



“Reduce, reuse recycle: How to do more with less content in 2021,”
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Chelsea Brasted: Welcome everyone to "Reduce, reuse, recycle: How to do more with less content." I am so excited about this workshop because content is my first love, my first passion and I know it is for Heather as well. So let's just go ahead and dive right in. We are going to start by actually introducing ourselves. My name is Chelsea Brasted. I am the general manager of Sidecar. I spent nearly seven years at a daily newspaper. That is me in this picture interviewing Trombone Shorty, in what we in the newsroom jokingly called our Ace Hotel area. So while I was at this daily newspaper in New Orleans called the Times Picayune, I helped create one of the most engaged with Facebook pages across all of advanced local through our opinions coverage. In recent years and months, I've had some bi-lines in the New York Times, National Geographic and Wall Street Journal. I started at Sidecar in August of 2019. So we actually do know some things about putting some content together. Also, I'm the proud mother of two rescue dogs in New Orleans here. So I'm wanting to throw this over to Heather, who's going to introduce herself as well and tell you guys a little bit about how we know some of these things that we know.

Heather Nolan: Yes, thanks. So I'm Heather Nolan. I'm the Marketing Specialist here at Sidecar. Like Chelsea, I also have a background in the news industry. I spent a little over 12 years working at daily newspapers here in New Orleans and also in Texas. One of the successes that I had doing some social media work with the newspaper was I grew Nola.com's New Orleans Saints Facebook page, into the one into one of the top performing sports news pages in the industry. So we had like over 4 million engagements a year with that page, which was pretty great. I also for a little while after my work in the news industry, went to work for a New Orleans tourism company, where I created content for three brands there and I grew their social following by 50% and their engagement by 400%. This is a photo of me here. I also did some event management there with the Clauses. Though I have no personal connections with them, I just organized some events with them.

Chelsea Brasted: Though I'm sure your son would love for you to have some personal connections to the Claus family.

Heather Nolan: It would be great, especially since he keeps changing his mind with what he wants for Christmas, but we'll see.

Chelsea Brasted: All right, so let's go ahead and dive right in. So one of my favorite analogies for content creation is a bonfire. You spend all this time crafting this beautiful masterpiece and you love it. And you're developing all this great graphic design or you're spending hours and hours writing the perfect blog post, and then all of a sudden, you throw it into the bonfire that is social media, or it goes up on your website. And you're like, "Okay, it's done, and it's time to move on." That can be so frustrating. Heather, I think we've talked about this analogy before that you spend so much time on something, and then it's just time to move on. Right? So this brings us to this question of, is it possible to do more with less? And I really think it's important that we ask ourselves this question, especially as we're going into a new year: Can we do more for our audience? Can we do more for our members? Can we do more for our staff, but spend less time and less energy actually doing it? And I think the answer to this question is yes.

Heather Nolan: So the way to do this is you can reduce the amount of content you produce and the amount of time your staff spends on it, you can reuse what works and make it work better for you, and you can also recycle your content so it does more for you by being useful to your audience in new ways. So to get here, think about what kind of content you already create. This will help you know what options you have at your disposal so you can reuse and recycle it. So what types of content do you already create? Things that come to mind are probably things like magazines, newsletters, reports, white papers, podcasts, blogs, the list goes on. But also think a little bit outside the box, things like ebooks, webinars, some of your marketing emails, maybe you've done case studies, you have coursework, surveys, worksheets, checklists, all these things you can reuse, and recycle as part of your content strategy.

Chelsea Brasted: Like Heather is saying, I think you really do have to think holistically about your content strategy. And the important part of this is because it may not just be your staff that's producing it. It could be social media, it could be someone on the sales

