



superhighways
harnessing **technology** for **community** benefit

10 Ways to Share

Making the most of your content

Content repurposing, sometimes called content recycling, is re-using existing content and presenting it in a new format to expand its reach and lifespan.

As you create new content, you can plan for a variety of different ways to share a new piece with content repurposing.

Hubspot: [20 Creative Ways To Repurpose Content](#)



What we'll cover today



A few tips, tactics and tools to help your content go further

- ✓ Gather
- ✓ Tweak
- ✓ Break it up
- ✓ Recap
- ✓ Renew





Remember there's lots of way to do this!

One way to share – what will you be sharing soon and how will you share it?

- ✓ Quick conversation
- ✓ 5 minutes




You'll be putting together a mini plan

If you're happy moving between your Zoom screen and your browser e.g. Chrome

[Click on the link in chat](#)

Go to menti.com
enter **4714 0589**

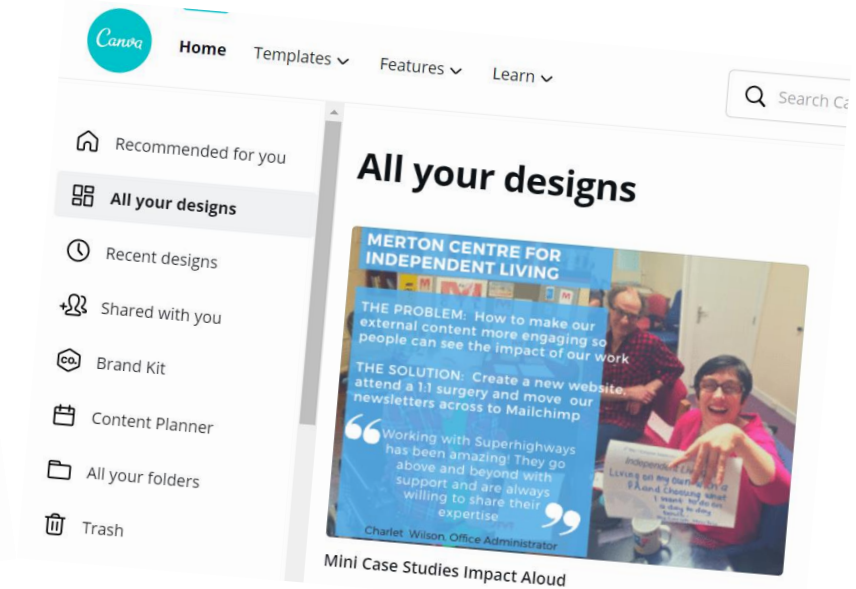




What's in
my
toolbox?



A few digital tool ideas...



[Canva for graphics](#), social media, flyers, videos and more
[Adobe Express](#) for creating designs & videos
[Free photo websites](#) you can use, credit where needed





Gather

Repurpose from the start

Demo: Zoom chat into posts

What worries does your organisation have about rising poverty in London?

Answers in chat





What other ideas do you have to capture or create content to help share in multiple ways?

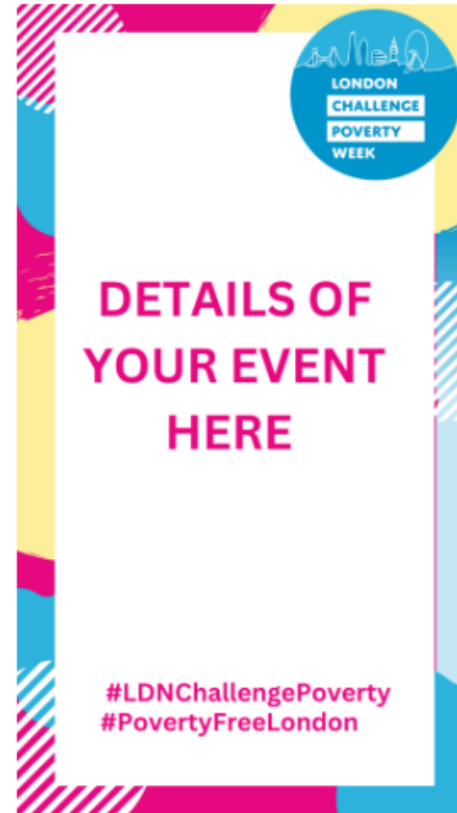
Do call out or write in chat any ideas you may have



Editable Images

Click on the image below to access the template – you can make changes, then save and share your own version of the image. Use them to promote your own events during Challenge Poverty Week.

Instagram posts and stories



<https://londonchallengepovertyweek.org.uk/resources/>

A few more ideas

- ✓ Take 10 photos when creating video
- ✓ Edit images for different platforms
- ✓ Pre-write social posts for live sharing



Ask Chat GPT for ideas?

