

Weekly Content Repurposing Schedule

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To help you visualize how all these steps come together in practice, let's outline a sample weekly schedule. This is just one way to do it – you can adjust based on which days you have more free time or what your content cadence is. But the idea is to show a structured plan that ensures you're consistently recycling content throughout the week without it feeling overwhelming.

Monday – Content Creation & Planning

Kick off the week by focusing on your main content piece. For example, write a new blog post or outline & record a new video on Monday. This is your anchor content for the week.

Once done, take a moment to plan out which formats you'll repurpose it into and assign tentative days for each. (You might even start scheduling some social posts announcing "New blog is live!" once it's published.)

Many bloggers like to send out an email to subscribers on this day as well, introducing the week's big content (e.g., "This week on the blog: [Title] – check it out!"). Monday is essentially creation + kickstart distribution of the core piece.

Tuesday – Repurpose into a Different Format

On Tuesday, turn that core content into *one* new format. If your main piece was a blog post, perhaps Tuesday is the day you film a quick video covering the blog's key points.

Conversely, if your main piece was a video, use Tuesday to transcribe it and start drafting a blog post from it. The goal is to have a second format of the content ready.

Also on Tuesday, you can share a social media teaser: for instance, tweet a key insight from the content with a link back to the original, or share a behind-the-scenes Instagram Story of you working on the repurposed piece ("Turning yesterday's blog into a video – stay tuned!"). This keeps engagement going.

Wednesday – Create Social Media Micro-Content

Mid-week, focus on **social posts and graphics**. By Wednesday, you have the core content and maybe one repurposed version done. Now make the supporting bits that will promote and extend these.

For instance, design 2-3 quote images from your content (use Canva to put a compelling quote on a nice background). Or write a Twitter thread that sums up the main takeaways (with a link to "read more on the blog"). You could also make an infographic if that was in plan.

Essentially, Wednesday is content atomization day – break the big content into little nuggets. Once made, go ahead and schedule these out in your social media tool for the coming days if you can.

One content creator, Michelle Knight of Brandmerry, follows a similar pattern: she hosts a live video on Monday, then mid-week she pulls quotes from that video to create 2-3 graphics, and schedules those to post on social media. It's a tried-and-true approach: create once, share everywhere.

Thursday – Publish Repurposed Content & Distribute

By Thursday, you likely have one or two repurposed pieces ready to publish (besides the social posts which are scheduled or posting). This is a good day to publish the secondary content.

For example, if you turned your Monday blog into a YouTube video, upload and publish that video on Thursday.

Or if you wrote a blog from Monday's podcast, publish that blog on Thursday (with perhaps a note like "Based on our latest podcast episode").

Now do a round of promotion for this *newly* published piece: share the YouTube link on Twitter and Facebook, or post an update on LinkedIn linking to the new blog.

It's a cycle – your original content from Monday now has a Thursday sibling that also deserves attention. You're essentially staggering content releases so something new-ish comes out multiple times in the week.

Also, take time Thursday to engage: reply to comments that might be coming in on earlier posts, thank anyone who shared your content, etc.

Friday – Review and Engage (Light Tracking)

As the week wraps up, use Friday to do a bit of analysis and engagement. Check how your Monday and subsequent posts performed. Maybe your blog got some comments – reply to them. See which tweets or posts got replies and continue the conversation. It's also #FollowFriday or casual Friday on many platforms – a good time to be a bit more interactive and less "posting" mode.

You might even do a quick live Q&A or an Instagram Story asking feedback about that week's content ("Was this tip helpful? Would you like more on this topic?"). Gathering feedback directly can guide your future content.

On the tracking side, log any notable numbers from the week (you don't have to do a full analysis, but you might note "Blog X got Y views by Friday" or "Our video hit 100 views in 2 days, nice!").

This is also a great day to **plan for next week**: decide what next week's main content will be if you haven't already, so you can maybe do some prep or at least hit the ground running on Monday.

Weekend – Refresh or Take a Break

Many bloggers either slow down on the weekend or use it for light work like brainstorming. You can reshare one of the week's posts over the weekend if it fits (for example, do a "In case you missed it, check out this week's blog on [topic]" on Saturday).

But it's also perfectly fine to take the weekend off content-wise, especially if you've scheduled everything during the week.

Consistency doesn't mean *every single day* if that's not your style. It just means a steady flow week over week. Use Saturday/Sunday to recharge those creative batteries, jot down any new ideas that come to you, or simply step away from the screen.

Summary of the Weekly Flow

One core content yields multiple outputs spread across the week. For instance, one week's schedule might look like:

- Monday: Publish core content (Blog post) and email it to subscribers.
- Tuesday: Repurpose 1 (Record and edit a short video summarizing the blog). Share a teaser on social media.
- Wednesday: Create social content (quotes, thread) from the blog. Schedule these posts.
- Thursday: Publish repurpose 1 (upload the video to YouTube). Promote it on social and cross-link on the blog.
- Friday: Engage with your audience, share a recap or favorite insight from the week. Light analysis of what to carry forward.

Then repeat next week with a new or another existing content piece. This kind of schedule ensures you're *always* leveraging content to the fullest and providing value to your audience in different ways throughout the week.

One blogger famously described her weekly repurposing routine: she would do a Facebook Live on Monday, turn that into a blog by Thursday (using the transcript), create a few quote images, and share them, then even repurpose the video into an IGTV segment – and then she'd **“repeat every freaking week!”**. It becomes a cycle that fuels itself.

Feel free to tailor this schedule. If, say, you publish new content less frequently (biweekly, etc.), you can stretch the repurposing over two weeks.

The key is having a rhythm. With a bit of practice, your audience will come to anticipate your content across channels (“Oh, it’s Tuesday, there’s a cool infographic from her yesterday’s blog!”). And you, meanwhile, will have the peace of mind that you’re squeezing every drop of value from your hard work.

Weekly Content Repurposing Planner

This structured plan helps you stay organized, ensuring every content piece is maximized without missing any opportunities. With a clear roadmap, you can take effective action and streamline your workflow. Feel free to tailor it to fit your preferences and content strategy.

Day	Main Task	Key Actions	Repurposing Examples
Monday	Content Creation & Planning	Write a blog post or record a video; Plan repurposing formats; Announce content via email/social	Blog post > Email Newsletter > Social Media Announcement
Tuesday	Repurpose into a Different Format	Convert blog into a video (or vice versa); Share teaser post; Prepare draft of repurposed content	Blog post > Short video summary > Instagram Story
Wednesday	Create Social Media Micro-Content	Design graphics, create quote images; Write Twitter threads; Schedule social posts	Blog quotes > Twitter thread > LinkedIn post > Infographic
Thursday	Publish Repurposed Content & Distribute	Publish repurposed content (e.g., upload video, post blog); Promote on different channels	YouTube Video > Blog Post > Cross-promotion on social media
Friday	Review and Engage (Light Tracking)	Check engagement metrics, respond to comments, analyze post performance; Plan for next week	Tracking blog views, video performance, and engagement stats
Saturday/Sunday	Refresh or Take a Break	Reshare key content from the week or brainstorm new ideas; Take a break if needed	Weekend reflection, reshare post, note ideas for future content