team, it could be someone in events management, it could be every single person at your organization. So sitting down and taking stock of every single thing that your organization is putting together as content is really important. Because you need to be thinking about your content strategy. Before we get into talking about reduce, reuse, recycle, you need to know what your foundation is. And that is where your content strategy comes in. And the number one most important thing is you need to have one. So this is something that needs to be written down. If you don't have one, you need to really do the work to put one together. And here I'm going to share Sidecar's content strategy. We put this together. I mean, it took some work, the core of these ideas do not change. So we really focus on Sidecar content being educational, challenging, interactive, and empowering. And our content strategy includes how we do this so that every single time someone on the team comes to produce new content, they can sit there and think, is this newsworthy? Is this thoughtful? Are we making use of the best way to tell this story? And is it educational? Is it challenging? Is it interactive? And is it empowering for our audience? If it doesn't hit those notes, then we really need to ask ourselves why we're spending the time to do it. In 2019, I had a conversation with Gary Hunt from the Ohio Society of CPAs. And he has a lot of excellent thoughts on developing content strategy statements. So we're going to share a link to that blog post for you guys. But his content strategy statement for the Ohio Society of CPAs, they came up with their statement, and it's for four key ideas. So this is just another example for you to see how a well done content strategy can look. They look for their content to support strategic objectives, communicate, provide value, demonstrate thought leadership and drive member discussion and engagement. For the purposes of this conversation in reduce, reuse, recycle. Just remember, it's really important to have one. We'll dive more into that through that blog post and additional content that I'm sure we can provide for y'all. But get a content strategy statement, it's the foundation for the entire rest of this conversation and it will help guide every single decision that you make, as you are reducing the amount of time you're spending on your content, reusing the good content you already have and recycling your great content into even better content. Carrying on. Heather, let's jump into reducing.

Heather Nolan: Alright, I'm going to talk to you a little bit about ways that you can reduce the amount of content you produce, and the amount of time your staff spends producing that content. First thing, stop, there are things that you probably are doing now that you can stop doing. This might sound a little intimidating, especially for people who have done

something the same way for so long and that's why you're doing it. But that is not a good reason to continue doing something. First, you should have some tough conversations with your content team about what's moving the needle and what's not, you should be able to look at your analytics. Google, whether it's like your blog posts, or social media analytics and see what's working and what's not. If something's not working, then either figure out a way to do it differently, or just stop when all together, it's important to ask if I wasn't spending time doing this, then what could I be doing instead? And sometimes that right there will get you moving and help you understand what is it you should stop doing? And then Chelsea, do you want to go ahead and talk about how to do content audits to maybe get there, to figure out how to stop doing stuff?

Chelsea Brasted: Yes, I think the stop doing list is one of the most important things that any organization can do. When we look at our analytics, as Heather was discussing, and say, "oh, here's our top x headlines from the year." Nobody ever wants to scroll to the bottom of the list and see the things that no one looked at. But that is the most important thing that you can do because that's where you're going to learn so much about about the time you can get back like don't look at any of that as a failure, look at it as an opportunity to grow from to learn from and to get some dang time back in 2021. The best way to have those conversations with your team is to perform a content audit. So review those analytics and ask yourself these key questions. Is it supporting your content strategy? Right? There's the content strategy showing back up already. Does it answer important questions for your audience? Is there a piece of content we like that you're producing that is just kind of saving you some time actually, because it answers important questions that maybe you hear a lot? Then the big one: is anyone looking at it? Like, is anyone actually engaging with that content? So ask yourself those three questions for every single piece of content that you're doing, then you want to perform four tasks. Okay, so the first one is update your old content, there is probably a ton of stuff on your website that is outdated, maybe doesn't have the latest information, maybe, you know, could benefit from an application of your style guide. That's one of these other tasks, apply your style guide, take a look at the SEO, take a look at SMO, which we will talk a little bit more about. And really get smart about your old content. Is it still serving you? And if not, how do you make it updated and refreshed and look good, especially in old websites where we have some content from like the Space Jam website, I don't know if you've ever seen it, it is a delight. But we can do some updating. So update your old content, remove your irrelevant

content. If it's not serving you, it's hurting you. Get it out of there. Apply that style guide that you have if there's something that doesn't have any updated branding, or maybe need some language updating. Take care of that. Also incorporate new calls to action. You may have an old piece of content that's doing pretty well for you on your website. But it doesn't actually bring anybody anywhere, it doesn't offer them a new opportunity to engage with your website, with your membership, or with other members. Think about if there is some old content, can it serve a new purpose for you. So think through all of those ideas.

