

## REPURPOSE AND BRANCH OUT

- Once you have your core content completed go through and pull out quotes and short snippets of text that really drive the key points and messages home.
- Create a library of images to share. Create both square and tall (Pinterest) images. Of course you can create rectangular images as well for Facebook but I find square works fine across both Facebook and Instagram. Create multiple versions of the following:
  - Title images (use both the main post title as well as alternate titles focusing on different angles of your post.
  - Quote images (use the quotes you've pulled from your own article as well as other quotes (both famous and obscure) that support your content.
  - Supporting images (you can use stock photos, photos of you, collages, product photos etc. that compliment your post).
- This process is made easier when you have a set of matching templates. you can use. Softwares you can use to create your templates or purchase templates for include: Canva, PicMonkey, Photoshop, Illustrator

For audio and video content you can:

- Embed videos into blog posts.
- Have videos transcribed to share in blog posts and use the same process of pulling quotes and snippets with associated images.
- Take shorter video and audio clips of your video to share on IGTV, Insta Stories, Facebook etc.
- Audio/podcasts can follow the same process. Blog post with show notes, quotes, use a service like Wave for a clip to share. Plus the same quote etc. strategy.
- Be creative with video. Use a tool like [inVideo](#) or animate content.

Create a share/posting schedule for scheduling your posts. It can help you feel less scattered if you have a system in place.

- Pick the platforms you'll show up on.
- Tools you can user for your social media scheduling include:
  - [Tailwind](#) - Amazing tool for scheduling out Pins on Pinterest and even setting up loops of reposting your pins. You can also schedule and plan your Instagram Posts and they have an amazing hashtag helper tool
  - [Missingletr](#) - Schedule posts out on Facebook, Twitter, and LinkedIn. You can also use it for scheduling posts in your Facebook Group. Missingletr can actually help

you quickly create branded images!

- Be spontaneous as well creating posts to share more about you and your personality, behind the scenes, and conversation and engagement starters.
- Whenever possible, **include some kind of call to action in your content.** This can be asking for the sale, asking them to join your group or list, or even just asking for engagement.
- Keep a library everything so you can re-use this same content in the future once some time has passed.