



Sharable Content Swarm

Utilize Compathos platform (to include Resources, Video player , Articles, Take Action) for collaborative meme and thematic content creation

How it works

- Curators (3-4) select topic, a 48 hour time window, and a communication platform.
- Send call to action to practitioners, thought leaders, researchers, specialists, influencers (Limit to 8- 10), asking for best models, practices, data, stories, resources, platforms around the chosen topic.
- Swarm submits favorite article, video, web platform , resources, etc with a brief description within 24 hours (Limit of 2-3)
- Curators gather materials, select appropriate meta data to create overall composition, reduce redundancy, pick cream of the crop, (must be inspiring, actionable, state of the art, solutions oriented)
- Synthesize. Curators determine patterns, themes, relevancy, story – with the option of writing a brief overview
- Curators post videos, article, resources
- Sharable to other media sources and outlets. – (for example - Compathos - can easily create a video channel around a topic and send out links to that newly created channel, with accompanying link to resources)
- Make the swarm a moveable feast – in other words introduce it to various groups and properties
- Credit to analysts , swarmers and curators
- Curators and analysts can change per swarm

Topics

- Urban transformation / agriculture (food movement)
- Open to suggestions

We came up with the idea of a “sharable content swarm” because, because we hang out on (too many) Facebook chat groups and found that there were all sorts of amazing people who are passionate practitioners and thought leaders in aligning areas of interest. Since so many topics and issues are being discussed, it’s impossible, even for daily users to keep up with conversation streams, connect the dots and put the story pieces together.

A sharable content swarm, is not only a good fit for us all, but fun. It builds a sense of community and shared focus on emerging issues and topics. It gives the viewer not only a global glimpse of who is doing what and where, but entry points for action. The sharable model can be used by anyone to get a message out. It’s a good fit for Compathos since we are not intended to be a news source, but a resource for inspiration and positive change. We can ideally, utilize swarmed content throughout our site – forming a new video channel around the topic, sharing resources on “Resources”, writing an article in “What’s New” or posting a “Take Action” campaign, most of which link together, and any of which can be sent elsewhere as part of the content swarming process. The content is sharable through whichever sources one chooses and the model is replicable.

Compathos is a public charity and is available for public use. Our stated mission is to produce educational and documentary materials for projects around the globe and to foster awareness of charitable works and encourage philanthropy.

Compathos continued focus:

- View issues through a humanitarian lens
- Curate inspiring content with entry points for action
- Develop thematic content, film, video via grants, crowd funding or clients
- Grow our base of supporters, directors, professional creatives
- Traverse multi market segments

New directions

- Media Trends and Foresight (advisory lab)
- Commit to support 3-4 themes per year through content, outreach and events
- 5% for designers and filmmakers
- Pulse on adaptive design, biomim, design for humanity, design for urban renewal, food movement, etc.

Issues to resolve

- Technical – need a few people who can learn the technical process of uploading videos

Resources

(This is not a exactly a team blog – but similar principles apply)

What are the keys to effective team blogs, those blogs with multiple contributors? The most popular blog tools have the functionality for it: 1 blog with multiple authors. Some of the most popular blogs are team blogs, like [Gizmodo](#) [14], [TechCrunch](#) [7], [Boing Boing](#) [8], [engadget](#), [Lifehacker](#) [6], [ReadWriteWeb](#) [10], [Huffington Post](#) [52], [Gawker](#) [11], [twitip.com](#). [brackets denote number of contributors at time of this post]

Why aren't there more [team blogs](#) as more normative for good blogging?

Effective / successful team blogs:

- **hot topic:** team blogs with lots of readers (and comments) are on popular topics that lots of people are interested in. Call it market-driven if you will. Hot topics = tech, celebrities, politics.
- **quality:** gotta have great writing, great content, which comes from skill and passion and staying on topic
- **coordination:** this isn't a laissez-faire hands-off deal, someone has to actively coordinate and contributors ought to develop some system of communication with one another; content scheduling is one part of doing this; [conductor-less orchestra](#) is a rare exception

Some other thoughts + insights about team-blogging ::

- [Team Blogging: Tips From Southwest Airlines](#) (@ podtech.net cf. [Nuts about Southwest blog](#))
- [Zen and art of team blogging](#) via creativity-portal.com
- [Top Ten Tips for Successful Team Blogs](#) @ Library Garden
- [Communication Is Essential For A Successful Blogging Team](#) @ techmiso.com
- [Team blogging @ bloggingtips.com](#) [w 13 authors]
- [Team Blogging and Multi-Author Blog Etiquette](#) @ Fort Hard Knox
- [A Team Blogging Environment for Multi-Author Blogs](#) @ raproject.com