



Light & Star  
Media

# 10 smart ways to repurpose video

## Why repurpose?

Too many third sector videos are only uploaded and used once, often getting buried in social media feeds. In the 'attention economy', repurposing video maximises reach, impact and return on limited resources. It's a smart, efficient way to amplify awareness, increase engagement, drive more donations or galvanise volunteers from the same core content.

### 1) Social Media Teasers

Cut short highlight clips for Instagram Reels, TikTok, Facebook, or YouTube Shorts. Focus on emotional or high-impact moments.

### 2) Quote Graphics

Pull compelling quotes from interviews or narration. Overlay the text on a still frame from the video and share it as a graphic.

### 3) Blog Post

Turn the video's story into a written blog post. Expand on the message, add behind-the-scenes context, or feature the full transcript.

### 4) Email Newsletter Content

Embed the video in your newsletter or include a "sneak peek" with a thumbnail and link. Add a personal message about why it matters.

### 5) Website Content

Add the video (or a shortened version) to a relevant page, e.g. About Us, Impact, or a specific campaign.

### 6) Audio Clip for Podcast or Audio Post

Extract the audio and use it in a podcast, as a voice memo on platforms like LinkedIn, or in a longer audio update.

### 7) GIFs or Looping Moments

Create looping snippets (e.g. someone smiling, a powerful reaction) to use in Instagram Stories or email headers.

### 8) Behind-the-Scenes Content

Cut short highlight clips for Instagram Reels, TikTok, Facebook, or YouTube Shorts. Focus on emotional or high-impact moments.

### 9) Testimonial Cards

If someone shares praise in the video, isolate that as a standalone testimonial (with a quote and photo or still frame).

### 10) Use in a Webinar or Live Event

Feature segments of the video during webinars, panels, or live Q&A sessions.



Get In Touch

07917 368044



[martin@lightstarmedia.co.uk](mailto:martin@lightstarmedia.co.uk)



[www.lightstarmedia.co.uk](http://www.lightstarmedia.co.uk)