15 IDEAS FOR REPURPOSING YOUR E-LEARNING WEBINAR

KC Communications

Your webinars are a gold mine of valuable content. Don't just park them on a website and let them gather dust.

With a little creativity, your webinar can be repurposed into many more pieces of content.

You don't have to put every one of these ideas into action. Choose what works for you, your audience, and the channels you use. Let's get to it!

1. CREATE BLOG POSTS FROM WEBINAR CONTENT

Write one or more blog posts from the transcript text

Expand on answers given during the Q&A

Ask guest presenters to write a guest post (do this when you first ask them to be a presenter)

2. CREATE CLICK-TO-TWEET QUOTE BLOCKS IN BLOG POSTS

Make a block quote and include a call to action to share it on Twitter

Use the "Click to Tweet" website or "Better Click to Tweet" plugin

3. TURN TWEETS INTO INSTAGRAM POSTS

Publish screen captures of tweets to Instagram

Consider making tweets into Instagram Stories (they display first in mobile apps)

Add the tweets in Stories (and other content like articles or podcast interviews) to Custom Highlights on your profile.

3. UPLOAD THE WEBINAR VIDEO TO YOUTUBE

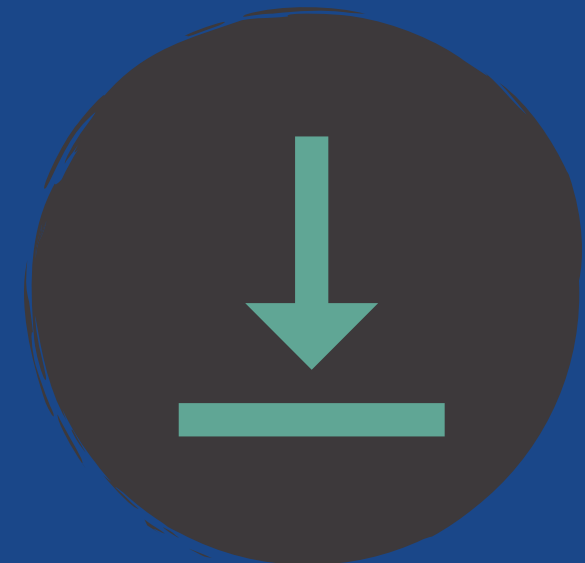**Edit out any extraneous elements so the video gets right to the point**
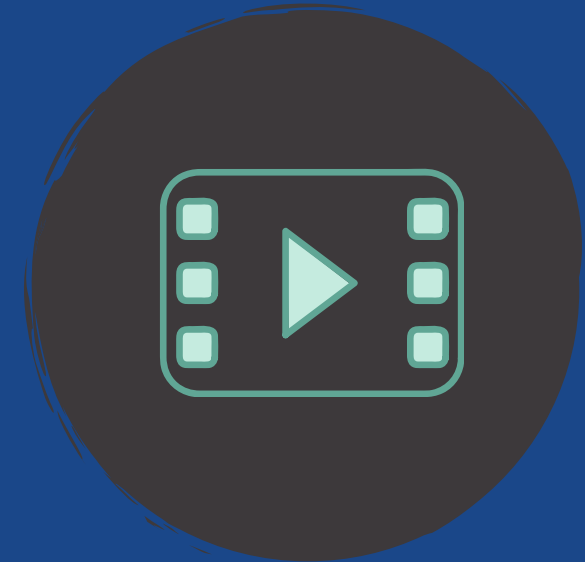
4. CREATE THUMBNAILS FOR INSTAGRAM CAROUSEL POST

Create thumbnails on YouTube and download them

Facebook automatically creates thumbnails of live streams, so download whichever ones you choose

Create a carousel post on Instagram using thumbnails (include captions)

5. CREATE 1-MINUTE (OR LESS) VIDEO CLIPS

SHARE THE CLIPS ON SOCIAL MEDIA PLATFORMS, ESPECIALLY:

- LinkedIn
- Twitter
- Instagram

Choose clips that share tips or insights

Use them as teasers for the webinar recording or as stand-alone content (your choice)

6. INCLUDE VIDEO CLIPS (OR THEIR LINKS) IN EMAILS

POST-WEBINAR PROMOTION

Email video clips to registrants who didn't attend the live event to entice them to view the recording

DRIP CAMPAIGNS

Use a drip campaign to nurture your target audience; create different messaging for those who attended the live event

E-NEWSLETTERS

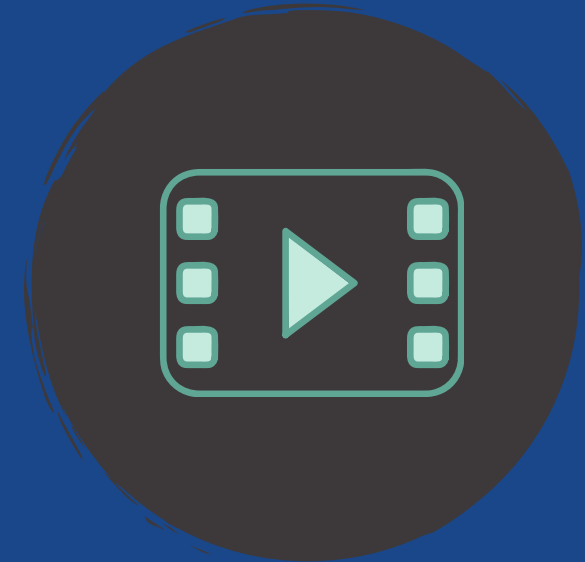Highlight video clips from the webinar in one or a series of newsletters

7. LAUNCH A VIDEO SERIES

Test out an idea for a video series with a webinar

Plan ahead so that you film segments that can be used in your video series.

