

Content Generation Engine: WORK-FROM-HOME EDITION

There's a phrase all live performers live by—read the room. You have to be aware of your audience if you want your material to affect them in positive ways. Right now, sharing product-centric sales content on our blogs falls flat at best. At worst, it comes off as tone deaf.

We can't go completely silent either. Consumers still want to hear from us, but we have to make sure the message is correct. If you're open and empathetic and there to support your customers, then you can retain the relationships you've built with them.

To help you generate ideas for content, we've created the Content Generation Engine to create work-from-home content.

Reach for a six-sided die, roll it twice, and use the results to find your format and topic on the table below. If you want a bit of a challenge, roll the die a third time for a unique spin you can put on the content.

TO USE THE ENGINE, YOU'LL NEED:

- **One standard six-sided die.** Go ahead and steal one from that copy of Monopoly you've probably pulled out from the back of your guest room closet.
- **A little imagination.** The content engine will get you started and give you a seed of an idea. You'll have to plant the seed, water it, and make it grow.

DIE RESULT	FORMAT	TOPIC	UNIQUE SPIN
1	BLOG	How You're Helping	Photo essay
2	INSTAGRAM STORY	Employee Spotlight	Written by the company mascot
3	INTERVIEW	Customer Spotlight	Presented as animated GIFs
4	LISTICLE	Pet/Kid Spotlight	Delivered by a child in their own words
5	PHOTO ESSAY	WFH Office Tour	Sung in the style of a Broadway musical
6	VIDEO	How To/Advice	Stop motion animation



EXAMPLE: Your first result is a 5, so you find that row on the Content Generation Engine. Looks like you'll be putting together a photo essay! Time to grab your camera. But what is your photo essay going to be about? You roll again and get a 4. Pet/Kid Spotlight? Chances are, you've got either a pet, a kid, or both at home with you right now. Our families have recently become crucial components of our home office lives, so put together a fun series of photos and create a day-in-the-life style photo essay.

HUB AND SPOKE: Once you've taken your new content from concept to finished product, look for ways of repurposing your new masterpiece for different social networks. Take the best quotes and superimpose them over photos or turn that how-to listicle into an info graphic.

The hub and spoke method of marketing works just as well on social media as it does elsewhere on the internet. You can mine a single blog post for 5-10 Tweets at least. That Live Streaming Video you just made? Transcribe it and turn it into a blog post...and then share that blog on Facebook and LinkedIn (and break it up into Tweets).

ADDITIONAL RESOURCES:

[12 Tips for Creating Shareable Social Media Content](#)

[13 Ways to Create Content for Social Media That Connects With Your Brand's Audience](#)

[How to Craft an Effective Social Media Content Strategy](#)