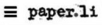# Paper.li
Social News Aggregator
www.paper.li
Cheryl Ann Peltier-Davis

Overview

Publishing as many as 200 million articles a day, Paper.li is a content curation service enabling its users to automatically find, publish, and promote articles, photos, and videos from across the web in newspaper format. The Paper.li platform is akin to a fertile newsroom, giving self-publishers unparalleled access to articles, blog posts, and rich media on the internet along with the tools required to tailor this content to meet their publishing needs, allowing them to create an online newspaper in a manner of minutes. Paper.li initiates and completes the tasks of curating, extracting, analyzing, and presenting data based on the user's preferences.

Setting up an online newspaper within Paper.li is an intuitive three-step process. First, users select the news/content sources based on subject interest. Support is provided for multiple sources of online information including social networks (Twitter, Facebook, Google Plus, and YouTube) and RSS feeds. Second, users engage in a customization process allowing them to set parameters such as title, language, frequency, and selection of specialized topics, fonts, background images, and colors. Third, users can take advantage of Paper.li's promotional tools (tweets, daily email digests, and embeddable news widgets for websites or blogs) to engage, grow, and retain audiences reading their Paper.li newspaper.

≡ paper.li

Sign in

Create your online newspaper in minutes.

Automatically find, publish & promote engaging articles, photos and videos from across the web.

Promote your passion

f Like 17k   **g+1** 12k   **Tweet** 100K+   **in Share** 2.9K

GET STARTED
it's FREE !

Niche publishing

Cover all the relevant news for your town or community, on an industry or event, or any topic you find fascinating.

Content marketing

Easily publish relevant, curated content daily to engage your community, build relationships and attract the right visitors to your brand.

Web monitoring

Automatically listen to signals from millions of sources to help identify influencers, competitors, experts and conversations around your brand.

We already publish over 200 million articles a day for our users. Let Paper.li do the heavy content lifting for you, too.

See how it works

💬 What our users are saying

Ekaterina Walter, Wall Street Journal bestselling author

" Paper.li is a fantastic tool for delivering relevant content to your community. It cultivates current connections and establishing new ones.

Mack Collier, #blogchat founder, Social Media Strategist

" I absolutely love how dead-simple it is to create a beautiful online newspaper with Paper.li. It's visually beautiful and valuable to #blogchat members.

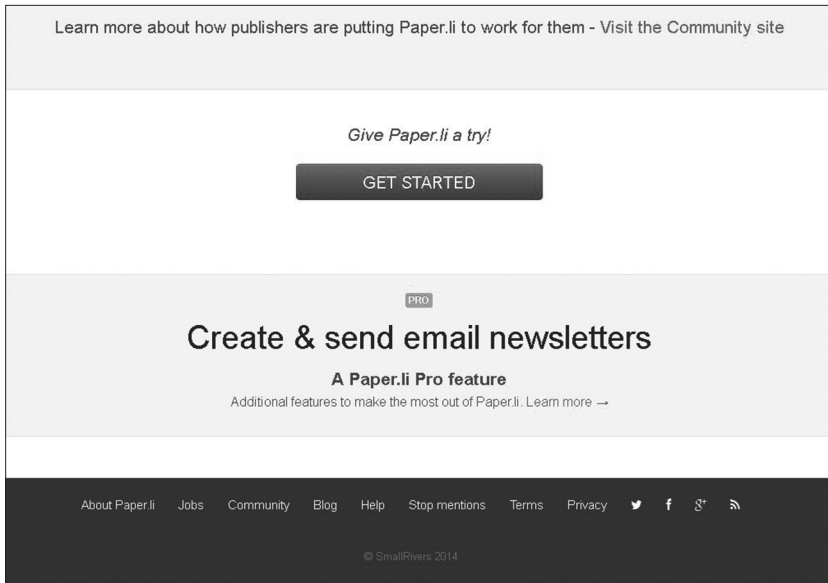**Estelle Metayer, Trend Spotter and Strategist**

" Paper.li is powerful and simple to use. You can monitor peers, trends and industry news while establishing credibility as an expert along the way.

Alastair McPheat, MD of ZeinMarketing

" We use Paper.li to deliver a daily paper with very little effort, providing a wealth of information to both our existing client base and prospective customers.

Learn more about how publishers are putting Paper.li to work for them - Visit the Community site

Give Paper.li a try!

GET STARTED

PRO

Create & send email newsletters

A Paper.li Pro feature

Additional features to make the most out of Paper.li. Learn more →

About Paper.li   Jobs   Community   Blog   Help   Stop mentions   Terms   Privacy   𝕏   f   g+   🔊

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Paper.li is a content curation service, enabling users to automatically find, publish, and promote content from the web in newspaper-like format.

Comparable to Flipboard (Chapter 14), which also curates content from social media networks, blogs, and other websites to blend this content into a personalized magazine, Paper.li curates similar content with an end product in newspaper form. As of this writing, there are no apps for iOS or Android devices.* The developers explain their strategy this way: "[W]ith the introduction of responsive design in October 2012, we discontinued our Apple app and no longer support it. You can still read your Paper.li on your mobile device and/or tablet and access the settings via your browser."[1] Paper.li is based at the Swiss Federal Institute of Technology-Innovation Center in Lausanne, Switzerland.

