



How to Cross-Post on Social Media and Save Time

By Jeph Maystruck, CEO, Stratlabs

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strengthens brand presence, and builds community in ways that traditional advertising simply can't.

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WHY SOCIAL MEDIA?

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IT'S NEVER BEEN EASIER TO POST!

Today, creating high-quality content is simpler than ever, thanks to innovations in technology:

Better Cameras: Smartphone cameras are now so powerful that anyone can shoot sharp, engaging visuals in seconds.

Enhanced Platforms: Social media platforms have evolved, making it easy to edit, tag, and post (and schedule posts!) all within the app.

AI Tools: Tools like ChatGPT can now generate compelling captions, summarize content, and even suggest hashtags in seconds, saving valuable time in the content creation process (even captioning a photo you upload!).

THE GOOGLE 4-11-7 RULE

The 4-11-7 Rule is a powerful strategy to boost brand awareness and increase conversions by creating a multi-platform presence, providing engaging content, and establishing repeated touchpoints with your audience. Here's how it works:

KEY ELEMENTS OF THE 4-11-7 RULE

1. Post to 4 Different Places

Diversifying where you share your content is essential to expanding reach and connecting with different audiences. Aim to post across 4 platforms, such as Facebook, Instagram, LinkedIn, and YouTube. The idea is to appear wherever your audience is, giving your

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brand more visibility and making it easier for potential customers to find you.

2. Have 11 Hours of Content

People want to dive deeper into brands before they decide to buy. Providing about 11 hours of content—whether through videos, blog posts, podcasts, or social media stories—gives potential customers the opportunity to engage, learn, and gain confidence in what you offer. This content also reflects your expertise and value, setting you apart from competitors.

3. Reach Customers 7 Times

Most customers need to see your brand 7 times before they're ready to make a purchase. These "touchpoints" build familiarity and trust over time. By posting consistently across multiple channels, you ensure your audience sees your content at various times and contexts, which can lead to a higher likelihood of conversion.

CROSS-POSTING CONTENT TO SAVE TIME

Cross-posting is a strategic way to reuse and adapt your content across platforms. Here's how you can maximize your reach:

1. Create a Central Content Calendar: Designate a single place to plan your content; whether it's a Google Doc, the Notes app on your phone, or your email drafts. Include key dates, target audiences, and ideal times to post.

2. Always Ask, 'Where Else Can This Go?': When you've created a post, think about how it could work across

multiple platforms. For example, a blog post summary could be a LinkedIn article, an Instagram story, or a Facebook post.

3. Adjust for Each Platform:

LinkedIn: For professional or long-form content.

Facebook: Great for community-driven posts or personal stories.

Instagram: Visually appealing images and videos with shorter captions.

YouTube: Turn longer content into informative or entertaining videos.

TikTok, X (Twitter), Pinterest: Adapt visuals, quotes, or short videos to reach even broader audiences.

GETTING STARTED TO CROSS-POST EFFICIENTLY

Draft once, adapt as you go. Write a post in a way that's adaptable for multiple channels.

Use scheduling tools like Hootsuite, Buffer, or Later, which allow you to post across several platforms simultaneously.

Batch Content Creation: Spend time once a week or month creating content, then schedule posts so they're ready to go.



ABOUT THE AUTHOR

Jeph has an utter disregard for the status quo. He gives keynotes regularly on marketing and social media, hands out lottery tickets daily, and runs a marketing company out of Regina called StratLab. Outside of "work" Jeph co-founded Big Idea Camp, co-founded The Honest Conference, and has taught Marketing at Saskatchewan Polytechnic and Social Media at the University of Regina. Jeph has published over 100 songs on Soundcloud (his DJ name is DJ Clumsy Vegetarian) but his greatest achievement in life so far has been fatherhood - he currently has a three and a six-year-old.