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## 3 Tricks To Find The Best Social Media Content

March 31st, 2014 by Wahiba Chair

In this age of the social web, getting others to notice you is short of asking them to spot a needle in a haystack. The good news is that it all starts with compelling content and it doesn't always have to be yours. With thousands of social media posts per minute, your 'home' feed can get a little overwhelming. How do you cut through the noise and shed light on those hidden gems that will spark interest in your community? Here are efficient ways to discover and engage with live content:

### 1. Take advantage of Twitter Lists

Targeted lists will highlight what's happening in your space. You can follow a list that you created, subscribe to a list; or check lists as you go. To find interesting lists, you can look up influencers around your topics. Chances are they belong to a lot of lists.

You can follow a list directly on Twitter or via a stream in your social media management tool. For instance, [@MariSmith](#) is a great example of a social media influencer.



The screenshot shows the Twitter profile of Mari Smith (@MariSmith). The profile is highlighted with a green background and features logos for Forbes, Inc., and FAST COMPANY. The bio mentions she is a Forbes Top Social Media Power Influencer and a Premier Facebook Marketing Expert. The page shows 73,995 tweets, 161,938 following, and 262,561 followers. A 'Lists' section is highlighted with an orange box, showing a list named 'Mentor With Mari' with 45 members.

At a glance you can see the number of members in each list. I recommend paying close attention to lists with at least 100 members to maximize the content pool to pick from; the more subscribers, the better. For example you can subscribe to this list to stay up to date with the latest social media marketing news and tips.



## 2. Dig through those keywords and #hashtags

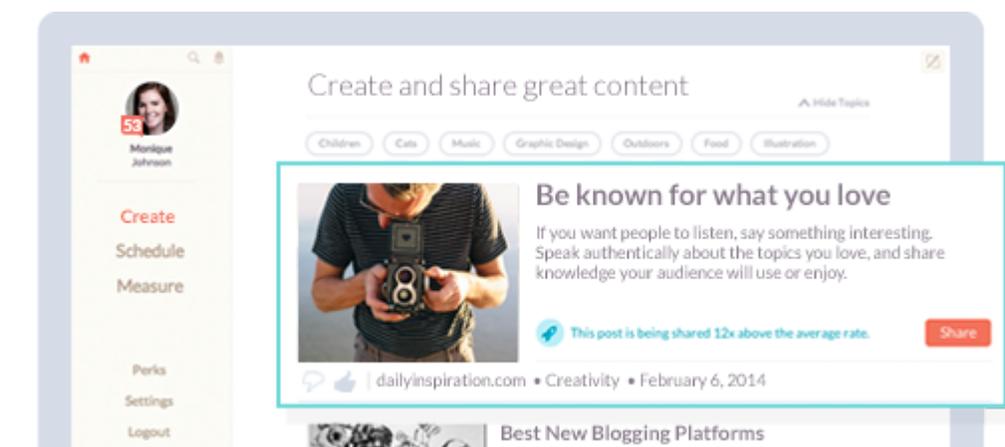
Now, let's say you own a personal training business and would like to post more health and fitness news, tips etc. You can set up searches through Twitter or a social media management tool (also called a listening dashboard) for relevant keywords e.g. "health", "fitness".



You can also check <http://www.hashtags.org/> for popular and trending hashtags.

## 3. Pay close attention to trending topics

If you want people to listen to your content on social media, it's important to share the right message at the right time. Klout offers a [personalized content stream](#) based on what's likely to resonate with your network. Taking advantage of this stream can help you find and share content likely to engage your audience.