Write a campaign message for a tweet to end poverty in London in the style of London Challenge Poverty Week, targeting local MPs in London...

< 2 / 2 >  Join the Movement to #EndPovertyLDN    

Dear London MPs,

As Londoners, we cherish our vibrant city, but it pains us to see poverty persist in our communities. This #LondonChallengePovertyWeek, we call upon you to be champions of change!

-  It's time for affordable housing initiatives that truly work.
-  Let's invest in education and skills for all.
-  Ensure fair wages and job opportunities.
-  Innovate for a sustainable future.

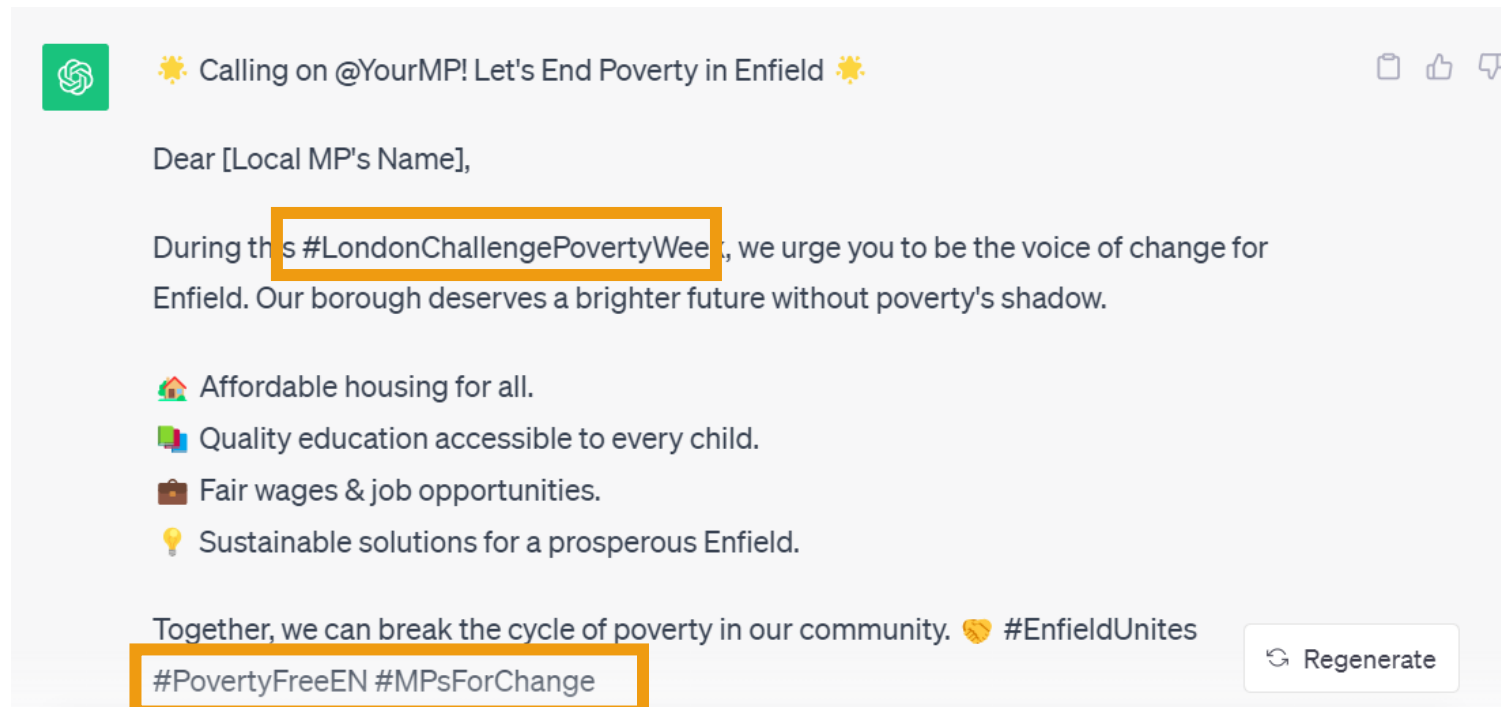
 Regenerate

Together, we can rewrite the story of London. 



Ask Chat GPT for ideas?

Write a campaign message for a tweet to end poverty in London in the style of London Challenge Poverty Week, targeting the local MP for the borough of Enfield...



