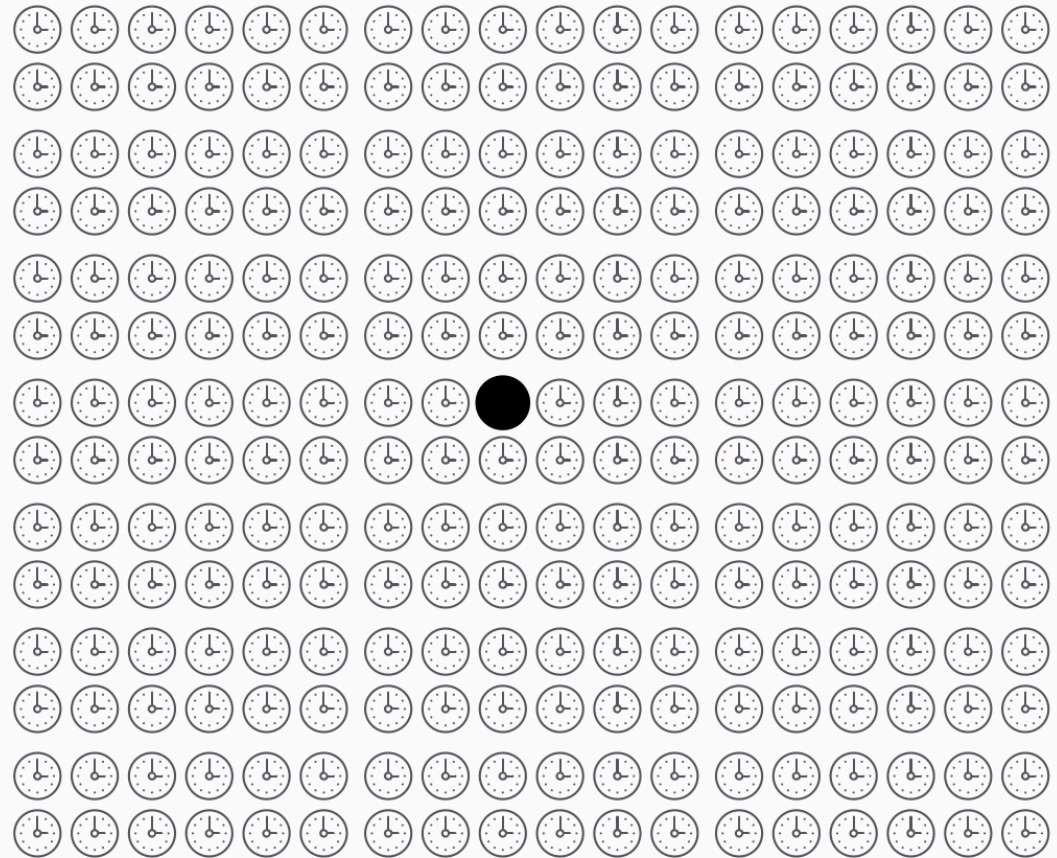


168 hours
in every week

1 hr at church.

