

Walking the Content Tightrope: How to Create Content That Is Shareable and Trustworthy [Infographic]

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Content creation means engaging in a balancing act—walking a tightrope between content that's trustworthy and content that's shareable.

The following seven tips from an [Insights in Marketing](#) infographic can help you keep your balance.

One tip is to make your content inspirational and educational: 58% of consumers report trusting editorial content, states IM, but it adds that the proportion "jumps to 74% when the content is considered educational, as long as it seems objective and doesn't explicitly try to sell a product/service, even if it comes from a business."

Also, be sure to reveal your sources. "Sources are important to the credibility of a content piece," states IM. "Most media outlets will never reference your content if it isn't sourced properly. And...nearly half of customers report that credibility is lost when content uses information that cannot be verified by external sources."

To find out more about creating trustworthy and shareable content, click or tap on the infographic.



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