



PIB Curation Mini Package

Foundations & Principles

Subscribe to Publisher Insider

FREE NEWSLETTER

Twice-weekly industry news and strategies for publishers and news organizations.

publisherinabox.kit.com

Publisher in a Box Inc.

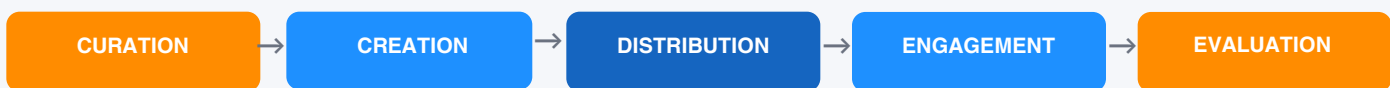
Overview

Curation is the foundational pillar of the PIB Content Strategy Framework. It is the primary driver of reach, engagement, and monetization performance. Within PIB, curation is not random 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.

The Role of Curation in the 5-Pillar System

Curation sits at the start of the execution chain:



If curation quality breaks, the entire system underperforms. Most sustained performance issues trace back to:

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

What "Good Curation" Means (PIB Standard)

Curation is about quality selection, not volume. All curated content must:

- Be proven high-performing content
- Align with the page's mission and audience
- Be emotionally resonant (drives reactions, shares, comments)
- Fit within approved high-performance formats

Visit the Learning Center

[FREE RESOURCES](#)

Guides, playbooks, and case studies showing how publishers scale traffic and revenue.

publisherinabox.com/learn



THIS GUY GAVE AWAY FREE CANDY BUT MADE THE POOREST KID IN TOWN PAY UP!



PIB Standard: Focus only on A / A+ level content.

Facebook Turnkey Management

DONE-FOR-YOU

We manage and monetize your Facebook pages. You earn — we do the work.

publisherinabox.com/facebook-turnkey-management

Core Content Types to Curate

PIB identifies these primary high-performance formats:

- Viral Text Posts
- Super Viral Memes
- Article-Based Content
- Image-Led Storytelling
- Super Viral Reels & Videos

These formats are prioritized because they consistently drive:

- Fast engagement
- Strong reach
- Non-follower discovery

Curation Principles

- 1 Proven Content Over Guesswork** – Base decisions on performance data, not assumptions.
- 2 Emotional Drivers First** – Content should trigger inspiration, humor, curiosity, or reflection.
- 3 Volume Comes After Quality** – Prioritize quality over quantity to maintain reach and engagement.
- 4 Consistency Builds Algorithm Trust** – Repeat proven formats and maintain structured posting behavior.

Facebook Elite Consulting

HANDS-ON TRAINING

Full training, SOPs, and 1-on-1 expert support. Keep 100% of your revenue.

publisherinabox.com/facebook-consulting