*Paper.li's Juice app (http://juice.paper.li) is now available in beta for the iPhone. It is described as follows: "Acting as your personal content assistant, this neat app takes the hard work out of finding great stories to share. It studies your Twitter followers and brings you a daily selection of stories matched to their interests. A must have for busy folks who want to keep their audience listening."

Features

➤ To create and customize personal online newspapers on Paper.li, users must first register with the service from the product homepage (www.paper.li). Unlike other curation-type services where it is optional to sign in with an existing social network account, a Paper.li account requires using the login credentials for an existing Twitter or Facebook account. The user's chosen social network account is then linked to Paper.li. An email account is also needed for notifications from the service. The basic version is free. A Pro version offers additional features such as a custom domain, custom CSS, monetized ad placement, collaborator options, email service directly to customers, exporting to RSS, and Google analytics.

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➤ The basic version offers the following features:

- Twenty-five source feeds for curated content

- Editor's note providing information on the paper's intended scope and coverage, insights on topic interests, and issuing invitations to other users with similar interests to collaborate

- Scheduled updates that allow users to decide the frequency and the time of day when each new edition of the newspaper is published

- An auto-tweet option that allows users to send a tweet automatically to followers each time a new edition is published

- Email notifications to readers

- The Paper.li Publish it! bookmarklet that allows users to grab content or feeds from any webpage and seamlessly add this content to the newspaper

- Fully embedded code to display the newspaper on a website or blog by simply pasting a few lines of code

- Content blacklists

- Custom background options

- Usage statistics to track subscribers and other uses (posts, embeds) of the user's newspapers

- Access to the Paper.li dashboard, described as the centralized source for changing global settings, adding/editing content sources, adding content filters (language, paper sections, list of blacklisted persons and blacklisted websites), customizing layout and appearance, embedding layout widgets, selecting promotion channels (email, Twitter, Facebook, LinkedIn) and viewing statistics (number of followers, number of paper views, number of embeds on blogs and websites)

➤ Creating a Paper.li newspaper and submitting the first news feed is a relatively simple process:

- Register and log in to the service.

- Enter a newspaper title and subtitle.

- Add a description or overview of scope and coverage.

- Include how often the site will be updated.

- Add content sources using the source search tool provided. Several sources and search strategies are available for adding content. These include conducting keyword searches on Twitter, Google Plus, and Facebook, searching RSS feeds by keyword or full URL, searching by Twitter hashtags (e.g. #libraries), searching a YouTube channel, or adding topics from Scoop.it.

- Complete the process by selecting the button "OK, Show Me My Paper" to view the first edition.

How Cybrarians Can Use This Resource

Creating an Online Newspaper to Promote Library Services

Paper.li provides the tools to enable the quick creation of customized online newspapers. The curation service will automatically find, publish, and promote articles, photographs, and videos from across the web, according to the user's interests. Libraries can use this service to promote and monitor library services:

➢ Web monitoring—Automatically access sources that capture all the news on the market and conversations around the library's brand.

➢ Content marketing—Publish relevant, curated content daily to engage the community, build relationships, and attract visitors. Create an online newspaper and become a trusted source of information for patrons searching for the best content in selected subject areas.

➢ Create an online newspaper and become a trusted source of information for patrons searching for the best content in selected subject areas.

➢ Niche publishing—Build community, awareness around a cause, and audiences around shared interests.

FYI

The Paper.li blog (blog.paper.li) provides regular updates on new features and innovative applications from its community of users.

Note

1. "Paper.li—Help," Paper.li, accessed March 17, 2014, https://support.paper.li/hc/en-us/articles/204105903-Mobile-device-or-tablet-where-s-the-app.

About the Author

Cheryl Ann Peltier-Davis is Digital Initiatives, Cataloguing and Metadata Services Librarian at the Alma Jordan Library at the University of the West Indies, St. Augustine, Trinidad and Tobago. She is a popular speaker on library-related topics, including Web 2.0 and libraries, core competencies for librarians, digitizing library collections, information management, and Caribbean public libraries. Her blog, Caribbean Connector (caribbean-connector.blogspot.com), is designed to connect and inform Caribbean librarians and information professionals.

Cheryl is the author of *The Cybrarian's Web: An A–Z Guide to 101 Free Web 2.0 Tools and Other Resources* (Information Today, Inc., 2012) and *The Cybrarian's Web 2: An A–Z Guide to Free Social Media Tools, Apps, and Other Resources* (Information Today, Inc., 2015). She was co-editor of *Caribbean Libraries in the 21st Century: Changes, Challenges, and Choices* (Information Today, Inc., 2007), which received the Association of Caribbean University, Research and Institutional Libraries (ACURIL) Award for Excellence in Research and Publication.

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An A–Z Guide to Free Social Media Tools, Apps, and Other Resources,
by Cheryl Ann Peltier-Davis. For more information visit
http://books.infotoday.com.