HOW TO MAKE YOUR SOCIAL MEDIA "SNACKABLE"

So you can attract new prospective buyers, boost engagement, and save yourself tons of time + stress.

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Hack #1:

Start with 1 piece of long-form content and segment it out.

A form piece of content is usually a podcast episode, blog article, or even an ebook. This becomes your “source” article. You’ll use this piece of content to segment into all your other content pieces.

In my biz, we usually start with a podcast script and then repurpose this long form content into:

- Blog article
- Newsletter content (links to the blog article and/or podcast episode)
- Social media posts, Stories, and Reels (depending on the content)

Example long-form content:

- July 6th podcast episode: How to Start an Online Business



Hack #2:

Turn your content "snacks" into different formats.

In this example, I took my long-form audio script and turned it into a blog article with 5 TIPS TO START AN ONLINE BUSINESS. I added memes and gifs to keep visual interest as the reader moves down the page.

- July 6th podcast episode: How to Start an Online Business
- July 6th blog article: How to Start an Online Business
- July 6th newsletter: How to start an online business

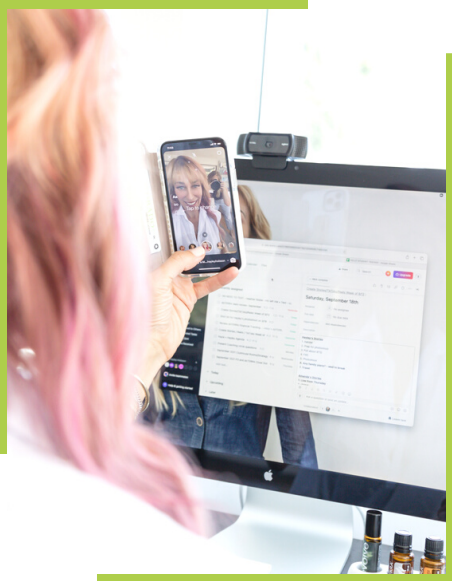


Hack #3:

Turn your content into Stories.

In this example, I used the same podcast script/blog article and chose one of the tips from the long-form piece to include in my Stories.

- July 6th podcast episode: How to Start an Online Business
- July 9th Story

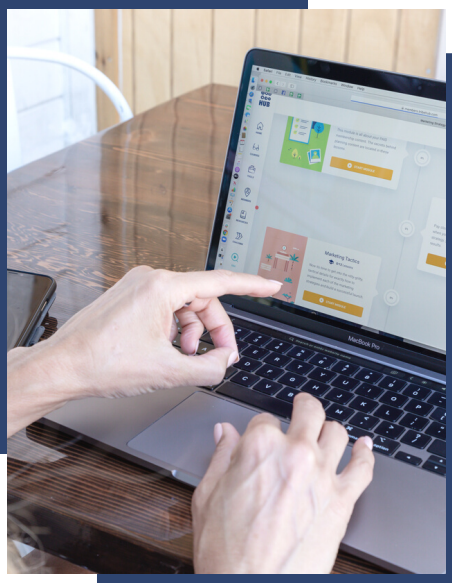


Hack #4:

Use short-form video.

In this example, I created two different videos based on the podcast script. In one video, I spoke directly to camera and shared a teaching point from the episode (both in my video script + my caption). In the second video, I used audio clips available and lip-synced. The caption is based on a teaching point from my podcast episode.

- July 6th podcast episode: How to Start an Online Business
- July 8th TikTok: Why you have to lose to win.
- July 8th IG Reel (talking directly to camera): Reason #487 why I LOVE competition...
- July 7th TikTok: It's too late to start a biz online.
- July 7th IG Reel (using clips from within IG): Let me set the record straight here...



Hack #5:

Use infographics.

I mostly use infographics for DIY recipes and “how-to” pieces for my network marketing biz. I will often include these recipes in my newsletters and then create a simple graphic to post on Pinterest. The Pinterest infographic with the recipe links back to my website or wherever I want the pinner to go.

- Pinterest Recipe: DIY Bug Bite Itch Stick