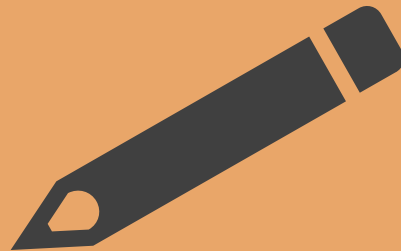


Content Repurposing Scorecard

How to tell if your content needs a makeover



Presented by Jean Boampong

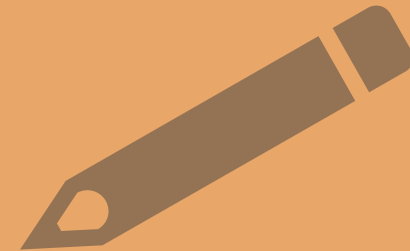
In order for content repurposing to work, your content needs to be worth repurposing in the first place.

**The worth of your
content can be
determined by the value
it presents to your
audience.**

**Content value \neq content
volume**

**Content value = content
purpose + brand alignment +
usefulness + metrics**

- 1. What is this scorecard and why does it matter?**
- 2. Formats**
- 3. Platforms**
- 4. Relevance**
- 5. Brand alignment**
- 6. Audience engagement**
- 7. Additional information**
- 8. Visual aids**
- 9. Administrative updates & Capacity**



What is this scorecard and why does it matter?

This scorecard will help you determine if your content is worth repurposing. It includes a series of statements divided into categories. When you tally your score, you will receive a numerical out of 116 that will help you give yourself the right grade.

Once you get your number, you will know if your piece of content is worth repurposing for whatever medium it may live on. Also, it will help you be more strategic with your marketing.






Note that these statements and categories are subjective and based on my expertise in content marketing and communications in general. While they are not exhaustive, I hope they give you a sense of where you are with your content.

Ready to get started?



Legend

BACK TO SCORE

Letter grade	Grade value	Grade point scale	Description
	4	88-116	Excellent. The content is absolutely worth repurposing.
	3	59-87	Good. With a bit of careful editing, the content can be repurposed.
	2	30-58	Average. The value of the content needs to be increased before it can be repurposed
	1	0-29	Below average. The content's repurposing worth is questionable or not meaningful enough to be repurposed.
	N/A	N/A	Not applicable. Not applicable to what's being evaluated

Formats

	Criteria	A	B	C	D	N/A
1.1	Content can be presented in a different format					
1.2	Content can be transformed into bite-sized pieces without any editing					
1.3	You can condense the content					
1.4	You can present the same content in other words					

TOTAL					
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Platforms

	Criteria	A	B	C	D	N/A
2.1	Content can be reused on a different online platform					
2.2	Your content performed well on its current platform					
2.3	That type of content generally performs well on its current platform					
2.4	You can present the same content in other words					
TOTAL						

Relevance

	Criteria	A	B	C	D	N/A
3.1	You can update the content to be more relevant.					
3.2	The content is evergreen.					
3.3	The content is currently relevant to your target audience					
3.4	The content relevant to more than one audience					
TOTAL						

Brand alignment

	Criteria	A	B	C	D	N/A
4.1	The content align with your brand identity.					
4.2	The content reflect your organization's values.					
4.3	Your content communicate the right messages to your audience(s).					
4.4	With repurposing, the content could communicate a different message to your audience(s).					
TOTAL						

Audience Engagement

	Criteria	A	B	C	D	N/A
5.1	The content is high performing in terms of audience engagement.					
5.2	There is already a decent level of audience engagement with the content.					
5.3	There are currently multiple ways for the audience to engage with the content.					
TOTAL						

Additional information

	Criteria	A	B	C	D	N/A
6.1	You can introduce new questions and/or information within the content.					
6.2	You can introduce any retrospection into the current content.					
6.3	Your audience(s) can interpret this content in multiple ways.					
TOTAL						

Visual aids

	Criteria	A	B	C	D	N/A
7.1	You can make the content more visual.					
7.2	More visuals to accompany the content would increase audience engagement.					
TOTAL						

Accessibility & capacity

	Criteria	A	B	C	D	N/A
8.1	You have a repurposing strategy in place.					
8.2	You have more than one person to implement the strategy.					
8.3	The content needs major editing.					
8.4	The content is accessible for all people					
8.5	The content is discoverable on the website and other search engines					

TOTAL					
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Tally your score

_____ /116

Letter grade: _____

[BACK TO LEGEND](#)

Are you struggling to get the most value out of your content?

Book a free consultation with me and let me help you clarify your big ideas and create the essential communications solutions every nonprofit needs.

[BOOK IT NOW](#)