



5 Ways to Repurpose Content

for online publishers, brands,
and influencers



About The Cynny Sack Co

We started creating online content in 2010 and have grown the company from a single individual doing all of the steps to a company with employees who each have expertise in different areas.

We are constantly brainstorming, creating, and growing. As a team, we have infinitely more ideas and inspiration than ever before. We are proud of our team and thankful that we get to do what we love.

Tonia and Brian



Website

The most important place to share your content is on a website that you own and have complete control over.



What You Need To Do First

If you are an online publisher or content creator and you don't have a website, that is your first step. Content shared on social platforms is fantastic but the owner of the platform has all of the control. In the event that you lose your account, you also lose all of your content. You'll want to start a website on WordPress.org with a URL that you own. Once your website is ready, publish your content there first and then move on to repurposing it for other platforms. Conversely, if you have content already on social platforms, download it and then share it on your website.



Social Media

Social media has become the number one way to reach a wide audience. Your content has the potential to be seen by millions of new customers.

Pinterest

When sharing to Pinterest, you can pin images directly from your website to the appropriate boards. Then, use your images to create graphics and collages to share the same content in a new way. Another way to share is to make idea pins. Needs fresh ideas? Search Pinterest for inspiration or use a program such as Canva for templates.

Instagram

Instagram is a great way to gain brand recognition and find new fans. You can share images and videos of your content. Use your photos and videos to also create Stories and Reels to share on Instagram. Add a link to your website in your bio so customers can find you.

Facebook

Although you can share your posts from your website to Facebook, the algorithm seems to favor content created on and shared directly on Facebook. Upload an image or video, create a unique caption, and add a link back to your website. Facebook also allows you to share Stories and Reels created using the same content.

More

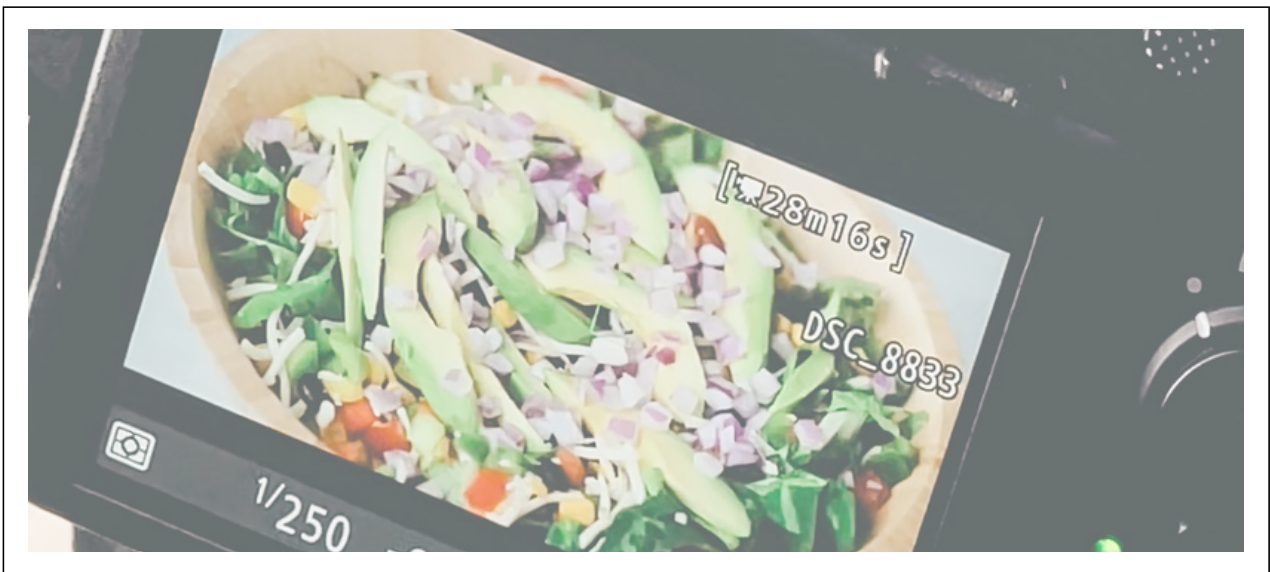
Pinterest, Facebook, and Instagram are only the start! You'll also want to share your content on:

Twitter
LinkedIn
TikTok
YouTube
SnapChat

Plus, any new social media apps that appear.

Video

If a picture is worth a thousand words, then a video is worth a million. People are looking to connect with the influencers and brands they follow and video helps them more fully connect to you and your content.



If you do not currently have videos of your content you can repurpose older content by creating videos using your photos. And as time allows, go back and make videos of your most popular content.

Long Form

Long form videos are great for YouTube, Facebook, websites, and online classes. They allow you to share your content in depth. Long form videos can often be repurposed by editing them down into short form content to use on other platforms.

Short Form

Short form videos are perfect for Instagram and Facebook (posts, stories and reels) TikTok, Pinterest Snapchat, and YouTube Shorts. You can share your content in short clips that hold the viewer's attention. If a longer video is better, you can link to the longer version for those that are interested.



Newsletter

A newsletter is the best way to stay in contact with your top fans. They are the ones that will subscribe and they want to be sure to keep in touch with you.

Gain Subscribers

To gain subscribers, have a sign-up box on your website's sidebar and footer as well. You can also add a sign-up inside your blog posts. Remind followers on social media to subscribe and share a link directly to your sign-up page.

Be Consistent

Try to be consistent with how often you send out your newsletter. Choose a frequency that you will be able to stick with over time. If you don't have time in your schedule, you can hire someone to write your newsletter for you.



Share your latest content in your newsletter but also include older yet relevant content that you feel your subscribers will want to see. Offer exclusive content, previews, and insights in your newsletter as a way to reward your loyal fans.

E-Books and Round-Ups



You've shared some awesome ideas so why not make them even more valuable by joining with like ideas. You can create e-books and round-ups of complementary content.

E-Books

You can compile your content into e-books that you can sell to your customers or offer as free downloads. If you don't have the time you can hire a VA to create them for you. Try making seasonal books, best of books, or helpful books.

Round-Ups

A round-up is a blog post sharing snippets of similar content. You can add your own content but also reach out to others for their permission to include their similar content as well. Again, there are VAs that offer this service if you would prefer to hire it out.