Heather Nolan: Okay, so now let's talk a little bit about how to reuse your content, figure out what works or how you can make something work better for you. A big part of this involves your SMO strategy. If you don't have one, you should get one. Same as with a content strategy. So SMO or Social Media Optimization can help grow your organization's online presence, just to make sure we're all on the same page. Some important things to note to start out with, you need to optimize your social profiles and that means that everything should be filled out and don't leave anything to chance. So your logo should be your profile photo. You should use keywords in your bio and link back to your website to drive traffic or applicable. As you can see here, these are Sidecar's Facebook and Instagram profiles. There's a variety of different company services you can use to get a link in bio. So you don't have to change out all the time. When you click on it, you click on our link and via you see all of our posts, click on the post, and it takes you to the particular blog post related to it. Another thing I was going to mention is one of the main reasons that you should use keywords in your bio and make sure that your bio is filled out is because, I'm sure you've seen on various social media platforms, you'll get suggestions of who to follow and the algorithms for those platforms will use your keywords to try to pull you in and get people to follow you. So that's another excellent reason to make sure that your profiles are optimized. Also use relevant hashtags. So you can, I'm sure you know some already in your industry, but doing a hashtag search or plugging in some hashtags, search engines could help. You also should use images. That's been shown to boost your engagement. And test your headlines. So we talked a little bit already about how you might have some old content on your website, there might be something that maybe you published three years ago, but people are starting to talk about it now. But maybe the headline is outdated, just change the headline when you share it on social. And there you go. There's no need to put more resources into, you know, writing something again, and

this example that I have here, it's the same blog post shared two different ways: one was a little bit more info, one was just a straight headline. So you know, we didn't have to spend time coming up with something else. So we could find something else to share on Twitter, we just kind of found a different way to share it. And the last thing I'll talk about is that it's important to track your analytics, just like we talked about with Google Analytics with your blog posts. You know, it's great to know what performed well, and maybe how you could do that again, but you should also look at things that just didn't perform well at all with no interaction, figure out why and then get rid of it.

Chelsea Brasted: Yeah, and I think one of the things, like Heather is saying, the headlines in social media is so, so important. And a lot of content management systems now allow you to have two different headlines for your posts. So you can lean on that SEO strategy, do a bang up job with your headline so it's just like, packed with keywords for SEO, and you go and share it on Facebook, and you have something clever, because that's what your audience is looking for in social media, right, they're looking for something that's a little funny or interesting, and maybe doesn't have all these keywords in it. But it's gonna make me stop when I'm scrolling through my Twitter feed or whatever. And like Heather's saying, you know, thinking about those relevant hashtags also means staying up with what's trending, right. And you also shouldn't be afraid to jump into conversations that are happening on social media, with content you already have. You do not need to reinvent the wheel here, but if you are keeping up with your own content, you can easily run back to it. And literally use the same stuff you already have as long as you're being really smart about the conversations you're jumping into. Anything to add there Heather?

Heather Nolan: No. Those were really good points. So thanks.

Chelsea Brasted: The other thing that I really want to talk about on this point is the evergreen list. So jumping into those conversations on social media, like we're talking about becomes a heck of a lot easier if you actually know what kind of content you have. So an evergreen list is a space where if you're creating a piece of content that could be good three months from now, six months from now, three years from now, you want to keep track of it. So this is really important for things like content marketing. So if you have blog posts or social media posts, that would be really good at explaining what your organization does, or might be really good at explaining what it takes to get engaged with

your organization, or a piece of content that just does a really good job of telling a story that is always interesting to share. That's why we have an evergreen list. So I'm going to show you an example of our evergreen list. So we have when it was published, we have the title of the blog post itself, a link to where it is on the website, who authored it, and then any notes. So for example, we have, you know, this would be great for Thanksgiving, this would be great for Halloween. And then very important, we include the last time we posted it. So this is an outdated screenshot, so don't judge me too harshly. But this is really important to keep track of. And this is actually an idea that I stole from someone at the newspaper that we used to work at. We lean into this so frequently, because you could be having a slow week, and you were just like, you know what, let me go to the evergreen list, pull up some content that I know no matter when I share it, it is going to drive engagement. It's also really good for those holidays, thinking like, oh, next time Halloween rolls around, here's something that sort of like scary themed or something that you can lean on during the holidays, we're about to come up to the holiday break, where a lot of people are going to be out of town, maybe your maybe your staff is a little light for a couple of weeks. Lean into your evergreen list, head to that, find out which of your content has done well for you in the past and really take advantage of that. There is no reason not to repost something, because you cannot think that every single person who follows you on Facebook, who follows you on Twitter, who follows you on Instagram has seen everything you've ever posted. So do not be afraid to post something twice. The number one mistake that I think I see organizations make all the time. They say oh, well, we already did that. Like, I'm going to tell you, I didn't see it. And I swear to you, your members are the exact same. They didn't see everything you did. We like to think that everyone sees everything we do, because we're special. And we spend all of our time on that Mona Lisa thing, and then we throw it into the bonfire. It's a bonfire, it's a mess out there, repost content. So next up, we're gonna talk about SEO, I, Heather, you want to take the lead on this?

