

THE ULTIMATE CONTENT REPURPOSING GUIDE & ROADMAP



BY HANI MOURRA

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Long-form videos _____ **6**

(YouTube videos, Facebook Lives, Zoom Recordings, etc)

- [Click here](#) to learn how to repurpose long-form videos
- [Click here](#) to see which Repurpose.io workflows to setup for long-form content

Short-form videos _____ **13**

(TikTok, IG Reels, YouTube Shorts, Facebook Reels)

- [Click here](#) to learn how to repurpose short-form videos
- [Click here](#) to see which Repurpose.io workflows to setup for short-form content

Audio podcasts _____ **19**

- [Click here](#) to learn how to repurpose audio podcasts videos
- [Click here](#) to see which Repurpose.io workflows to setup for audio podcasts

BONUS

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Repurposing vs Distribution

Repurposing

Transform an existing piece of content into different formats

- Videos into audios
- Videos into text
- Videos into clips
- Audios into videos

Distribution

Publish original (or repurposed) content to multiple platforms

- Upload videos to YouTube and Facebook
- Share clips to IG Reels and TikTok
- Publish text as social media or blog posts
- Upload audio to your audio podcast

Content Styles

→ Long-form video

- Videos greater than 60 seconds
- YouTube videos, YouTube Lives, Facebook Lives, Zoom recordings, etc

→ Short-form video

- Videos 60 seconds or less
- TikTok, IG Reels, YouTube Shorts, etc

→ Audio Podcasts

- Apple Podcasts, Spotify, etc

Important!!

- **Don't get overwhelmed.**
- **Start with the bare minimum repurposing**
- **Add more places to Repurpose to afterwards**

Content Repurposing Strategy

→ **Choose a style you're most comfortable with**

- (Short-form video, long-form video, audio podcast)

→ **Pick a primary channel that matches that style**

- (YouTube, TikTok , Audio Podcast)

→ **Upload and optimize your content to your primary channel**

→ **Repurpose each piece of content from your primary channel into multiple formats**

- Video
- Video Clips (60 sec vertical)
- Audio
- Text
- Graphics

Long-Form (YouTube) Repurposing + Distribution

→ Upload full video to your primary channel (we recommend YouTube)

- Optimize title, description for SEO ([VidIQ](#))
- Add custom thumbnail
- Add chapters in this format (helpful for repurposing later)
 - » 0:00 Introduction
 - » 1:30 - 2:01 Hani shares about content repurposing
 - » 3:40 - 4:05 Mark drops knowledge bombs
 - » 6:10 - 7:05 Hani shares how to automate repurposing

→ Also upload full video to

- Facebook (Page , Group)
- LinkedIn (if less than 30 mins)
- Google Drive (Backup)

Video details

Title (required) ?

How To Repurpose Your Content

Description ?

Learn how to repurpose your content


0:00 - 0:30 Introduction

1:30 - 2:01 Hani shares about content repurposing

3:40 - 4:05 Mark drops knowledge bombs

6:10 - 7:05 Hani shares how to automate repurposing

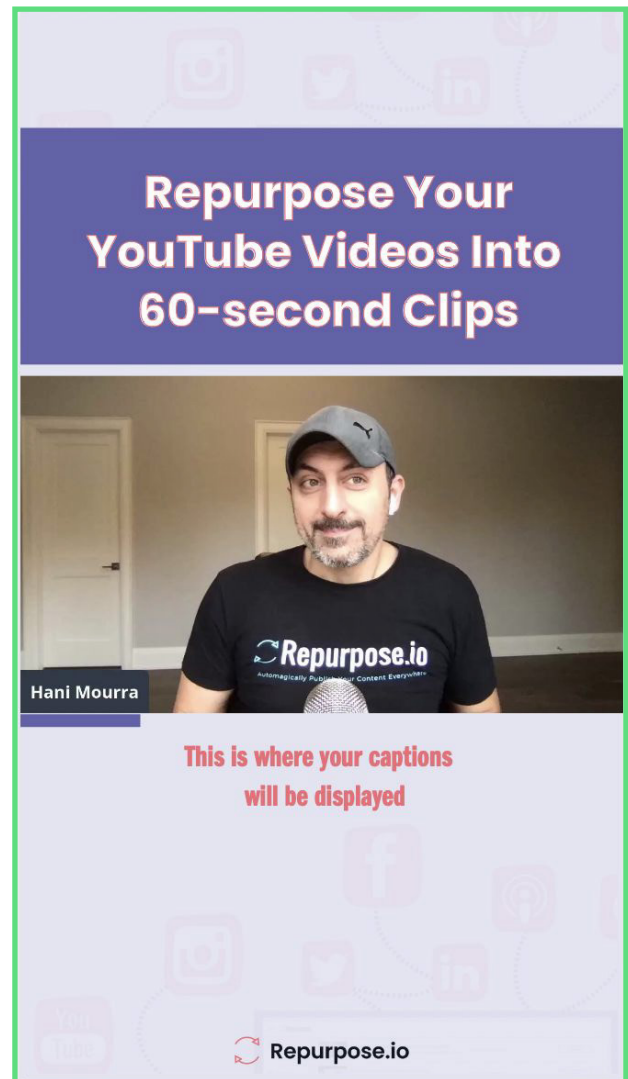
YouTube Requires First Chapter To Start at 0:00



