



Image

- Pinterest
- Instagram
- Flickr
- Quote
- Tip or best practice
- Article excerpts

Text

- Twitter
  - Promote entire article
  - Promote key points
  - Excerpt quotes from it
  - Highlight a different aspect of it
- Google+
  - Personal page
  - Company page
  - Relevant communities
- Digg
- Reddit
- LinkedIn
  - Company page
  - Personal update
  - Group posts
- Facebook
  - Personal page
  - Company/professional page
  - Interest-related pages
- Special report
- E-book
- White paper
- Guest post
- Press release (if newsworthy)
- Blog post
  - Post series
  - Dig deeper into the topic
  - Update with recent news or developments

Curate it

- Squidoo page
- Hubspot page
- Scoop.it

Audio

- Record a podcast

Video

- YouTube
- Vimeo
- Screencast video
- Webinar
- Vine
- MixBit (owned by YouTube)

Data

- Chart
- Data visualization tools

Presentation

- SlideShare
- Prezi
- Camtasia/Jing video

Visual outline

- Mind map
- Diagram
- Infographic

"Todd Wheatland, vice president of thought leadership at Kelly Services (the global staffing firm), doesn't create content every day, but when the company does have a story to tell, it maximizes it. Todd's goal is to create 20 pieces of content (such as SlideShare presentations, videos, blog posts, and white papers) all from one story idea." ~ Joe Pulizzi, Epic Content Marketing