Heather Nolan: Sure. So there are so many things with SEO that I'm not really going to dive into that too, too much here, as far as you know, getting into every single SEO best practice. But there are some things that you should keep in mind when you're reusing your content. When it comes to SEO, check your headlines, you want to make sure that your keywords are in there and that it's not outdated. So like if you're rewriting a list for some reason, you don't want to say the top whatever things of 2017 when it's clearly

2020. Check your bio lines and photo captions. Captions are a great place to get keywords in to help pick it up on Google. And again, just make sure all that stuff is clear. Also, you want to make sure that all the data and info on all these pages is still good. You don't want to share something about a sales page, but something on there is outdated. Like, the worst thing that can happen, I guess is that you're advertising trying to sell somebody something and the price is wrong and something like that to happen. So just check, check, check. So then you could also go back and maybe you posted something three years ago that now it's in the news again, or it's relevant again. Figure out a way to kind of freshen that up a little bit and repost. And as long as you follow your SEO checklist, then you should be good to go.

Chelsea Brasted: Yeah, and I think on that SEO checklist, every single person who posts content in your organization should have an SEO checklist for sure. Um, you know, because not everyone's gonna, you know, be the crazy people like Heather and me who are reading the latest updates on this. So do yourself a favor, remind them about headlines, remind them about bylines and photo captions, remind them that they need to be checking through all of these things, and triple checking, checking Google Trends data to see what's interesting right now, what's not so interesting right now. And also, I love this Princess Diaries GIF so much. You know, because this is our content, right? This is like it maybe means like a little deep conditioner and then BAM Anne Hathaway. We're all good. And that's what your SEO strategy can do for you.

Okay, so, we're gonna dive into recycling. This is my favorite part of this entire presentation because you can reduce the amount of stuff you're doing and stop doing stuff. You know, that feels pretty straightforward. If it's not serving you, it's hurting you. Get it off the table. You can reuse your content, repost it. Think of new ways to post New headlines, like amp up your SEO strategy, make sure you have an evergreen list. But recycling is where you are going to save so much time. This is recycling your content. So it does more for you by being useful to your audience in new ways. And the key to this, and this may come as no surprise given how we've been talking about this through this entire session. But silos and good content are not going to mix well together. So every single person in your association is probably creating content. And those communicators should communicate with each other. This is my really horrible graphic representation of what style in an organization would look like. I swear I could do better graphic design than this.

But there you go. So make sure your communicators are actually communicating. Make sure that everyone is talking to each other about the questions your members are asking, this is one of the key places where you can recycle some good ideas and content, right. So one of the best questions you can ask your staff is, what questions have you been answering lately? Because if someone on your staff is getting the same question over and over, that's a blog post. That's a social media post. That's a quick Facebook Live, that is something you can lean into. And maybe the person who's getting that question is the person who writes that blog post for you, even if they're not typically on your content team. So lean into that, make sure you're having conversations with the questions that everyone on your staff is answering, and make sure you're taking a look at the things that they're producing. It's really, really important that you break down those silos and have conversations because every single person who's communicating with the outside world, is communicating on behalf of your organization. And everyone should be on the same page there. So Heather, you want to take the next one?