Long-Form (YouTube) Repurposing + Distribution

→ Choose 3 to 5 Clips

- 60-second clips in vertical format
- Include progress bar, eye-catching headline, and burned in captions
- Publish video clips to
 - » Twitter
 - » Facebook (Reels)
 - » LinkedIn (Profile, Page)
 - » YouTube Shorts
 - » Pinterest (Video Pins, Idea Pins)
 - » Instagram Reels (then add Reels to your Story)
 - » TikTok
 - » Google Drive (backup copy to use in the future)



Long-Form (YouTube) Repurposing + Distribution

→ **Convert video to audio**

- Add a generic audio intro and outro to it sounds more like a audio podcast
- Upload audio to your podcasting host
 - » We recommend Captivate.fm or Libsyn.com
- Episode will automatically appear on all major podcast directories
 - » Apple Podcasts, Spotify, Google Podcasts, etc
- Followers will get notified on their phone each time you publish a new episode

Repurpose.io Long-Form Video Workflows

YouTube (video / full) → Facebook Page Reels

YouTube (video / full) → Facebook Group

YouTube (video / full) → LinkedIn Company Page (if under 30 mins)

YouTube (video / full) → LinkedIn Personal Feed (if under 30 mins)

YouTube (video / full) → Google Drive*

YouTube (video / vertical clips) → Instagram Reels

YouTube (video / vertical clips) → Twitter

YouTube (video / vertical clips) → TikTok

YouTube (video / vertical clips) → YouTube Shorts

YouTube (video / vertical clips) → Pinterest

YouTube (video / vertical clips) → LinkedIn

YouTube (video / vertical clips) → Google Drive*

YouTube (video to audio / full) → Captive.fm or Libsyn.com (podcast host)

YouTube (video to audio / full) → Dropbox (Apps/Otter folder for transcription)

** backup purposes and for manual upload to Pinterest Idea Pins, Google My Business, and other platforms we don't integrate with yet*

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Repurpose.io Long-Form Video Next Steps

Watch the onboarding video here to learn how to setup Repurpose.io



Long-Form (YouTube) Repurposing + Distribution

Advanced strategies (optional)

→ **Transcribe video into text** (otter.ai - quality is great and inexpensive)

→ **Use the full transcription**

- Reformat and publish as a blog post
- Embed the YouTube video on the blog post (gets more views for your YouTube video)

→ **Summarize into 1500 words or less** (smmry.com can help with this)

- Email newsletter (with link to blog post)
- Use as a social media text/image post (use YouTube thumbnail as the image) for
 - » LinkedIn (Page, Profile)
 - » Facebook (Page, Group)
 - » Twitter
 - » Instagram
 - » Pinterest
 - » Google My Business

Long-Form (YouTube) Repurposing + Distribution

Advanced strategies (optional)

→ Use the summarized text

- Create 5 carousel images (choose / design a template in [canva](#))
 - » Intro/Hook, Point 1, Point 2, Point 3, Call to Action
- Upload to
 - » LinkedIn (needs to be a PDF)
 - » Instagram
 - » Pinterest
- Create a Twitter thread (text only) using the text from the image carousel
 - » Create and scheduled natively on Twitter.com
- Grab a key takeaway or quote and create a quote graphic ([canva](#)) for
 - » LinkedIn (Page, Personal)
 - » Instagram
 - » Pinterest
 - » Facebook (Page, Personal)

Short-Form (TikTok) Repurposing + Distribution

→ **Upload full video to your primary channel (we recommend TikTok)**

- Optimize description with hashtags
- Avoid trending / copyright music
 - » might cause copyright issues when repurposing to other channels like Instagram Reels and YouTube Shorts

