**CONTENT CURATION PLAN TEMPLATE**

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| **CATEGORY** | **TASK** | **ASSIGNED TO** | **DUE DATE** |
| **COMPILE** | **Gather content and resources** |  |  |
| **Arrow: Straight** | Search current inventory |  |  |
|  | Search the web |   |   |
|  | Search social media |   |   |
| **Arrow: StraightArrow: StraightArrow: Straight** | Gather quotes |   |   |
| **ORGANIZE** | **Organize into key topics** |  |  |
| **Arrow: Straight** | Topic 1 |   |   |
| **Arrow: Straight** | Topic 2 |   |   |
| **Arrow: Straight** | Topic 3 |   |   |
| **SELECT** | **Choose main content topic** |  |  |
| **Arrow: Straight** | Topic 1 |   |   |
| **UNIQUE VALUE** | **What you can do better** |  |  |
| **Arrow: Straight** | Unique Idea 1 |   |   |
| **Arrow: Straight** | Unique Idea 2 |   |   |
| **Arrow: Straight** | Unique Idea 3 |   |   |
| **CONTENT TYPES** | **Useful content to engage audience** |  |  |
| **Arrow: Straight** | Video |   |   |
| **Arrow: Straight** | Infographic |   |   |
| **Arrow: Straight** | ebook |   |   |

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