






Repurposing Calendar

SARAH MOON^{CO}

 MONDAY	 TUESDAY	 WEDNESDAY	 THURSDAY	 FRIDAY
Run your website analytics for the previous week and look for key insights. Turn this into a social media caption or two.	Open your favorite (or only) lead magnet and scan for key takeaways or a section that will stand on its own. Use this as a pop up on your website.	Review your content catalog for a “how-to” blog post you’ve published in the past. Turn this into an infographic.	Open your Instagram feed and review your captions. Is there one that really stands out and communicates a core value or message? Copy that caption and send 3-4 personalized emails to potential clients.	Scan your email inbox for user-generated content. Use that content elsewhere today!