Article" to create a new folder
2. Create a briefing or open an existing briefing
3. Click the bookmark icon
4. Select your Folder and Save
5. Go to "Saved Articles" to see your folders and articles
6. Add comments to articles to add context.

This is an example of a saved folder which adds value and context to compliance training on diversity and inclusion in technology.



For more tips on how to use curation in social selling and a deeper dive into Anders Pink check out our book on Social Selling: www.static.anderspink.com/AndersPink_SocialSellingAndContentCurationBook.