write less.
engage more.

GUIDE TO SYNDICATION

+ worksheet

We are for Good.

weareforgood.com

Hi-ya good friend.

We're all about helping you work smarter - not harder - because let's face it friends, you have a life-saving mission to tackle out there!

We've created this jumpstart guide + worksheet to help you implement the steps to syndicating content that we taught through our Syndication Workshop. To get the most out of these guides, be sure to watch the workshop entirely first - we share much more detail to get you off the ground and running. So glad you're here.

We're rooting for you!

Jon   Becky

SYNDICATION in 5 easy steps

Deep breath. Use this planning cheatsheet to outline your next steps in idnetifying your goals, your existing content and the next steps for syndicating your content.

Step 1

What are your communication goals?
What does your community need/want to hear from you?

Step 2

What existing content mediums do you already have?

- ☐ Website
- ☐ Videos
- ☐ Articles
- ☐ Newsletter
- ☐ Impact Report
- ☐ Annual Report

- ☐ Magazine/Publication
- ☐ Brochures
- ☐ Stats/Infographics
- ☐ Event Scripts
- ☐ Podcasts
- ☐ Keynote Presentations

- ☐ Stories / Profiles
- ☐ Endowment Report
- ☐ Board List / Committee Lists
- ☐ Honor Roll / Donor Lists
- ☐ _____
- ☐ _____

Wow! Check out all the content that already exists for your organization!
Every existing piece of contnet will serve as a basis for content syndication. See - you are already much further than you thought.

Step 3

Where is your core online community?
It's best to start where your community arleady exists! By prioritizing sharing valuable posts on your most engaged online communities - you know where to invest time.

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter

- ☐ LinkedIn
- ☐ TikTok
- ☐ Pinterest

- ☐ YouTube / Vimeo
- ☐ Email List
- ☐ _____

Step 4

Commit to a posting frequency. Circle the days you will post on your most egaged social media platforms.

(ProTip: Consistency is way more important than frequency!)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Step 5

With your audience and goals in mind (step 1) review your existing content (step 2) and begin to identify micro-content that can be syndicated. Use the Syndication Plan Worksheet to plot your first 25 pieces of content. Then repeat!... and repeat!

We are for Good.

SYNDICATION PLAN
Worksheet

It's time to take your communication game to the next level. Start with your core piece of content (ie: impact report, newsletter, videos, interviews, etc.). Break apart this content and populate into each box. Voila! A month's worth of posts sharing incredible information and asking followers to engage. Remember: the goal is to add value, not white noise!

What piece of core piece of content will you syndicate?

1.	2.	3.	4.	5.
6.	7.	8.	9.	10.
11.	12.	13.	14.	15.
16.	17.	18.	19.	20.
21.	22.	23.	24.	25.

We are
for Good.