Post longer videos on YouTube, Instagram's IGTV, and your website

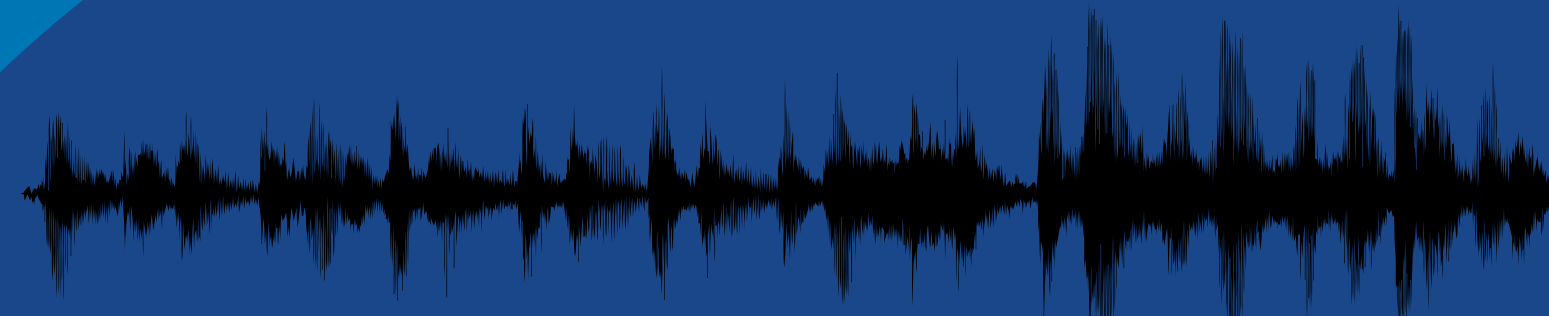**You can also link to the videos in your emails or e-newsletters**

8. POST ON LINKEDIN & SLIDESHARE

Select webinar slides containing a few tips to "tease" new prospective audience

Share the slides on LinkedIn and SlideShare

Include a link to your blog post or webinar

9. CREATE AUDIO CLIPS

Extract the audio from your video clips

Use apps like Free Audio Editor, Power Audio Extractor, or MiniTool uTube Downloader

Pair the clip with a thumbnail image

Publish on social media
(remember to include captions)

10. USE THE AUDIO CLIPS IN PODCASTS

PROVIDE FURTHER DETAILS
Use the clips as starting points for further discussions

INVITE PRESENTERS TO BE GUESTS
They can expand on the topics or subtopics explored in the audio clips

USE THE AUDIO AS THE PODCAST ITSELF
If the webinar format aligns with the podcast format, repurpose the webinar without much more effort

11. TURN WEBINAR CONTENT INTO AN E-BOOK OR WHITE PAPER

Create an eBook that delves deeper into the content or combines content from multiple webinars

Add content from relevant blog posts and infographics.

12. MAKE AN INFOGRAPHIC/ MICROGRAPHIC FROM WEBINAR CONTENT

Pick the most compelling data for your infographic

Infographic tools include free options such as Canva, Easel.ly, and Piktochart

14. CREATE QUOTE GRAPHICS FOR SOCIAL MEDIA

PRESENTER/GUEST

If your guest is well-known, include a thumbnail image (ask permission for quote and image)

ATTENDEES

Ask audience members who left insightful or compelling comments for permission

WEBINAR CONTENT

Feature a statistic, question, or trend from the webinar

WHERE TO SHARE

Share the quote on LinkedIn, Facebook, Instagram and Twitter

13. CREATE AN ONLINE COURSE/MINI-COURSE

OUTLINE
Decide the desired end result for learners. Plan the modules

REPURPOSE SLIDES & NOTES
Include webinar slides and convert notes to PDFs

BUNDLE CONTENT
Reuse multiple webinars and other content pieces as needed

15. CONVERT FOR CONFERENCES AND TRADE SHOWS

KC Communications

If you want to repurpose your content or create new quality pieces,

... but you're struggling to find time to plan and get your content done,

I can help.

Benefit from my 20+ years of e-learning and software experience. I've worked with established brands like Pearson and TEFL International as well as industry newcomers.

I can help you with content creation or with the research and planning needed to create a content calendar. Contact me at kelle@kc-communications.com.