

# Content

(E-Book, Transcribed Audio / Video, Blog Post, etc.)

## Social Media Updates

Pull 3-5 Tweets for the Post & Create a [Bit.ly](#) link. Add this to a social media content database to re-use. Old content hasn't been seen by everyone! Schedule updates in Hootsuite.

Pull 1-2 Facebook updates for the Post and schedule onto your Facebook page. Create a cute graphic in Canva to go along with the post and schedule it, too.

Create blog post graphics in Canva for every one of your old posts. Use these on Instagram, Twitter, Facebook and elsewhere to promote your old content.

## Speaking Topics

Your content is a good indication of the types of keynote talks you could provide to organizations. Turn the body of content into a talk and add it to your speaker's page.

You can also turn each piece of content into a live webinar (either paid to generate revenue or free to generate leads) and run those 2-3 times per year.

## If Written Material, Turn It Into a Video

Videos often outperform written content in terms of SEO so turn your written material into short, 2-3 minute long videos and post to your YouTube channel.

If you need another list builder, set up the videos in a series format and let people engage with the series after opting in for it.

## If Video Content, Turn It Into a Written Post

Transcribe video and audio into written content and re-purpose it for blog posts, social media updates and more.

## Cross-Post Written Content to LinkedIn Blogs

LinkedIn has the ability to let its users post blog posts to its platform. Be sure to cross-post your blogs there at least once per week to keep that social outlet active and engaged.