Heather Nolan: Okay, so following that same theme, you should take your content and always ask, would this make a good insert: webinar, Facebook, video blog posts, Instagram posts, how to video LinkedIn posts. You get it. Basically, just because something is written in blog form doesn't mean that's where it has to live, you can turn it into something else fairly easily. So the answer is probably yes, always, to that question. So I have some examples here in the last organization that I worked in, like I mentioned as a tourism company. So this lovely bunch of text and boat in the background. People often had questions about the steamboat Natchez, which I will give a plug to is the last authentic steamboat on the Mississippi River. People would ask questions about it. And they wanted to know all these things and their answer to that was to give people this giant piece of paper that had a bunch of facts and words. And then I decided that it might be better to be a little bit more fun. So I did some of these things about the parts of the steamboat that people often have questions about. What do they do? We use this in marketing materials and whatever very well, because that is much easier to read and digest, than a piece of paper with a lot of words. You probably have pamphlets, mailers, email, marketing, messages, all kinds of things, landing pages. Not sure what to do with it? If you just kind of take a second to sit back, break down that information into little bite-sized pieces, you might be able to find some great infographics, blog posts, social media posts, anything like that. Just take a second, look back at what you've done, and

really think about other ways to use that information. Another great place to find inspiration for a blog post — It's kind of similar when Chelsea said where, you know, what are people asking if they're getting a question a lot, maybe it's a blog post — check out your comment section in the webinars that you host or at live events. If you're getting a lot of questions about something that can be great inspiration for blog posts. Or maybe you've answered this before, you can go back and you can try to figure out a way to reshare that information with your audience just to kind of get them there. Um, here are just a couple more examples of simple things that we pulled from blog posts on our website. Just took a statistic from this one particular blog post "How to increase registration for virtual events," email drives 57% of webinar registrations. Just a quick fact that would kind of draw people in from that on Instagram, then it's linked to our blog posts from there.

Chelsea Brasted: Yeah, I think the, you know, Heather your point about like the Q & A's at the end of a workshop or at the end of an event, like that is such a goldmine for content, because if one person's asking, you know, at least 10 other people were wondering it too.

Heather Nolan: And were just too afraid to ask or weren't really quite sure how to form the question. Maybe I know, that's been me before. I'm like, I really want to know this. But if I ask is my asking her right, and then thankfully, someone else will do it.

Chelsea Brasted: I love your example of the steamboat pamphlet, because I mean, my gosh, so much black and white texts, I can't even and you did such a great job translating that.

Heather Nolan: One more thing, I just want to point out that if you are taking a Facebook post, turning it into something else, be mindful of formatting changes. So just because as you'll see this lovely example here from Chelsea, we will never know what this masterpiece was that she won the art contest award because she did not size her photo properly for Twitter. Oh, that's just something to keep in mind. Thankfully, if you use, like Canva is a very popular tool that I'm sure many of you use, you can choose which platform you're creating something for. It'll resize something for you. Just something to keep in mind when you're when you're reposting.

Chelsea Brasted: Yeah, I will say this is a masterpiece. And I'm sorry, I didn't format it correctly, because everyone deserves to see the watercolor of a banana tree I made in third grade.

Heather Nolan: Yes, yes.

Chelsea Brasted: So the other thing to really think about in recycling your content is alternative story forms. So when we're talking about, would this piece of content make a good "... " where you can fill in that "... " with an alternative story form. Maybe you have an excellent QA or interview with someone and you're trying to think of, well, like, how can I reuse this in a new way. I keep a list of alternative start alternative story forms on my desktop at all times, because sometimes it just really, really helps to have that content list in front of you and think through would it work as this? Nah. Would it work as this? Oh, yes, it definitely would. And that's why we started this conversation, you know, really urging you to think holistically about all of the content that your organization is putting together. Because having this kind of list in front of you is incredibly helpful when you're trying to think of ways to recycle content. So alternative story for our infographics, decision trees, a step by step, a listicle, a Q&A, a summary, a quiz, social media newsletters, course by email, this is one of my really favorite ones, I'll show you that in a second. It's something new that the Washington Post has done. So keep a list of all of these things and think about, you know, "would this conversation I just had that I'm going to use for a blog post, could I turn the core of what they were saying into a spreadsheet that my audience could then download and use?" So think about that, keep that list of your content that your organization is creating on your desktop, and then also keep a list of all of the different kinds of formats that you can create content in. This is going to be incredibly helpful for you as you're thinking through all of these ideas. So here's some really fun examples. So there's Ashley Neal, the queen of our blog, in a video Q&A that she did with Pat Jones from the International Bridge, Tunnel and Turnpike Association. So this was just like a 10-20 minute conversation she had over zoom call, recorded that zoom call, she turned that into a blog Q&A. Then it landed in a roundup of blogs. So this was three separate pieces of content that Ashley got out of one conversation, easily could turn this into Instagram posts with quote social cards. Easily, you could turn this into individual blog posts on each of the answers that he gave during that blog Q&A for the pieces that really resonated right. So tons of opportunities from a single conversation. Other ASF