The screenshot shows a ChatGPT interface with a green profile icon and a title: "Calling on @YourMP! Let's End Poverty in Enfield". The main text of the draft is: "Dear [Local MP's Name],
During this #LondonChallengePovertyWeek, we urge you to be the voice of change for Enfield. Our borough deserves a brighter future without poverty's shadow."
Below this are four bullet points with icons: "Affordable housing for all.", "Quality education accessible to every child.", "Fair wages & job opportunities.", and "Sustainable solutions for a prosperous Enfield."
The closing text is: "Together, we can break the cycle of poverty in our community. 🤝 #EnfieldUnites
#PovertyFreeEN #MPsForChange". A "Regenerate" button is visible at the bottom right of the draft area.

Check your messaging and your facts!

#PovertyFreeLondon
#LDNChallengePoverty



How will you create or gather content to help with sharing?

If you're happy moving between your Zoom screen and your browser e.g. Chrome

[Click on the link in chat](#)

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enter 4714 0589





Tweak

Small changes for audience or channel



How can we tweak the content we already have

Answers in chat or
call out



North London Cares added a photo and a video.
March 15 at 7:19pm

"Well, I would say it likely involves plenty of creativity and energy..."
That's what Sheila thinks a hip-hop dance might look like. And she's right! David, Roy and Caroline all took a leaf out of Damien's book and got down in Kentish Town today. Damien runs B-Better, a Camden-based dance collective and he shared his moves, his story and his enthusiasm with neighbours today - they gave him plenty of energy and attitude in return. As you can see from Virdon's t-shirt (won for "best dab") - hip-hop lives!



Like Comment Share
31
2 shares

northlondoncares
20 likes
northlondoncares In Kentish a #hiphop #dance class, it tu sass that counts and we've g that to go round! #kentistown #camden #islir #neighbours #friendship #nc #london
Log in to like or comment.

North London Cares @NorthLDNCares - Mar 16

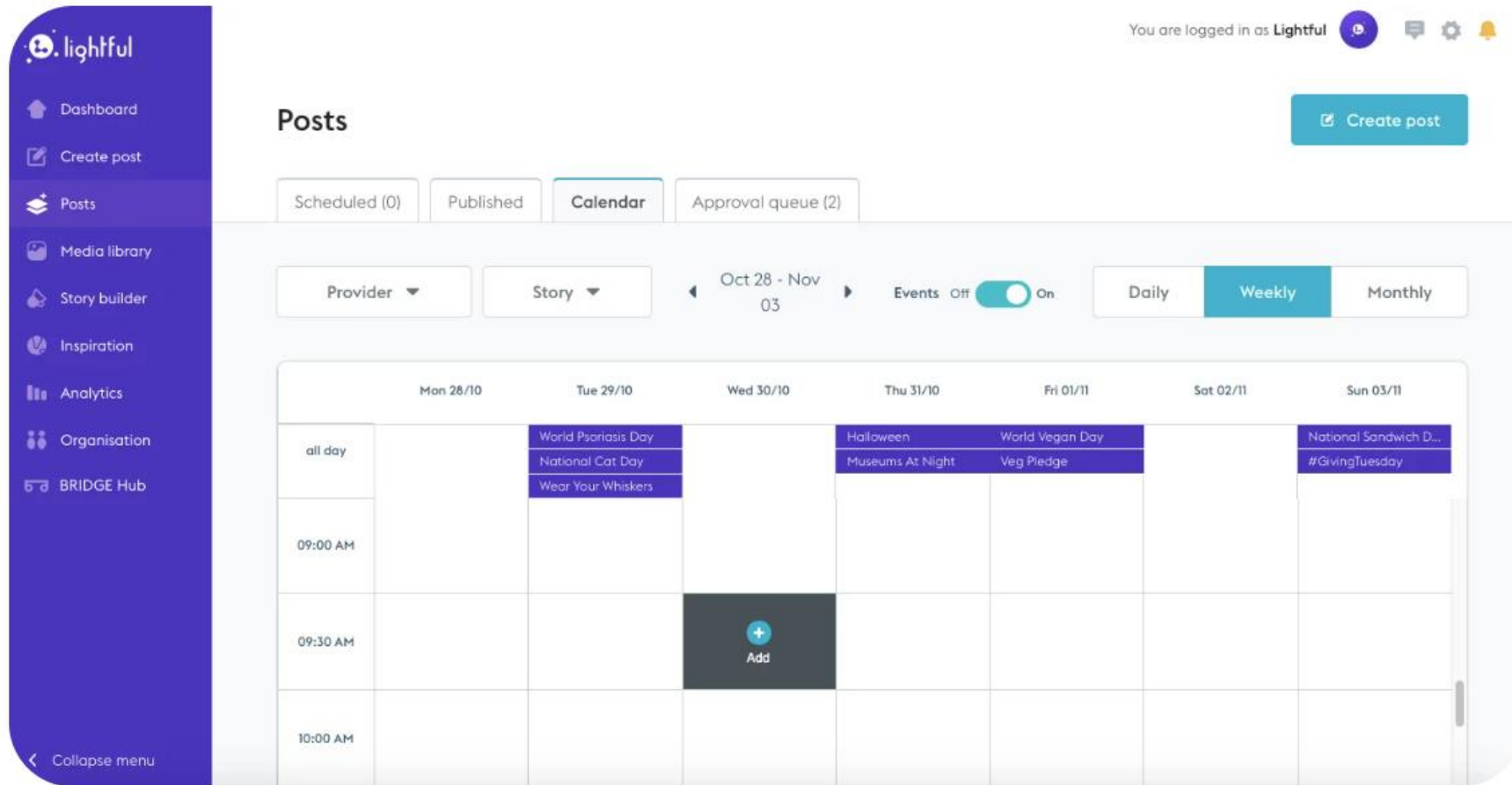
"I don't believe it. I'm going to wear it home!" - Virdon, winner of 'best dab' yesterday, loved her prize. #HipHop Lives in #KentishTown



