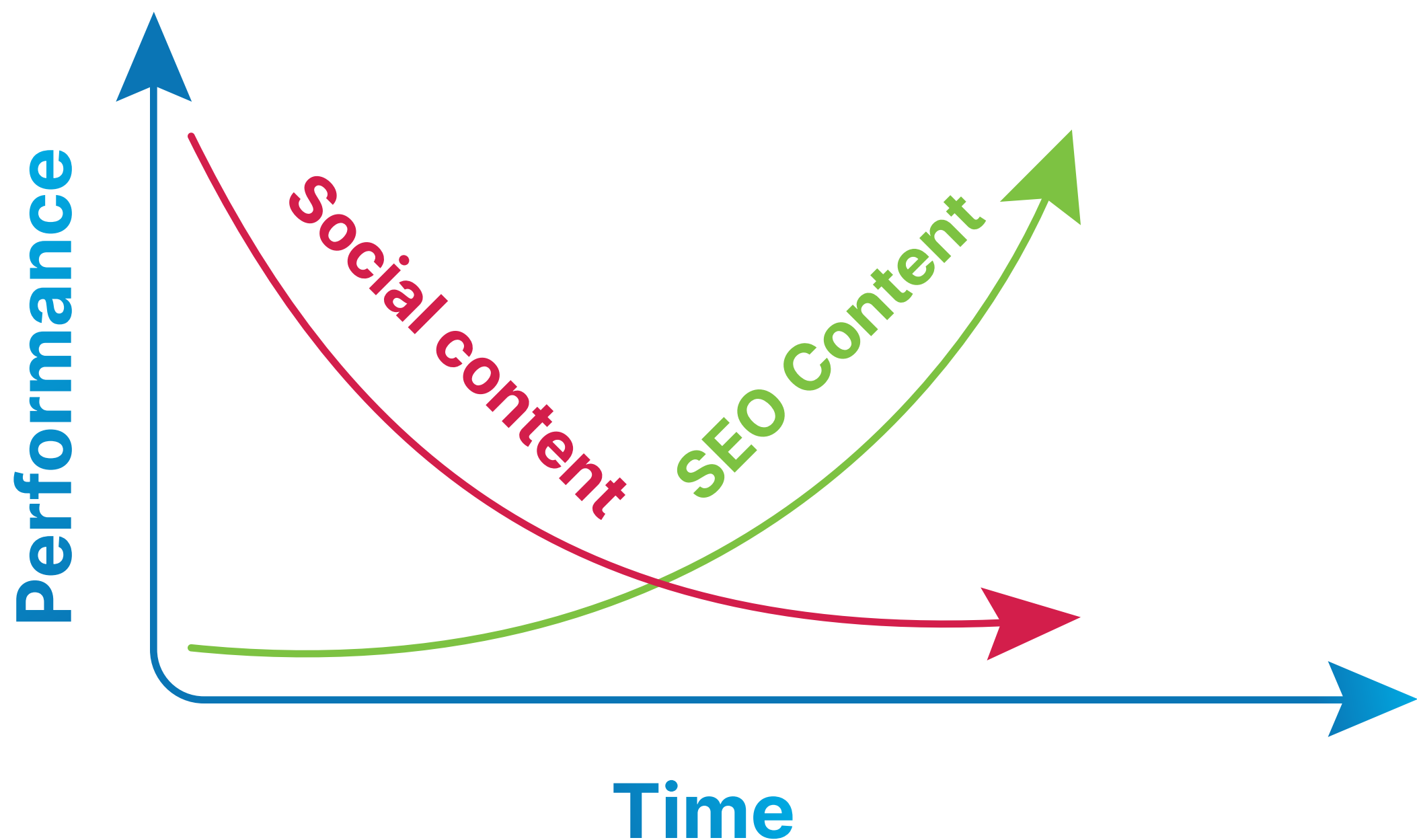# How to Repurpose a Blog Post into a Carousel for Social

(Yes, this carousel is a repurposed blog post 🤯)

Why even bother repurposing your blog posts?

Performance

Social content

SEO Content

Time

While SEO content is great for compounding results over time...

Social content gets your content to your audience **MUCH** faster.

There are 2 ways to repurpose your blog:

1

Summarize the blog post by extracting the H2s, H3s, and main points and putting them on carousel pages.

2

Take an H2 section and turn that into a hyper-actionable carousel.

This post will focus on way #1...

Step #1:

Make the blog H1 the title on page 1.

Rewrite the title to invoke curiosity in the reader. This is essentially the hook or "intro".

Step #2:

Turn the blog subtitles into subtitles for each carousel page.

Rewrite them to flow like a social media post.

Step #3:

Condense 1-5 main points from each blog section into clear sentences to optimize them for a social media audience.

This will be the body copy for each carousel page.

Step #4:

Reuse blog graphics for the carousel.

Reformat the graphics to fit the carousel.

Step #5:

Make the last page your CTA. Here are some CTAs to consider depending on the topic:

- Follow for more (for brand awareness posts)
- Sign up for our email list (for educational posts)
- Link to the full blog post below (for educational posts)
- Follow for more (for brand awareness posts)

Design Your Carousel Page Templates

1 Create 10+ different page templates.

2 Use your brand colors and fonts.

3 Make sure the design on any templates won't overpower the text.

4 Stick to a single style so that your posts become recognizable.

5 Create different variations of the last page for your different CTAs.

Format Your Content onto Your Carousel Template

1 Sometimes it's better to use visual diagrams or illustrations instead of only text.

2 Use contrasting colors to make it easy to read

3 The text should be large enough to be easy to read.

4 Space content out across more pages if there's too much text on one page.

Use This Checklist Before Publishing

- [ ] Add a descriptive title to your carousel.

- [ ] Write a hook for your post description within 5 lines.

- [ ] Add 3 relevant hashtags that target your audience.

- [ ] For the rest of the text caption for the post, add the text from the carousel post (which you can pretty much copy and paste).

Ready to Start Distributing Your Content on LinkedIn?

Link to the full guide in the comments!