examples, this is one I was talking about from the Washington Post. Obviously the Washington Post has been covering the Coronavirus through their health coverage through their politics coverage through even their entertainment and social coverage. So one of the ways that they tackled covering the pandemic was to develop a course by email. So you could sign up for this, it's a one time subscription, and you get seven emails over seven days, and they teach you something new every single day. You could easily do this from an LMS. Take an introduction course for any of your continuing education course credits, take an intro level type of piece of content, break that down into seven emails, this could be awesome way to engage your members to get in their inbox every single morning, and then potentially get those folks to take the rest of that course through your LMS or get them engaged in other types of content that they may not have otherwise, but you've been in their email inbox every single morning, reminding them that you're there. And you have this expertise. Another ASF example is, "So you want to talk about..." this is an Instagram account that became incredibly popular — it's pretty progressive — became pretty popular over the course of this social unrest that we had in the states this summer. So we've traditionally thought about Instagram from this perspective that, you know, this is where people go for really pretty food pictures. And like, you know, pictures of our puppies, right? So you want to talk about sort of turning that on its head. And so you want to talk about posts, just text on slides. And so they basically offer like two to six slides to just give someone a really quick example lesson on something that's in the news that day. I mean, Heather, correct me if I'm wrong here, but two years ago, nobody would have put this much text on an Instagram post.

Heather Nolan: No, definitely not.

Chelsea Brasted: So you know, break down those boundaries, have these conversations, and maybe turn some of your content into a tech slide like this. Hit someone where they are. Land in their Instagram feed and say, "Hey, we're going to talk about this thing today." So I love that example of what they're doing. Alright, so this last thing that I wanted to share here for recycling your content is this thread of tweets that someone posted on Twitter. It is just kind of a masterclass in recycling your content. So let's just jump through this real quick, because these are really great ideas. So this is from Ryan Law. He suggests identifying recurring topics from existing blog posts, and then finding new ways to pull them together. So if you find yourself writing, like, you know, here's one day here's a blog

post about topic x. Now, here's another day, another blog post on a different spin on topic x. And then another day, yet another spin on topic x, make one big blog post that just brings all of those together, right? Great example. So find those, find those recurring themes in your content, and give people alternative ways to find them. That's just instantly reusing your content and making all of it findable. And just putting it under a different banner. Ryan also suggests internally surveying for content. So this is exactly what I was talking about. You got to break down those silos, talk to everyone on your team, find out what questions they're answering and turn that into content. Other suggestions, he has those roundups with a twist. So your best content never has to be boring. Look at the trends that happened in your industry that year, look at the tools that maybe you've talked about multiple times over the course of a year, throw them all on a single list, refresh that content that you guys have. There's always a ton of organic traffic that you can gather from that. That's the SEO chapter of events that Heather was talking about. And then spin off content. This is reusing and recycling content, answering questions that are popping up in a report, and turning everything into new kinds of posts. And this is just one Twitter thread. And you know what's so funny about this, he reused content to put this together. So you'll see in those blogs, or like in each of those tweets, he's got links to content that he created. So it is possible, it is doable, and I love this. It was one single thread and I was like oh, well, we don't have to do our entire workshop because it's all right there. That's one Twitter thread. Okay, wrapping up. Heather, do you want to talk about some of our favorite tools?

Heather Nolan: So here at Sidecar, some of the tools we use for management for project management are Asana, Google Sheets. Those are both really good ways to collaborate with your team because you get multiple people, multiple people on a platform looking at stuff. They'll see edits you can tag each other, etc, etc. We also use social media management, Tweet Tech and Buffer. And then rasa.io is a tool that we use for our newsletters or able to pull evergreen content and get that into our newsletters for our lovely subscribers. Design, we mostly use a lot of Canva. Also some Adobe Spark, InDesign, Photoshop, Acrobat, all the lovely Adobe products. If anybody has questions about this, drop it in the chat, I'm happy to answer. But those are the main tools that we're using. Chelsea, do you want to talk a little bit about the photo and video tools?