B-Better HipHop Org., KTCC, T Damien Anyasi and AgeingBetterinCamden
1 3 8



A scheduling tool might help




[Lightful](#)

- ✓ Free for life.
- ✓ Unlimited scheduling.
- ✓ Up to 2 social profiles

Lightful: [Five Steps to Create a Social Media Content Plan](#)



Create Draft



Dear [Local MP's Name],
During this #LDNChallengePoverty Week, we urge you to be the voice of change for Enfield. Our borough deserves a brighter future without poverty's shadow.

- Affordable housing for all.
- Quality education accessible to every child.
- Fair wages & job opportunities.
- Sustainable solutions for a prosperous Enfield.


Together, we can break the cycle of poverty in our community. #EnfieldUnites
#PovertyFreeLondon

Drag & drop or
[select a file](#)

Schedule date: **No Time Set**

[Customize for each network →](#)

Create Post




Dear [Local MP's Name],

During this #LDNChallengePoverty Week, we urge you to be the voice of change for Enfield. Our borough deserves a brighter future without poverty's shadow.

- Affordable housing for all.
- Quality education accessible to every child.
- Fair wages & job opportunities.
- Sustainable solutions for a prosperous Enfield.

Together, we can break the cycle of poverty in our community. #EnfieldUnites
#PovertyFreeLondon

Twitter Preview ?



Superhighways @SuperhighwaysUK
Dear [Local MP's Name],

During this #LDNChallengePoverty Week, we urge you to be the voice of change for Enfield. Our borough deserves a brighter future without poverty's shadow.

- Affordable housing for all.
- Quality education accessible to every child.
- Fair wages & jo

Start with the bigger and work backwards to the smaller item with [Buffer](#) (free plan has 2 channels and 5 posts per day limit).



Audio example for campaigning



[Z2K Life After Lockdown project](#) turned into video, uploaded to YouTube

- ✓ Audio stories gathered alongside video to drive policy work
- ✓ Focused policy asks around Rented Private Sector and Universal Credit



#LifeAfterLockdown

Z2K⁺
poverty



Break

Approx
15 minutes



A young boy with short hair, wearing a grey t-shirt and bright green earbuds, is looking intently at a laptop screen. He is sitting at a desk in a classroom. In the background, another student is visible, wearing a teal shirt and a pink headband, also working on a laptop. The scene is brightly lit, suggesting a modern educational environment.