→ **Also upload to (change hashtags to match destination)**

- YouTube Shorts
- Facebook (Page Reels, Group)
- Instagram Reels (then add Reels to your Story)
- Pinterest (Video Pins, Idea Pins)
- Twitter
- LinkedIn
- Google Drive (Backup)

Repurpose.io Short-Form Video Workflows

TikTok (video / full) → Instagram Reels
TikTok (video / full) → YouTube Shorts
TikTok (video / full) → Google Drive*
TikTok (video / full) → Facebook (Page Reels)
TikTok (video / full) → Twitter
TikTok (video / full) → Pinterest (Video Pins)
TikTok (video / full) → LinkedIn Company Page
TikTok (video / full) → LinkedIn Personal Feed

TikTok (video to audio / full) → Captive.fm or Libsyn.com (podcast host)
TikTok (video to audio / full) → Dropbox (Apps/Otter folder for transcription)

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Short-Form (TikTok) Repurposing + Distribution

Advanced strategies (optional)

→ Convert video into audio

- Use as a mini podcast
- Convert audio back into a vertical audiogram (video with moving waveform)
 - » Twitter
 - » Facebook (Page, Personal)
 - » LinkedIn (Profile, Page)
 - » YouTube Shorts
 - » Pinterest (Pins, Idea Pins)
 - » Instagram Reels (then add Reels to your Story)
 - » TikTok
 - » Google Drive (backup copy to use in the future)



Short-Form (TikTok) Repurposing + Distribution

Advanced strategies (optional)

→ Repurpose text from the video

- Use the transcription (with small tweaks)
 - » Publish as a blog post (with embedded TikTok video)
 - » Email newsletter (with link to blog post)
 - » Use as a social media post
 - ◇ LinkedIn (Page, Profile)
 - ◇ Facebook (Page, Group)
 - ◇ Twitter
 - ◇ Instagram
 - ◇ Pinterest
 - ◇ Google My Business

Short-Form (TikTok) Repurposing + Distribution

Advanced strategies (optional)

→ **Transcribe video into text (otter.ai - quality is great and inexpensive)**

- Create 5 carousel images from the transcription (choose / design a template in [canva](https://canva.com))
 - » Intro/Hook, Point 1, Point 2, Point 3, Call to Action
- Upload to
 - » LinkedIn (needs to be a PDF)
 - » Instagram
 - » Pinterest
- Create a Twitter thread (text only) using the text from the image carousel
 - » Created and scheduled natively on Twitter.com
- Grab a key takeaway or quote and create a quote graphic for
 - » LinkedIn (Page, Personal)
 - » Instagram
 - » Pinterest
 - » Facebook (Page, Personal)

Audio Podcast Repurposing + Distribution

→ Upload audio to your podcast host

- Recommended podcasting hosts include [Captivate.fm](https://www.captivate.fm) and [Libsyn.com](https://www.libsyn.com)
- Add key takeaways in the episode description in this format (helpful for repurposing later)
 - » 1:00 – 2:00 Hani shares this
 - » 5:45 – 6:30 Hani talks about content repurposing
- This will make your content available on Spotify, Apple Podcasts, and other major podcast directories

Audio Podcast Repurposing + Distribution

→ **Convert into an audiogram (video with moving waveform)**

- Upload full length audiogram to YouTube (horizontal)
- Create 3 to 5 clip audiograms for social media (60-sec vertical)
 - » Instagram Reels (then add Reels to your Story)
 - » YouTube Shorts
 - » TikTok
 - » Facebook (Page, Personal, Group)
 - » Twitter
 - » LinkedIn (Profile, Page)
 - » Pinterest (Video Pins, Idea Pins)
 - » Google Drive (backup copy to use in the future)



Repurpose.io Audio Podcast Workflows

Audio Podcast (audio to video / full) → YouTube

Audio Podcast (audio / full) → Google Drive*

Audio Podcast (audio to video / vertical clips) → YouTube Shorts

Audio Podcast (audio to video / vertical clips) → Instagram Reels

Audio Podcast (audio to video / vertical clips) → TikTok

Audio Podcast (audio to video / vertical clips) → Twitter

Audio Podcast (audio to video / vertical clips) → Pinterest

Audio Podcast (audio to video / vertical clips) → LinkedIn Company Page

Audio Podcast (audio to video / vertical clips) → LinkedIn Personal Feed

Audio Podcast (audio to video / vertical clips) → Google Drive*

Audio Podcast (audio / full) → Dropbox (Apps/Otter folder for transcription)

