

A Handy Cheat Sheet for Repurposing Content

Once you've created a great piece of content, why let it sit on the shelf to gather dust in its original format? Use our handy guide to repurposing the content you create into new, content that can increase the exposure of your work without necessarily increasing your workload. Check out our example on this page, or use the blank document on the next page for your own content!

Original Content	Shared to Networks					Blog Post	White-paper	Ebook	Infographic	Guest Post	Video	Webinar	Presentation	Case Study
	f	🐦	📌	in	g+									
5 Alternatives to a Homepage Carousel (blog post)	●	●		●	●	●			●					
Wireframing Basics: UX & the Design Process (SheSays Presentation)							●					●	●	
4 UX Tactics for Better Marketing Automation (blog post)	●	●		●	●	●				●			●	
What Keywords Are My Competitors Ranking For? (blog post)	●	●		●	●	●					●			

● done it ● hey, we should do this!

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You might want to include the original URL and any stats on traffic, downloads, etc. in this chart as well. There are additional types of content you can list, too, like slideshows, interactive games, podcasts, performance art, murals, etc. Feel free to add your own!

And pro tip: focus on repurposing your highest performing content and forget any assets that were poor performing to begin with.