Welcome back

Tweak

Small changes for audience or channel



Design



Elements



Text



Brand



Uploads

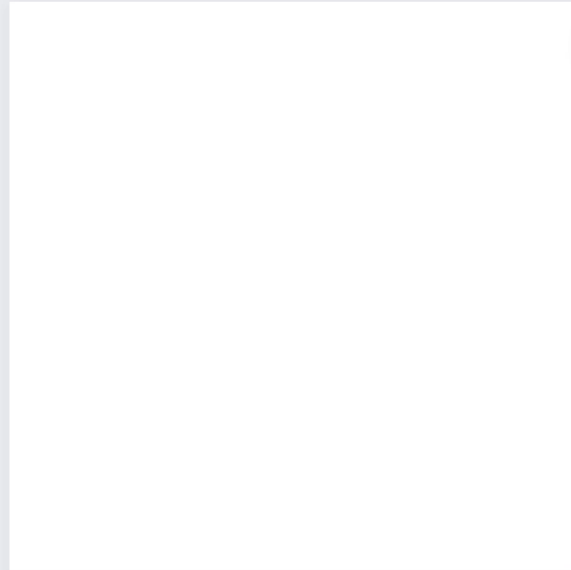


Draw



Projects

Position



1



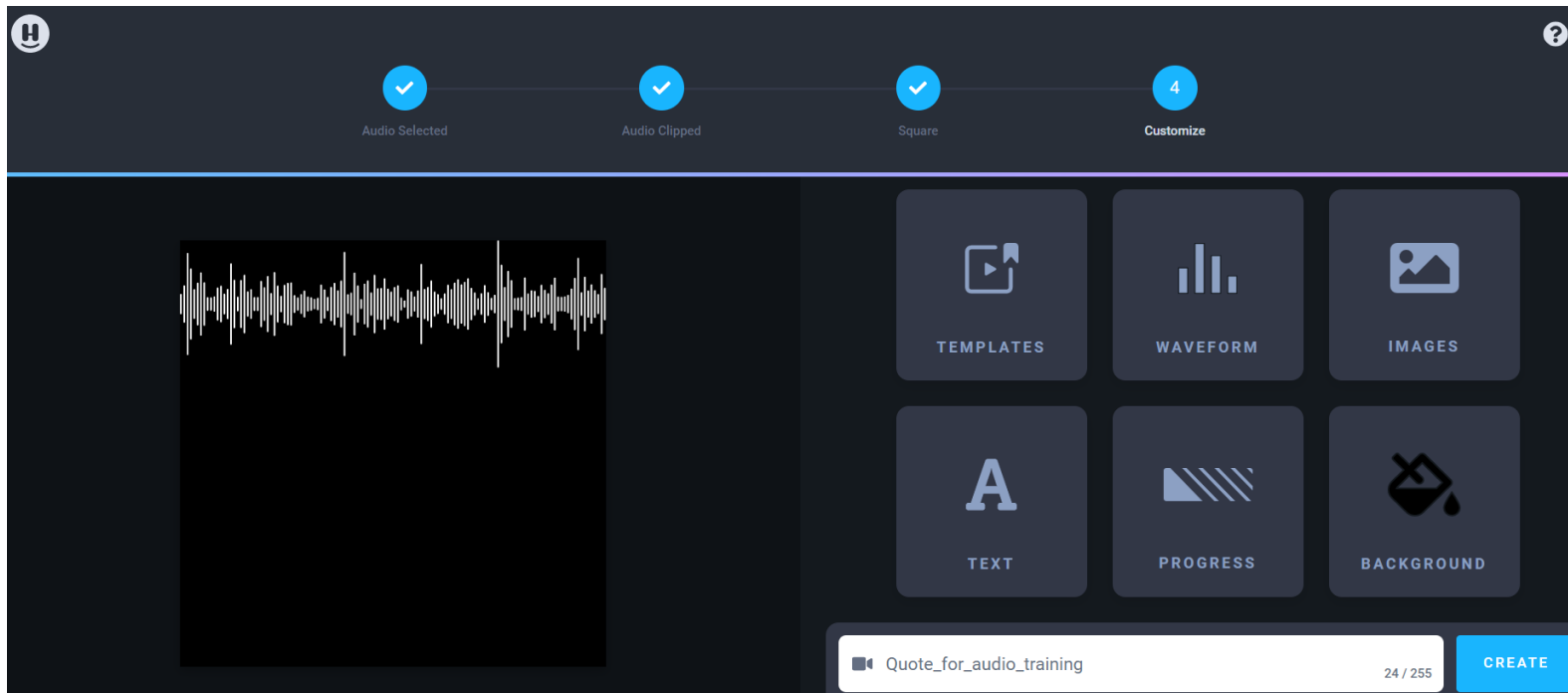
📝 Notes

🎬 Duration



Creating a video from audio

Quick DEMO. Then you'll then repeat



Free for up to 10 minutes transcription and 5 unwatermarked videos per month
\$9.99 billed monthly



Exercise: Creating a video from audio



1. Go to [Headliner](#) and create a free account
2. Download our [short audio file](#) about digital poverty
3. Upload into Headliner
4. Trim the beginning and end
5. Choose a waveform for your file
6. Export as an MP4



Quotes into video using Canva

Audio effects Adjust



You could also use Adobe Express.

You could also use photos and put the captions over the top. Or simply re-size and existing video.



Don't forget your team!



CW Camilla Wheal 15/07/2022 10:47

Hi General! A huge thank you and WELL DONE on the successful event yesterday! Team work at its finest for sure. You might have already seen some pictures on our Twitter and Facebook but I thought I'd send you a few tasters on here too. Have a good weekend!



