

Module 6 - Content & Design

One idea, many formats

- Turn a blog point into a LinkedIn hook, a 3-bullet tip and a short email.
- Re-check figures and dates - repurposing can distort or stale-date claims.

Stay credible

- Add your own expertise and brand voice.
- Don't post unchecked claims.
- Add alt text so people who can't see the image still get it.

AI images - honesty checklist

- Never present an AI image as a real photo.
- Check licensing before any commercial use.
- Disclose when it matters.