



Template: Social Media Content Repurposing Checklist

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Based on Article: "Maximizing Reach: How to Use Social Media for Content Repurposing"

Website: <https://scaleblogger.com>

A practical checklist to effectively repurpose your content on social media and maximize reach.

Checklist Items:

1. Define Distribution Goals

Establish 2-3 SMART distribution goals to guide repurposing efforts, ensuring they are Specific, Measurable, Achievable, Relevant, and Time-bound.

Reference Section: Prepare: Define Goals & Audience Segments

2. Segment Your Audience

Create 3-5 audience segments based on behavior and decision-making criteria to tailor your content effectively.

Reference Section: Prepare: Define Goals & Audience Segments

3. Map Content to KPIs

Connect each content asset to a primary audience segment and a specific Key Performance Indicator (KPI) to measure the success of repurposed content.

Reference Section: Prepare: Define Goals & Audience Segments

4. Audit Existing Content

Evaluate your current content inventory by scoring assets based on potential for repurposing, focusing on engagement, performance, and relevance.

Reference Section: Audit & Select High-impact Source Content

5. Select High-Impact Content

Choose pieces that score above the established threshold (e.g., 12/25) for immediate repurposing to ensure you focus on effective materials.

Reference Section: Audit & Select High-impact Source Content

6. Plan Platform-Specific Formats

Design a strategy for converting long-form content into short-form formats suitable for different social media platforms, enhancing engagement across channels.

Reference Section: Plan Platform-Specific Repurposing Formats

7. Create a Production Workflow

Establish a batch production process for efficiently generating repurposed content at scale, saving time and resources.

Reference Section: Create & Batch Production Workflow

8. Schedule and Distribute Content

Utilize a content calendar to schedule and publish repurposed materials on various platforms, maximizing visibility and reach.

Reference Section: Schedule, Publish & Distribute

9. Optimize Posts for Engagement

Enhance each post with platform-specific best practices to boost engagement, such as effective CTAs and engaging visuals.

Reference Section: Optimize Posts for Engagement

10. Measure Performance

Track KPIs and analyze the performance of repurposed content to understand its impact, ensuring informed adjustments in future repurposing efforts.

Reference Section: Measure Performance & Iterate