CW Camilla Wheal 15/07/2022 10:48

PS. General If you are sharing pics of the event on your socials etc, please tag @kingstonVA so I can retweet etc. Thank you:)



Clare Chamberlain 15/07/2022 10:51

General - Well done guys! It looks like a brilliant event 🍌



Sorrel Parsons 15/07/2022 10:55

Good pics Camilla, great to see people smiling and laughing



JD Jill Darling 15/07/2022 13:50

Fabulous - well done everybody!! 😊



How will you tweak or adapt your content?

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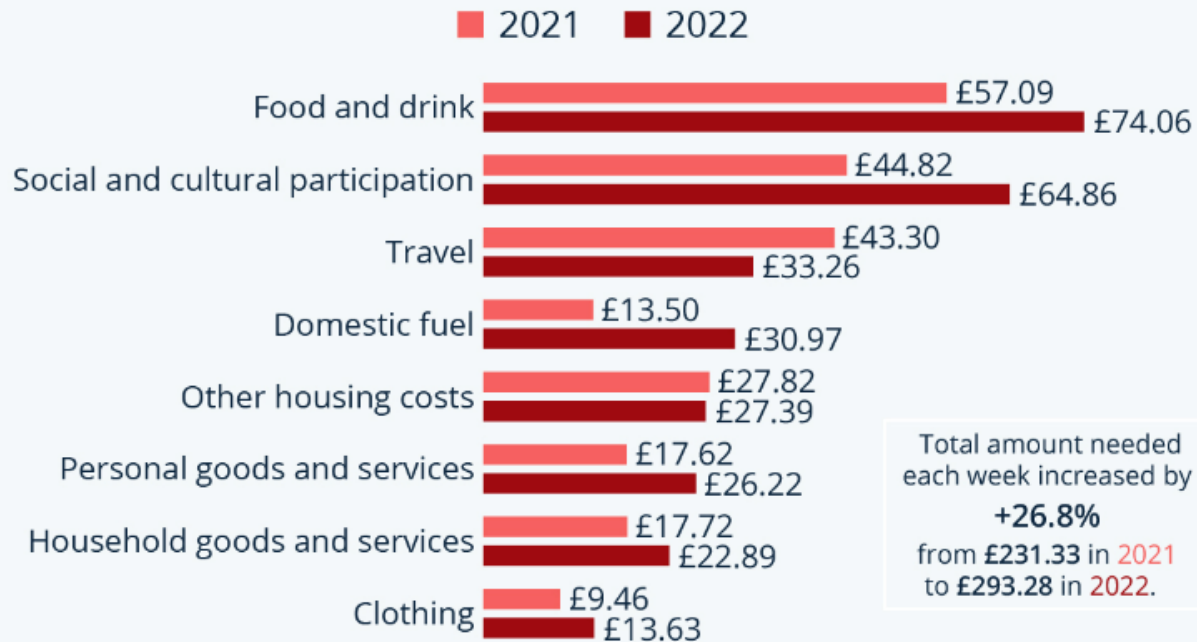


Break it up

Break the whole or build up from the small

A Breakdown of the Rising Cost of Living

Amount needed each week for a single working adult to reach the minimum standard of living in the UK*



Total amount needed each week increased by **+26.8%** from **£231.33** in **2021** to **£293.28** in **2022**.

* Excluding rent and childcare
Source: Joseph Rowntree Foundation



How could we make this chart go further?

Answers in chat



MEASURING POVERTY BASED ON HARDSHIP



**100,000
CHILDREN**

LACK THREE
MEALS A DAY
OR A WARM
WINTER COAT



**400,000
CHILDREN**

GO WITHOUT
FRESH FRUIT OR
VEG AT LEAST
ONCE A DAY



**3.2m
CHILDREN**

DON'T HAVE
A ONE-WEEK
HOLIDAY ONCE
A YEAR

Each of these three facts from [CPAG](#) adds up to a bigger picture but you could use each as a separate items in the lead up to sharing it.



Listicles are another useful example

7 free and affordable online tools for simple and creative collaboration



Refreshed article July 2022 (first published February 2021)

Superhighways has curated a range of free and low cost online tools that can help your small charity or community organisation be more creative when collaborating online.

- ✓ Turn each item into a social post
- ✓ Turn each item into a how to
- ✓ You have lots of knowledge – what could you share? E.g. 7 ways to fight food insecurity and hunger



A few ideas

- ✓ News item subheadings into [Twitter thread](#)
- ✓ Infographic or report into 5 x emails to specific / groups of people
- ✓ Edit webinar recording into short clips



A top-down view of a child with curly hair reading a blue book. The child is wearing a red and yellow striped shirt. Surrounding the child are several colorful sticky notes in shades of blue, green, yellow, orange, and pink, arranged in a semi-circle above the book. The background is a plain white surface.