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Repurpose.io Audio Podcast Next Steps

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Audio Podcast Repurposing + Distribution

Advanced strategies (optional)

→ **Transcribe video into text** (otter.ai - quality is great and inexpensive)

→ **Use the full transcription**

- Reformat and publish as a blog post
- Embed the audio player on the blog post (gets more listens for your podcast)

→ **Summarize into 1500 words or less** (smmry.com can help with this)

- Email newsletter (with link to blog post)
- Use as a social media text/image post (use podcast episode art as the image) for
 - » LinkedIn (Page, Profile)
 - » Facebook (Page, Group)
 - » Twitter
 - » Instagram
 - » Pinterest
 - » Google My Business

Audio Podcast Repurposing + Distribution

Advanced strategies (optional)

→ Use the summarized text

- Create 5 carousel images (choose / design a template in canva)
 - » Intro/Hook, Point 1, Point 2, Point 3, Call to Action
- Upload to
 - » LinkedIn (needs to be a PDF)
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 - » Pinterest
- Create a Twitter thread (text only) using the text from the image carousel
 - » Create and scheduled natively on Twitter.com
- Grab a key takeaway or quote and create a quote graphic (canva) for
 - » LinkedIn (Page, Personal)
 - » Instagram
 - » Pinterest
 - » Facebook (Page, Personal)

Sample Repurposing Calendar

→ **Schedule your content for the week**

→ **Shuffle content across platforms to minimize overlap**

CHANNEL	Day 0 (Release Day)	Day 1	Day 2	Day 3	Day 4	Day 5
YouTube	Full video					
YouTube Shorts		Clip 1	Clip 2	Clip 3	Clip 4	Clip 5
Facebook Page	Full video with CTA in first comment to try for free	Clip 1	Summarized 1500-text post with image	Clip 3	Share Blog post from Repurpose.io website	Clip 5
Facebook Group	Text Post with Link to YouTube video			Share Blog post from Repurpose.io website		
LinkedIn Page	Full video with CTA in first comment to try for free	Summarized 1500-text post with image		Image Carousel		Share Blog post from Repurpose.io website
Twitter	Link to YouTube Video	Clip 1	Twitter Thread	Clip 2	Share Blog post from Repurpose.io website	Clip 3
Instagram Post	Summarized 1500-text post with image	Clip 1	Image Carousel	Clip 2	Clip 4	Clip 3
Instagram Reels and Story		Clip 5	Clip 4	Clip 2	Clip 3	Clip 1
Pinterest		Clip 1	Image Carousel	Clip 3	Clip 4	Clip 5
Pinterest Idea Pins		Clip 5	Clip 2	Clip 3	Clip 1	Clip 4
WordPress Blog		Post Blog with YouTube embed				

Content Marketing Stack

→ Repurpose.io (video and audio repurposing and distribution)

- Repurpose Content directly from
 - » YouTube, Facebook, TikTok, Instagram Reels, Facebook Reels, Audio Podcast Instagram, Zoom, Google Drive
 - » Clips, resize videos, burn in captions
 - » Template creator for vertical and square videos
 - » Even video to audio and audio to video
 - » Auto publish or schedule videos to all your social media channels
- [Try Repurpose.io for FREE](#) (**30-day, 30-video Extended Trial**)
 - » Plans start are \$15 per month (less than \$0.50 per day)



Content Marketing Stack

→ **Otter.ai (transcription)**

- Quality, fast transcriptions at low prices
- Integrates with Repurpose.io via Dropbox
- 1 month free pro lite [using this link](#)

→ **Canva (graphics)**

- Image carousels
- Quote cards

→ **Social Media Scheduling (optional)**

- For graphics and text posts only
 - » Twitter – post / schedule directly (supports twitter thread)
 - » Facebook and Instagram – post / schedule via Facebook Creator Studio
 - » Others – AgoraPulse.com, Buffer.com, Later.com



Hani Mourra is a husband, Dad of two girls, CEO and founder of **Repurpose.io** an easy-to-use content repurposing automation tool that helps entrepreneurs, coaches, and content creators maximize their exposure without spending hours publishing to multiple platforms. He started creating automation WordPress plugins for content creators in 2015 which lead to creating and launching of **Repurpose.io** in 2017.

GROUP

When you are ready, we have a thriving community of like-minded individuals like yourself that repurpose together. You can share your wins, ask questions, and master repurposing your unique content with us. Hope to see you inside!

ACCESS PRIVATE FACEBOOK COMMUNITY OF 2,000+