



# CONTENT REPURPOSING: FORMATS AND PLATFORMS





# IN 2015, SIMPLER TIMES



**RECORD A VIDEO, TRANSCRIBE IT AND TURN THAT INTO A BLOG, AND TURN THE AUDIO INTO A PODCAST**



**SINCE THEN, LIVE AND SHORT-FORM PLATFORMS**



**YOUTUBE LIVE, FACEBOOK LIVE, INSTAGRAM, TIKTOK, MANY OTHERS**



**LIVE IS MORE ENGAGING, BUT USUALLY WORSE QUALITY FOR REPURPOSING**



**CAN BE STREAMED TO MANY PLATFORMS**





# OPTION FOR MORE INFORMATIONAL SHOWS



**CREATE A GREAT OUTLINE**



**CREATE SHORT VIDEOS FOR EACH OUTLINE TOPIC**



**VIDEOS CAN GO ON SOCIAL MEDIA, YOUTUBE, PODCASTS**



**TRANSCRIPTION CAN TURN INTO MANY BLOG POSTS**



**THE VIDEOS CAN TURN INTO AN ONLINE COURSE AND BLOG POSTS CAN BECOME A BOOK**