Recap

Summarise what's happened



How can we create summaries of previous content?

Quick conversation,
1 or 2 ideas
answers in chat when
you come back



London Challenge Poverty Week 22

← → ↻ padlet.com/4in10/london-challenge-poverty-week-2022-f50lh2l0iolji0qn

Emily Barker + 3 • 11mo

London Challenge Poverty Week 2022

Search for or add the postal code for an event or organisation that you engaged with during LCPW

- The Junior League Of London, Fore St...
- The Junior League Of London,...
- BritSom, Eversfield Gardens, London, ...
- BritSom, Eversfield Gardens,...
- Toynbee Hall, Commercial Street, Lon...
- Toynbee Hall, Commercial Street...
- Southall Community Alliance, High Str...
- Southall Community Alliance, Hi...
- Barking & Dagenham College, Dagenh...
- Barking & Dagenham College,...

The map displays London with numerous purple location pins. The pins are concentrated in the central and eastern parts of the city, including areas like Ealing, Brentford, Richmond, Brixton, Greenwich, Woolwich, and Dagenham. The River Thames is visible winding through the city.



London Challenge Poverty Week 22

16 - 22 OCTOBER 2023

LONDON CHALLENGE POVERTY WEEK GET INVOLVED RESOURCES 2021 ST

wakelet Share

Highlights

Art Exhibition – Solace Women's Aid

Dance Dagen


Cre

It's

Visit the Solace Women's Aid [online art exhibition](#) to see the amazing paintings created by children and families living in refuges, inspired by the city, to mark London Challenge Poverty Week 2022.

Barking and Dance (BDY) culture to ex knife and ga to poverty.

E 4in10 @4in10LDN Follow 21 items ·



LCPW-17.10.22-Cost of Living Crisis

Summaries from events on Day 1 of London Challenge Poverty Week 2022

<https://londonchallengepovertyweek.org.uk/2022-story/>



A few more ideas

- ✓ Short story presentation of what you learned
- ✓ List of your top 5 social posts from an event
- ✓ Summary video
- ✓ Wordcloud using [Wordit Out](#) of answers to a question
- ✓ Report using Adobe Express Page, Microsoft Sway or **Wakelet**



Exercise: Create a

1. Go to Wakelet <https://wakelet.com/>
2. Sign up for your free account
3. Add:
 1. Text
 2. Link to your website
 3. Link to a social media post
 4. Add an image from Unsplash

You'll see that you can also add designs straight from Canva!





Renew

Refresh your content to make it go further

Repost straight away

 **Superhighways** @SuperhighwaysUK · Sep 11

Just 2 days left to apply for our new Tech & Digital Support Adviser role.

Use your [#Tech](#) & [#Digital](#) expertise to help deliver our Digital Foundations programme with [@HEAR_Network](#) [@refugeecouncil](#) & [@VoiceOnlineCom](#)

[#CharityJob](#) [#Tech4Good](#) [#London](#)

 **WE'RE**
Tech
Digi
Sup
Adv

superhighways.org.uk
Tech and Digital Support Adviser - Superhighways
Join us to enable small charities and community groups gain the digital skills and tech infrastruc...

  1  1  

Not duplication but building on previous content

 **Trust for London reposted**

 **Trust for London** @trustforlondon · 23h

Replying to [@trustforlondon](#)

To maintain the same standard of living as in 2020, Londoners on the lowest incomes would now need to spend ***27%*** extra per week.

% change in spending for London households in the lowest income quintile, if buying the same goods and services
(April 2020 - August 2023)



0:01

 1  1  2  201 



Build on success

Jan 2020

Top performing pages

Page	Clicks (web)
https://superhighways.org.uk/	155
https://superhighways.org.uk/latest/10-online-tools-to-create-smal/	46
https://superhighways.org.uk/training-advice-and-technical/training/	33

Feb 2020

Top performing pages

Page	Clicks (web)
https://superhighways.org.uk/	139
https://superhighways.org.uk/latest/10-online-tools-to-create-smal/	34
https://superhighways.org.uk/training-advice-and-technical/training/	26

May 2020

Your content achievements

Top growing pages
Compared to previous month

Page	Clicks (web)
https://superhighways.org.uk/	+27
https://superhighways.org.uk/latest/zoom-security-tips/	+20
https://superhighways.org.uk/latest/10-online-tools-to-create-smal/	+18

