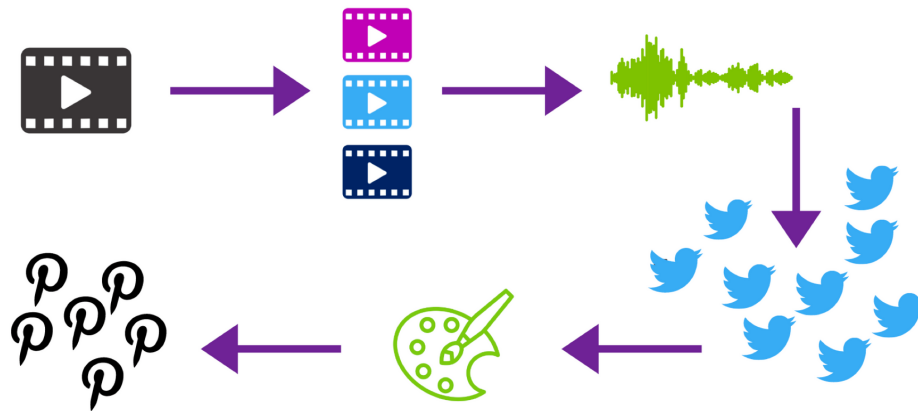# 50 Ways to Repurpose Content

A quick-start guide for endless inspiration when you're stuck in a content creation rut.

oh Snap! SOCIAL

What is repurposing content?

Repurposing content is the act of taking existing pieces of content or print collateral and reusing it in a new format, expanding its reach and impact.

External vs. Internal

External
Taking a source outside of your social media (i.e. a blog post that lives on your website) and creating content specifically for social media platforms

Internal
Taking existing social media content and recirculating it within the platform. (i.e. Sharing a photo/graphic to IG grid, then sharing it out to your IG Stories and saving it in your highlight reel.)

50 Ways to Repurpose Content
(in no particular order)

1. Over-performing emails >> Blog (backdated)
2. YouTube/Facebook Live Series >> Blog/listicle/pillar page
3. Videos >> Transcribe to blog
4. Blogs >> Email sequences
5. Blog Listicles >> Social Media Posts with graphics and link back to blog
6. Blog key takeaways >> Tweets
7. Testimonials on Google/Facebook/LinkedIn/Yelp >> Branded social media quote cards
8. Podcast >> Blog Post
9. Podcast >> Video of guest appearance (do video interview or video recording)
10. Voice memos >> Blog >> Video script >> Bite-sized content for social
11. Voice memos >> Podcast
12. Website sales page >> Video script >> Bite-sized content for social
13. Website about page >> #FridayIntroduction on Instagram
14. Blog post >> LinkedIn Article
15. Event recap video with key takeaways >> Blog post >>LinkedIn Article
16. IG Stories >> Download and upload to IGTV
17. Facebook Live video >> Download and upload to YouTube
18. Webinar recording >> Upload to YouTube
19. Webinar recording >> Splice 30 second nuggets and share on social
20. Website sales page >> LinkedIn Article
21. Tri-fold print brochure >> About us video script
22. Tri-fold print brochure >> Bite-sized social media content about services
23. Listicle blog >> Infographic for Pinterest image/blog share
24. Website services page >> 1 minute explainer video
25. Strategic process/framework >> Infographic or animated gif

26. YouTube video >> Post natively on Facebook, LinkedIn
27. Facebook Live >> Download and upload to IGTV
28. Ebook download >> Video explainer
29. Ebook download >> IG Stories sequence demonstrating value or key points
30. Ebook download >> IG grid carousel of graphics highlighting key takeaway
31. Blog post >> Multiple tweets
32. Video >> Multiple tweets
33. TikTok 60-second video >> Facebook text-based post
34. TikTok 60-second video >> IG Stories sequence
35. TikTok 60-second video >> 1-minute explainer video to embed into about page or blog post
36. Recorded workshop >> Create evergreen mini course
37. Podcast Interview >> Audiograms (use Headliner App)
38. Webinar slides >> LinkedIn document post
39. Newsletter segments >> Social media posts (all platforms)
40. IGTV >> Swipe up (available for all account when linking to IGTV video) in Stories
41. IGTV >> Allow "preview" in grid
42. IGTV >> Download and upload to LinkedIn
43. YouTube video >> IGTV
44. Case studies >> LinkedIn document post
45. Case studies >> Video of key takeaways
46. Youtube video >> Animated evergreen gifs >> Use as branded stickers in IG Stories
47. Explainer video with animation >> Gifs
48. Blog images >> Pinterest pins
49. Infographics >> Blog images >> Pinterest pins
50. Presentation slides >> Quick-start downloadable guides >> email sequences >> Call to action on blog post

Are you looking for more ideas or have a few questions or content ideas you'd like to run past Oh Snap! Social's founder and lead strategist, Karlyn Ankrom?

Book a 1-hour strategic consulting call with her by clicking the button below:

Let's Chat