Storytelling Through Curation

Flipboard is a powerful way to distribute stories that inform, inspire and entertain audiences on the most important themes of our time.

Now approved curators can create Storyboards to share a group of stories that go deep on an issue, explain an event or explore an idea. Different from Magazines, Storyboards are designed to be finite, timely packages of articles, videos and even podcasts that are shared on and off Flipboard.

**Storyboards have a distinct look and feel.** They give the creator room for a headline, a description, and organizational tools to provide a point of view or tell a bigger story. A share button at the end of each package encourages people to post, text or email the Storyboard, expanding its reach to audiences on other platforms.

**Curator Pro**
Curator Pro is a web-based tool that provides a templated interface for curating and sharing Flipboard Storyboards like these:
STEPS TO CREATE A STORYBOARD

Follow these steps to draft, publish, distribute and measure your Storyboard curation on Flipboard.

1. **Get Started**
   Log into the Flipboard account where you want to create the Storyboard and go to the profile.

2. **Select “Make a New Storyboard”**
   Note: Until you hit “Publish,” the Storyboard will be in draft mode and not visible to the public.

3. **Give it a Title and Description**
   This is required in order to publish. The title should be in title case and not all caps.

4. **Add Content**
   Enter a URL into the designated input field. It will appear at the bottom of the screen. To add another item, repeat.

5. **Organize the Content Using Sections to Group Related Items**
   1) Enter a title/header for your new section in the open field. The tool automatically identifies that you are building a section and will generate the section below.
   2) Open the section by using the “caret” icon next to title.
   3) Add a sub-head to each section to give readers more context.
   4) Select a layout for items in your section (small, medium or large).
   5) Add an item by entering a URL into the input field.

6. **Add a Cover Image**
   Select “Set cover image.” Select an image that has been extracted from the items in the package, or use a custom image URL and then click “Save.” This is required in order to publish.

7. **When You're Ready, Click “Publish”**
   You can preview as you go, but hit “Publish” to make it live. You can also use the scheduler tool to set a date and time to publisher the Storyboard up to 30 days into the future.

8. **Add Topic Tags**
   Right before the Storyboard is published, it will ask you to select topic tags. Flipboard will recommend topic tags based on the content. Select up to five of the suggested topics to ensure your Storyboard is correctly indexed by the Flipboard algorithm.

9. **Share What You Create to Get Viewers to Your Storyboard**
   Each Storyboard has a unique URL. You can flip it into a Flipboard Magazine, share on social or add a link to it on your site. Use the ‘Share’ button at the bottom of the Storyboard. There is an embeddable widget for blogs posts and web pages on our tools page.

10. **Measure Results Using Profile Analytics**
    Metrics will be available for your Storyboard 24 hours after publishing. Click on the analytics icon to access a dashboard that shows the total opens for the Storyboard, how many new followers you’ve gained, minutes per open, likes, flips, shares, and more.
STORYBOARD BEST PRACTICES

Below are our recommended best practices to provide a positive user experience and expand reach on the platform.

**Package Together Your Best Content**
- Well-written, narratively strong and compelling
- From reputable sources
- Original reporting and unique angle

**Add Value for Readers**
- Enable a user to go deep on an issue, explain an event or explore an idea
- Share new insights or perspectives
- Thought-provoking
- Provide meaningful advice or expertise
- Enrich a reader’s understanding of the topic
- Provide time well spent

**Use Appropriate Imagery**
- Select a main image that is thematically relevant to the items in the package
- Avoid sensitive imagery in cover images
  - All Storyboard content must adhere to Flipboard’s Community Guidelines. Storyboards that violate these guidelines are subject to removal
  - The cover image may not contain nudity, violence or imagery inappropriate for children
  - Publishers that repeatedly violate our Community Guidelines and these Best Practices may lose their Storyboard access

**Select Relevant Topic Tags**
- Consider selecting all five topic tags (max) recommended by Flipboard to increase relevancy and distribution

**Make it a Collection**
- Recommend a minimum of five items in a Storyboard so the user can dive deeper into the topics they care about
- Use sections to help make Storyboards with a higher amount of items organized and digestible (each section can hold up to 10 items)

**Use Language to Set the Right Expectation**
- Explain what the entire package is about using the title and the description so the user knows what to expect when opening the Storyboard
- Each item in the Storyboard should support the narrative framed in the title and description
- Include a POV by making it clear what the main takeaway is

**Create an Original and Engaging Title and Description**
- Be descriptive and capture your brand voice
- Optimal title length: 60 characters or less
  - Character limit: 80
  - Title should be article-like
  - Avoid using all caps in the title
  - Listicle titles should reflect the number of items in the Storyboard
- Optimal description length: 25-30 words
  - Character limit: 500
  - Add relevant keywords to the description to increase discoverability
How will Storyboards be discovered, seen or promoted?
• Storyboards are indexed and shared across Flipboard and surfaced in topics* relevant to the content in the Storyboard
• Storyboards will be surfaced to your Flipboard followers in their For Your feeds
• Outside of Flipboard, Storyboards are discovered in social channels where they are shared as well as in SEO when Google or other search engines index them. Use it as part of your content distribution strategy

*Tagging your Storyboards with topic tags provides the algorithm with signals that help surface your curation to relevant audiences on Flipboard. We recommend adding all your content first and selecting the recommended topic tags that appear on your draft Storyboard to ensure accuracy and relevance.

How is this curation different from curating Flipboard Magazines?
There are three core differences between Magazines and Storyboards:
1) Storyboards allow for structure and organization, giving you more control over the flow of the reader experience. Magazines are an ongoing container for related stories that users may want to follow along with as you add new content
2) Because Storyboards are surfaced in Flipboard as a unit, they are more readily shared like any other article in Flipboard, driving new off-platform discovery and traffic
3) Storyboards can help content creators resurface great stories or evergreen coverage in timely packages that users can share as a unit. Magazines behave more as a destination for ongoing coverage that a user can follow