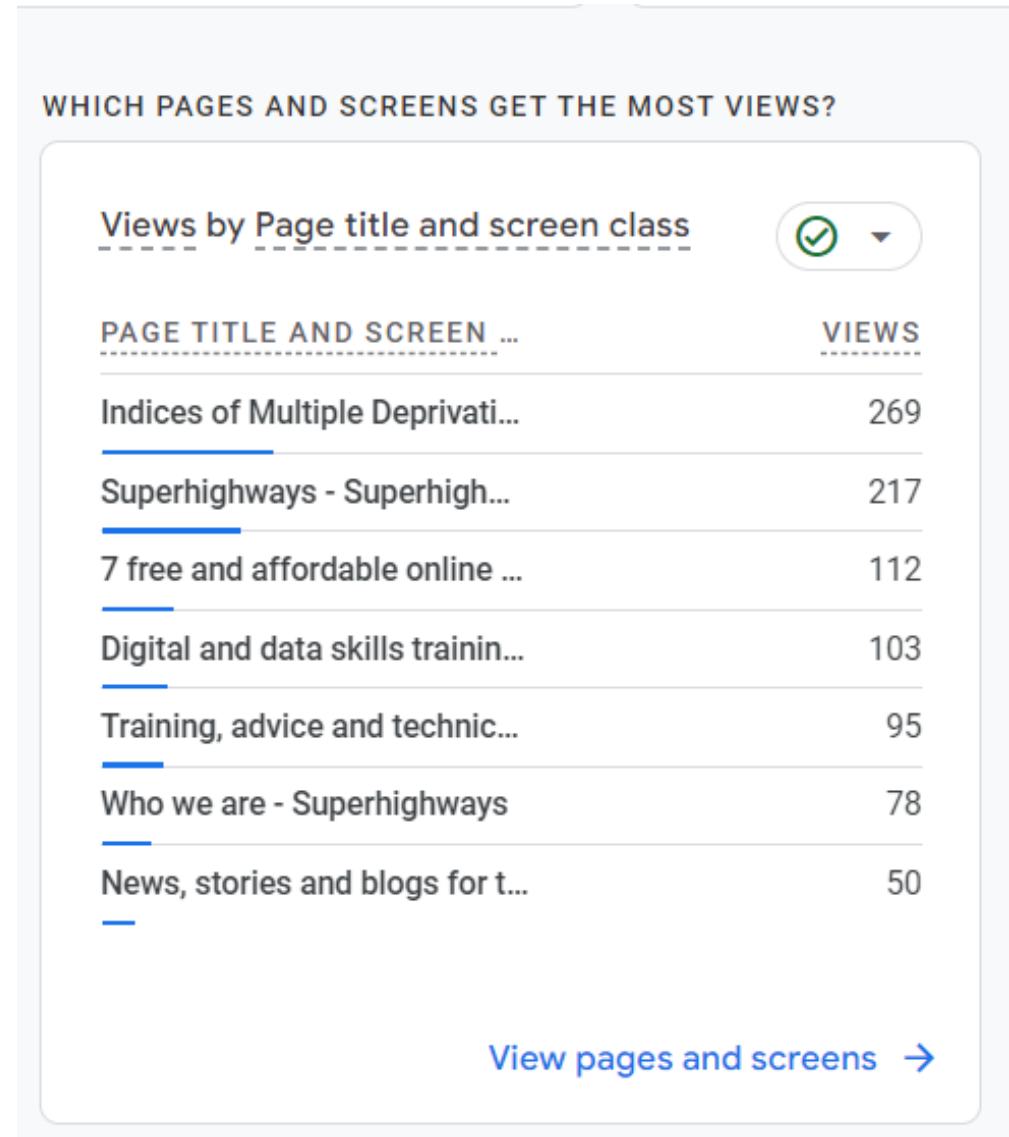
Knowing which content is popular can help you refresh it and republish another time.



Build on success

I might choose a refresh of 7 free and affordable tools. Can I add an extra tool or has anything changed?

- ✓ Website analytics
- ✓ [Facebook Page Insights](#)
- ✓ [Twitter analytics](#)
- ✓ [Instagram Insights](#)



GA4 analytics September 2023



There is no achievement, in the history of human civilisation, that has ever been accomplished by any means other than as a sequence of doable actions.

Oliver Burkeman, [The Imperfectionist](#)



So don't
forget your...





**Add 5 more
ways you will
repurpose or
share your
content**

[Click on the link in chat](#)

Go to menti.com
enter 4714 0589



Next steps

1. I'll send your action plan to each of you individually with some advice
2. Email me for a chat/hands on help/training
3. Book [Creating content that counts](#)



What does Superhighways do?

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.





Thank you for taking part today

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