



PIB Curation Mini-Guide

Workflow, Performance & Risks

Part 2 of 2.

Curation Context

Curation remains the foundational pillar of the PIB Content Strategy Framework and is the primary driver of reach, engagement, and monetization performance. It is not random content sourcing — it is a structured process of identifying, selecting, and repurposing proven high-performing content.

Objective: Leverage what is already working to consistently generate reach and engagement.

Role of Curation in the 5-Pillar System

Curation sits at the start of the execution chain:



When curation quality breaks, the entire system underperforms. Most sustained performance issues can be traced back to:

- Weak or inconsistent curation.
- Poor content selection.
- Drift away from high-performing formats.

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Curation Workflow (High-Level)

- Identify high-performing content sources.
- Filter or select only top-performing and high-quality posts.
- Organize content into a structured repository.
- Prepare content for the next stage (image creation).

This workflow ensures:

Consistency

Scalability

Repeatable Performance

Curation & Reach Performance

- Reach is driven by content quality and engagement signals.
- Curation directly impacts both.

If reach drops, the diagnostic priority includes:

- 1 Page Health & Monetization
- 2 Copyright & Asset Risk
- 3 Curation Quality Review
- 4 Execution consistency

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Risk Awareness in Curation

Curation introduces risk if not controlled properly. Common risk areas include:



Sourcing images from external platforms

Uncontrolled sourcing can trigger copyright flags and hurt page health.



Reusing content without proper transformation

Raw reposts reduce originality signals and increase review exposure.



Using assets that resemble copyrighted material

Even visual similarity can cause takedowns and monetization loss.

Key Principle

High-performing content is more likely to be reviewed. Clean curation is essential for:

- Page health
- Monetization stability
- Long-term scalability

Facebook Turnkey Management

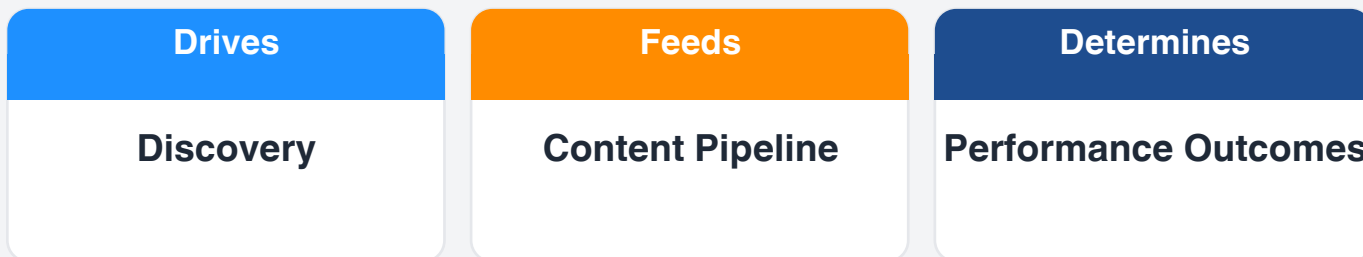
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Final Takeaway

Curation is the engine of the system:



IMPACT: When executed correctly, it creates a repeatable system for consistent reach, strong engagement, and scalable growth. When executed poorly, no downstream optimization can compensate.

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