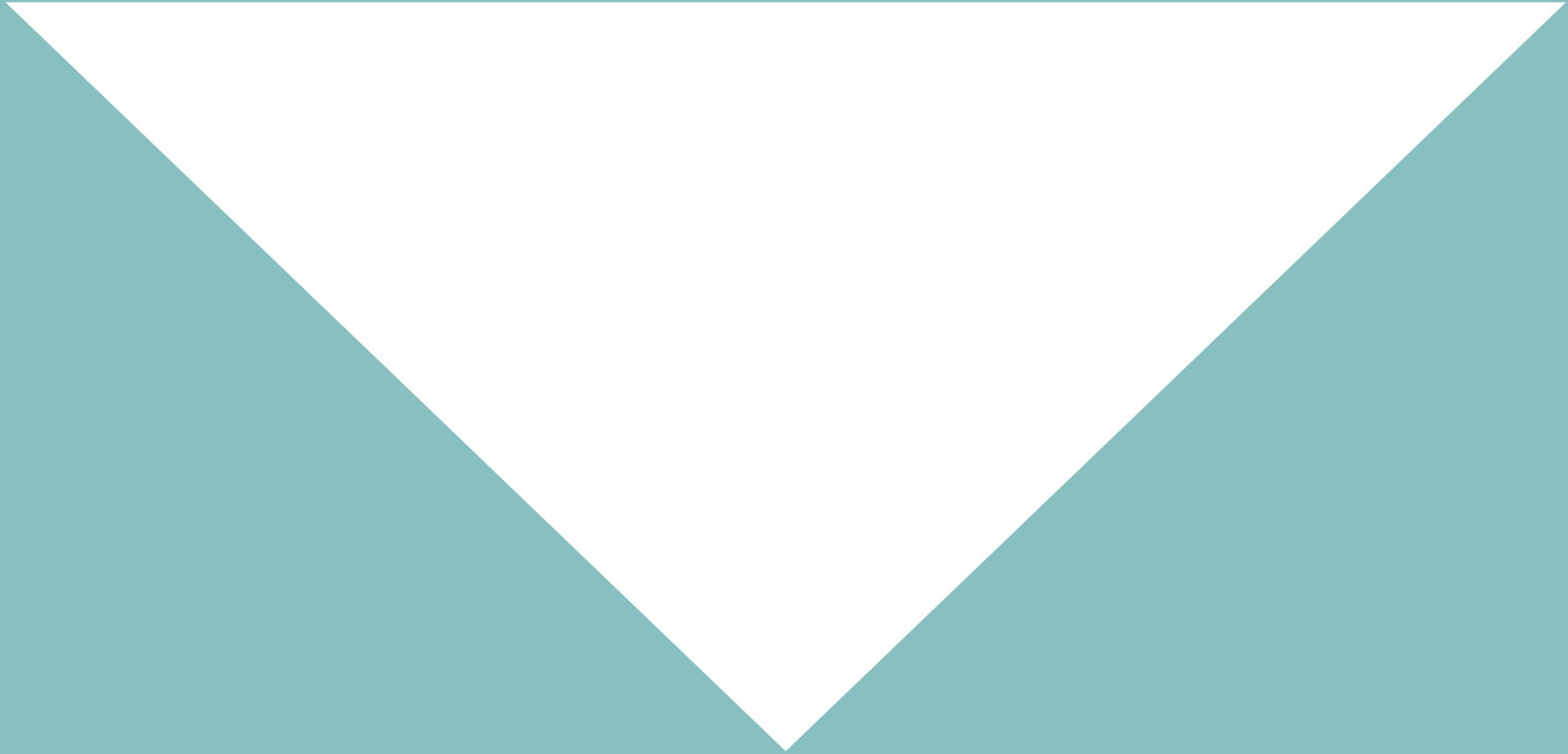
Seize the 167!



Bayside

THE CONTENT PYRAMID

structured like a reverse pyramid



We use one piece of “PILLAR” content

(a sermon, vlog, podcast, or interview) and allow the team to repurpose it into 20-30 other pieces of content that are designed to over index on the platform they are distributed to.

THE CONTENT PYRAMID

Bayside

“PILLAR” CONTENT

One long piece of content
i.e. sermon, daily blog, interview or podcast

RE-PURPOSE INTO
MICRO-CONTENT

Create short-form pieces of content
i.e. articles, memes, images, quotes, GIFs

DISTRIBUTE ACROSS
SOCIAL MEDIA

Distribute all content on relevant social media platforms



THE CONTENT PYRAMID

structured like a reverse pyramid

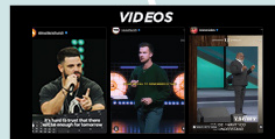
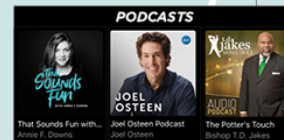
“PILLAR” CONTENT ONE LONG PIECE OF CONTENT



Use 3-5 of your most compelling sermon points

RE-PURPOSE INTO MICRO-CONTENT AKA “SHORT-FORM” CONTENT

To create up to 15 pieces of short, digestible content



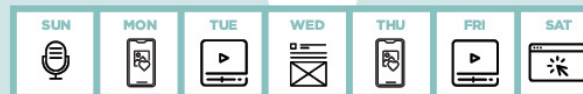
REPURPOSE WITH A PURPOSE!

DISTRIBUTE ACROSS SOCIAL MEDIA

MULTIPLE OUTLETS & MULTIPLE WAYS TO ENGAGE EVERY DAY OF THE WEEK

Then share on all your social media outlets:

- Facebook
- Instagram
- Soundcloud
- Twitter



“THE MOST SCARCE ELEMENT OF OUR ECONOMY TODAY IS ATTENTION.”

THE CONTENT PYRAMID

Bayside

“PILLAR” CONTENT

weekly podcast

RE-PURPOSE INTO
MICRO-CONTENT

5-7 short clips from the show
3-5 quote graphics
transcript
Facebook live

DISTRIBUTE ACROSS
SOCIAL MEDIA

Instagram
Facebook
LinkedIn
Soundcloud

SUN



MON



TUE



WED



THU



FRI



SAT



THE CONTENT PYRAMID

Bayside

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