

Guide: how to repackage content across channels

TOPIC: How can I create a savings goal?

LONG FORM CONTENT: WRITE BLOG

***See example of a long-form piece of content [here](#).*

NEXT STEP: ADAPT ELEMENTS OF LONG-FORM CONTENT FOR SOCIAL MEDIA

Considerations:

Different audiences will care about different goals, and within the smaller audiences, different demographics will resonate with different goals.

After creating a piece of content, ask yourself:

- What does my audience on Instagram look like? What do they most care about when thinking about savings? Consider creating a few graphics to share over time, each with different types of savings goals to appeal to different audiences
- Repeat this question all your different social media options

Next steps:

Media options:

- For Instagram, you might consider a story video that takes a few key one-line tips from your blog, [such as this](#)
- For LinkedIn, this might be targeted to potential employers. You might consider a linked post:

“Data shows that financially healthy employees have 70% higher productivity, and nearly 85% of financially healthy employees feel more positively towards their employers. The Power platform helps employees create realistic saving goals and guides them on the path toward achieving them, as a first step toward better financial health. Here’s how: [link]”



- For Facebook, you might consider using a customer story for savings and then sharing the blog link



- For your email newsletter, you might pull the 5 tips as headers and share as a resource
- For Whatsapp, consider using the customer story as part of a Whatsapp newsletter and then sharing the blog link

Timing

- Different elements of this same piece of content can be shared across different social media channels and linked back to your blog, multiple times over the course of a month while still feeling fresh