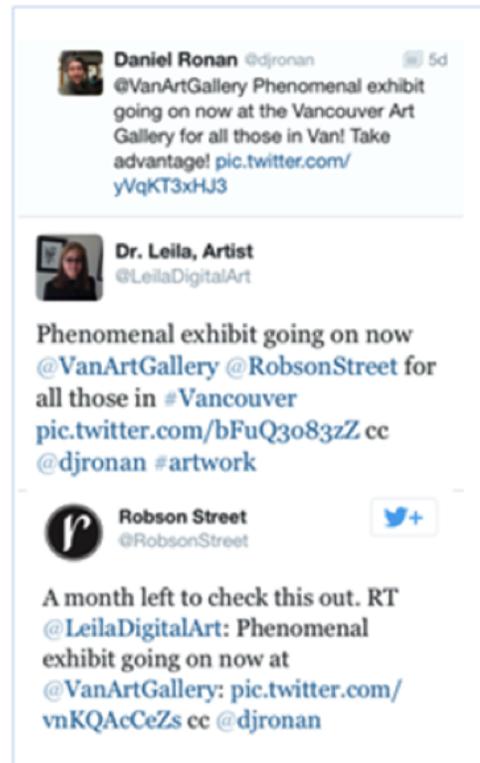
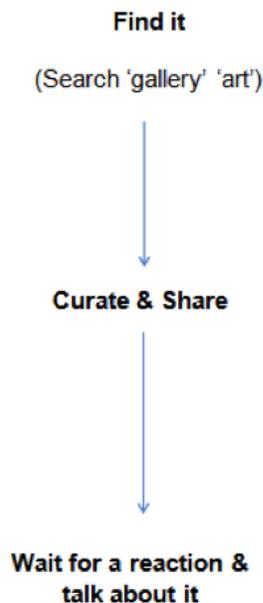


You can also take advantage of the "Discover" tab on Twitter, where you can find interesting people and relevant content based on your network's activity and geography.

It's a good idea to interact with trending topics outside of your usual topics even though it may not directly be related to your expertise. As a recent Klout community member stated, "[Stay on topic, in real time](#)".

**Now that you have all this content at your fingertips, what do you do?**

1. Instead of simply hitting “retweet”, curate the tweets to make them your own: ask a question, add #hashtags and spark conversations by mentioning people who are interested in similar topics to increase awareness and discoverability. (Hint: This is a #NewKlout feature, [learn more here.](#))



2. In addition to sharing the tweet with your community, consider replying to it. Ask a question or interact with your network to prompt a conversation.



3. Schedule the tweet for future posting – chances are only a small percentage of your fan base will see this tweet, so why not reshare it? This will also help to strike a balance between the different types of tweets e.g. news, tips, questions, quotes etc.

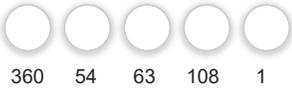
Try these tricks consistently and you will spend less time hunting for interesting content and more time interacting with your community around topics that will only improve your influence.

Are there any other tactics that you have been using to discover and share interesting content? Comment below and let us know.

## **Klout helps people be known for what they love.**

The best way to have an impact online is to create and share great content that will strike a chord with your followers.

[Start Sharing](#)



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### Wahiba Chair

Digital Strategist at [Media Touch](#)

Wahiba Chair is a skilled digital technologist who helps companies build and improve their online presence using social media. Her company, [Media Touch.ca](#), offers community management, digital marketing, promotion and content strategies for businesses needing to increase their online presence, engagement and their internal digital knowledge.

This entry was posted on Monday, March 31st, 2014 at 10:54 am and is filed under [Guest Posts](#), [social media](#). You can follow any responses to this entry through the [RSS 2.0](#) feed.

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- *Jordan Coiro*

Hey Klout,

Is there any way for Klout to track the number of time my tweets are favorited? I know it only uses retweets for now. Is there any specific reason why only retweets are used?

Thank you!

- <http://jonmattox.com> mejon

Ditto

- Pingback: [How to Craft, Shape, and Share Your Story on Social Media | Klout Blog](#) [The Official Klout Blog](#)

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We are so happy you find our blog so useful!

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You make a great point. We are always looking at new ways to include social signals into the score. We'll make sure to pass this along to the product team.

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