**A Guide to Repurposing Live Audio, Video Content**

Live video and audio content can be repurposed for use across social media with the right apps and hardware, social media marketer Lynsey Fraser writes. She explains five ways to reformat content, including the use of transcription and video editing apps.

***Social Media Examiner 8.4.20***

[***https://www.socialmediaexaminer.com/how-to-repurpose-audio-and-video-content-for-social-media-5-ways/***](https://www.socialmediaexaminer.com/how-to-repurpose-audio-and-video-content-for-social-media-5-ways/)

***Image credit:***

[***https://www.brafton.com/wp-content/uploads/2014/01/Social-Media-Marketing-Trends.jpg***](https://www.brafton.com/wp-content/uploads/2014/01/Social-Media-Marketing-Trends.jpg)