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Cheatsheet for Healthcare Marketers: How to Repurpose Content for Social Media

Minimize the time you spend on content creation while maximizing the impact of your content.

1. Rework the content for social media

Effective social media content looks different than effective website or email content. Modify the content to be social media-friendly:

- **Keep it brief:** Write for the person scrolling during their lunch break.
- **Use strong visuals:** Source an interesting image, video clip or infographic for the post. Don't be afraid to reuse multimedia content from other channels.
- **Optimize for engagement:** Start a conversation with your audience. Ask a question, launch a UGC campaign or start a contest.
- **Make it shareable:** Social users are more likely to share posts that are relevant, shocking, affirming or visually appealing.
- **Provide value:** Don't always push readers to your website. Users and social algorithms favor posts that offer value directly on the platform.

2. Customize for each platform

Posts that perform well on Facebook may not achieve the same results on Instagram.

Know your audience on each platform and your platform-specific goals. For example, on:

- **Facebook:** Your organization may focus on building community and driving traffic to your website.
- **Instagram:** Goals may include reaching new audiences and driving engagement through storytelling.
- **LinkedIn:** Your focus may be on thought leadership, recruitment and/or amplifying brand recognition.

3. Create & repurpose simultaneously

Create content with repurposing in mind. While writing, ask yourself:

- How can I distill this information into a bite-sized message?
- What occasion or holiday is this content relevant for?
- Is this a strong graphic or video clip for social media?

Create and repurpose content in tandem to be more efficient. Don't wait to create the distribution pieces — do it while your brain is already warmed up and focused on the topic.

4. Explore the archives

Repurposing is meant to save you from reinventing the wheel. **Find the golden nuggets in your existing content** and repurpose the information in creative ways.

Too many content requests, too little time to execute?

[Reach out to Aha Media Group](#) for healthcare content writing support.



One to Many: A Guide to Repurposing Content

Core Content



Blog Post



Long-Form
Video



Reel or YouTube Short

Create short, captivating videos from key points.



Quote Card

Share impactful quotes from the content.
Tag the contributor.



Video Series

Break down the video into a series of shorts.



Newsletter Snippets

Feature highlights in your email campaigns.



Podcast Episode

Discuss key points in a podcast format.



Infographic

Summarize key information visually.



Webinar Topic

Expand on the topic with a live session.



Social Post

Share quick facts or tips
on your social channels.



Social Media Carousel

Engage your audience with
snippets and highlights.



Static Social Media Graphic

Grab attention with visual
quotes, stats, and graphs.



Ads

Create paid
ads from
high-performing
social posts