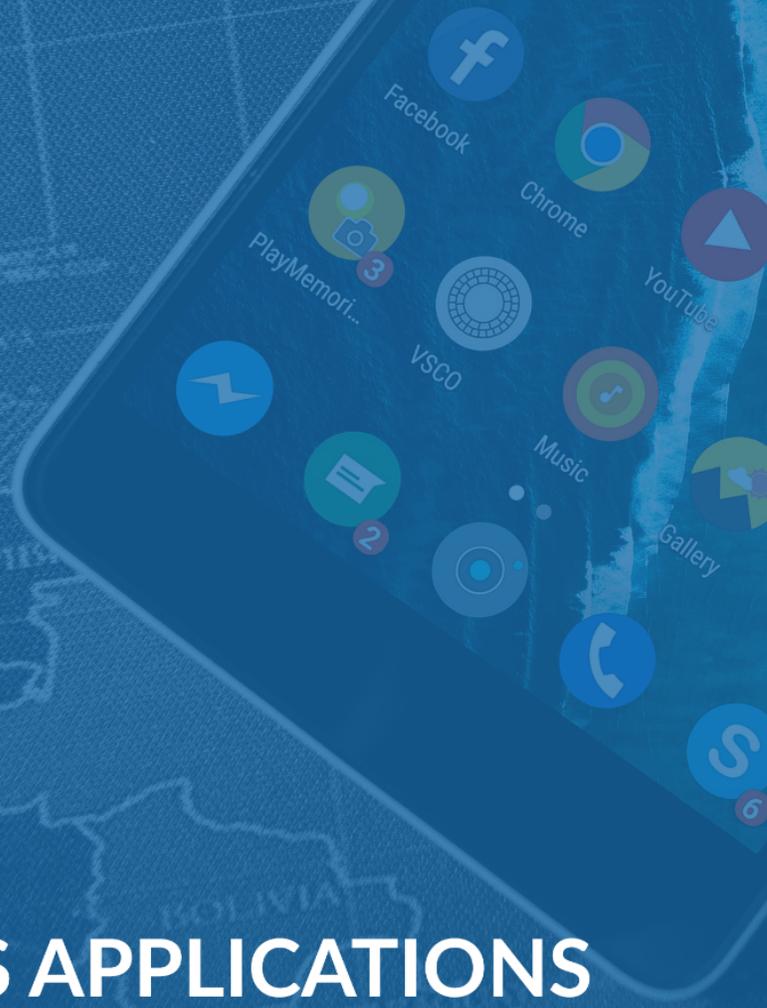


**OUTSOURCE THAT**

<https://outsourcethat.today>

Using Cloud Based  
**CONTENT CURATION  
SYSTEMS**



**ONLINE BUSINESS APPLICATIONS  
WORTH INVESTING TIME**

# Using Cloud Based Content Curation Systems

By Steven Brough

**OUTSOURCE THAT**

# Table of Contents

<b>Introduction .....</b>	<b>5</b>
1   Feedly.com - A Review.....	6
2   Bufferapp.com - A Review.....	8
3   Swayy.co - A Review .....	10
4   Content Curation, Social Media Posting, and Your VA.....	12
5   Sourcing Content for Social Media with Content Curation.....	14
<i>Bufferapp.com .....</i>	<i>15</i>
<i>Feedly.com.....</i>	<i>15</i>
<i>Swayy.co.....</i>	<i>15</i>

## Introduction

This book provides a look into the value of content curation systems and how they can be utilized in your online endeavors. Focusing on Feedly.com, Bufferapp.com, Swayy.co, we will sum up why content curation systems are of value in the online world, particularly when concerning social media marketing and online marketing in general. Finally, we will explain why hiring a Virtual Assistant (VA) to manage your content curation efforts is a beneficial, wise investment.

## 1. Feedly.com - A Review

Trying to stay connected with everything that is happening within an array of social media accounts can be a challenge for people. Whether you are running a business and have several social profiles, or you like to stay connected on a variety of social sites, being able to interact across those multiple platforms can be time-consuming. Feedly.com is a website that helps you to interact across multiple channels far more easily and efficiently.

Learn more at: (<https://feedly.com/>)

The biggest challenge for a business owner is interacting with customers over multiple social networks. LinkedIn is one of the top websites for business owners; contributing and responding to customer enquires is all about making timely replies. If a potential customer has a question or concern, and you can respond immediately, you are more likely to retain said customer. If your business has a Twitter, Facebook, LinkedIn, and/or Instagram account, you are spending time each day bouncing back and forth, trying to reply promptly to your customers, clients, friends and/or followers. With Feedly, you get updates on all interactions on your profiles as they happen in an RSS feed. That feed gives you information about what, and where, new content was posted, giving you the ability to respond instantaneously.

In the past, RSS feeds were very bulky services that sent information to your e-mail address about any potential updates. Feedly makes this process much easier by doing all the work for you. The website will monitor various social profiles, pull all that information, and place it in one easy to read RSS feed. If you are blogging about current events and need to stay informed when major news happens, you can set your Feedly account to monitor certain news websites, other feeds, blogs in your