School Content Audit
WORKSHEET

You might be surprised at the amount of content your school has already created. Let's leverage all of that work! The School Content Audit spreadsheet will help you organize your existing content so you can easily see what you have and begin to create a plan to reuse or repurpose that content. But first, you need to know where to look. You can find existing content in:

- Emails
- Videos
- Head of School speeches
- Newsletters
- Brochures
- Guidebooks
- Alumni magazines
- Scripts from school events, such as open house
- Handbooks
- Yearbooks
- Postcards
- Ads
- Brochures
- Blog posts
- Podcasts
- _____
- _____
- _____

Now that you have a list of places to search for content, you can start to take inventory. Access your copy of the School Content Audit spreadsheet here (you'll be prompted to save a copy to your Google Drive; just click "Make a copy" and make it your own!).

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