Chelsea Brasted: Yeah, I think, uh, you know, we're always trying to spend as little money as possible on video, but it's maybe the most expensive thing that we do, right. So for this, I really lean into sites like Pexels, Unsplash, Reshot, even the National Archives has free photos and videos that you can use because it's, you know, fallen into the public domain. And you can get kind of fun black and white stuff for that. CC Search is it's the exact same kind of thing. It's just searching Creative Commons. So looking for free photos and videos that you can use. Sometimes you can repost something with a fun video, and all of a sudden, it's completely re-engaging your audience in a new way. Online teleprompter is a free tool you can use to take a video of yourself and make it look like you know what you're doing. Using QuickTime to do screen screen video captures iMovie premiere for editing, Render Forest is a really cool one. This is very low cost intro videos. So if you've ever seen, you know, at the beginning of a video, it has like a fancy logo, and it's, you know, animated and looks nice. You can get one from Render Forest for like 20 bucks. And it's going to be so much less expensive than, you know, hiring someone to build something completely brand new. And then Headliner is also great if you're doing podcasts or if you have video. It's the app that makes the sound wave videos. So you know if you wanna be able to promote content that you have, or just you rip audio out of something, and use it in a new way, Headliner is a great way to turn a podcast into a video, or turn a video into a different kind of social media post where they just have the sound wave and people can engage with it in a slightly different way. Five questions to ask today, Heather?

Heather Nolan: All right. So I know we've thrown a lot of info at you. I hope not too much. But to kind of get you started, here are some questions you can ask yourself and your staff today to kind of get moving forward and start reducing, reusing and recycling your content. How are you thinking about the next steps of your content? What data are you collecting on your content? Same with all your social media analytics to kind of see you can get a good idea of what's working and what isn't. Question number three: Does your content integrate seamlessly with your marketing efforts? What can you stop doing? I know we talked a little bit about this, a lot about this actually, before but this is a very important thing to do. So if you're doing something and it's a waste of time, then why are you still doing it? Do you really like you know, put that effort somewhere else? Also, what search terms does your organization own? And what's missing? And this kind of falls back into that SEO thing and best practices. So keywords are always important.

Chelsea Brasted: You want to make sure that you're owning the search terms you want to be owning, for sure. Okay, so five steps, we had five questions you guys should be asking this. We also want to give you five steps that you can take today. So once this presentation is over, you can run out into your association, office and tackle the day. Okay, so number one, make an editorial calendar if you don't already have one, but also be totally prepared to throw it out the window. Nothing blows my mind more than when I see an organization hold on to something that could be really engaging, because, you know, it's not content month. Like what even does that mean? I think it's really smart for us to be thinking ahead, planning for developing content. You know, so we're making sure we're staying on top of talking with our experts in the organization and making sure we're reaching out to members when we need to. But if something is trending today, you need to engage with it today and that is super important. Number two makes that simple list of all the kinds of content you create, and all these alternative story forms, or alternative formats that you can lean on. So you are never sitting down for a brainstorm conversation, without totally knowing all of the options at your disposal. So that brainstorming process is a lot easier for you. If you have this kind of content, would it make a good x? Make sure you have a list so you can fill in that x, right? Number three, start an evergreen list, if you don't already have one, make sure everyone who's in charge of posting content to your website, or working with any print products that you have. Make sure that everyone is aware of and regularly updating that evergreen list of content marketing posts, pieces of content that are just generally going to be good, either at any time of year or regularly at a certain point every year. Number four: review or create a content strategy. This was one of the foundations that we talked about at the beginning of this session. If you don't have a content strategy, make one. Everyone should be on the same page within your entire organization on your content strategy. Number five: review your top 10 content pieces of the year. And ask yourself why they worked. Look for keywords and headlines, look for things that look like a you know, maybe every headline sort of sounds the same. Maybe you had a lot of members that reacted to a couple of different things. What was it that worked, really inventory that and ask yourself how you can recreate some of that success in 2021.

So thank you guys so much for being with us for our crazy wild ride of reduce, reuse, recycle content. Everything that we talked about, we go into even more detail on

SidecarGlobal.com. So we would love it if you considered joining us for a membership. Membership is \$197 for the entire year. So if you're not already a member, you can spend \$197 and have access to all of these ideas and more on our website, in our membership through the dashboard through all of our step by step courses through all of our replays of our videos, because that also is the exclusive place where you can find the replay of this workshop is in our membership.