



BUILD PLAYBOOK

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Content and Curation

The ultimate purpose of any community in UNICEF is to create and share knowledge. Tacit knowledge is that which is contained in our experiences and through our conversations -- what we know but may not yet be able to articulate or write down. There is a significant amount of in-progress learning, questions and ideas that exists outside of formal systems. Once knowledge is written down, or “codified,” then it can be made accessible by sharing files, documents, videos, and other tangible electronic and physical products.

Collections of knowledge products are more accessible -- and information and knowledge is more likely to reach the people who need it -- when it is actively curated. Curation refers to the activities of organizing and structuring file sharing spaces, determining which content should be accessible and in which format, and how it should be presented. As a knowledge curator, you’ll filter, interpret and condense the wealth of information available in your field into meaningful insights.

“Tacit information, or ‘living knowledge,’ is defined as ‘the unstructured, informal information that we build and create in every conversation we have, with every idea we spark, with every opinion we form, when we learn a lesson or debate a position, and when we think fast and on a whim without the fear of being judged’.”

- Storchi, Paola and Carrie Basham Young, ‘Harnessing the Power of “Living Knowledge” at UNICEF: A Journey of Becoming a Networked Organization through Social Technology and Community Management,’ IKMAP, Kobe, Japan, October 2016

Maturity levels

Reactive

Most content is based on announcements, links to interesting articles, and access to content from webinars.

Emergent

The community is growing in awareness that it is building a knowledge base and is soliciting content from members.

Engaged

Content is organized and tagged in a Library (in the BUILD model) for effective reuse. Some community members use hashtags to identify topics.

Activist

The ever-growing wealth of information is monitored & contextualized for quality & relevance, and fresh content is maintained through active curation. Members use tags in their posts.

Primary activities

- ✓ Monitor the relationship between the document library, Yammer posts, and offline resources to ensure that the BUILD model is used as it is designed
- ✓ Maintain a list of preferred hashtags and work to ensure that posts and documents are appropriately labelled
- ✓ Constantly look for fresh content from outside the community. For example, you can repurpose content from outside the community and post summaries of content from managers weekly or monthly updates. This can take the form of a knowledge synthesis [product] that can be a quick read in five minutes—or a longer deeper dive.
- ✓ Use webinars to build the community's knowledge base