[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Add or remove table rows to fit your needs. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Content Calendar

This calendar plans every item of content for [Calendar period covered] around [Content goal for this period]. Each row is one item: its publish date, channel, pillar, format, topic, call to action, owner, and status. Nothing should be published unless its row is marked ready, and every item should belong to one of the pillars below so the mix stays balanced across the period.

1. Calendar details

Calendar period covered: [Calendar period covered by this calendar]

Content goal for this period: [Content goal for this period]

Calendar owner: [Full name and job title of the calendar owner]

Planning review meeting: [Day and time of the regular planning review meeting]

2. Content pillars

Pillars are the recurring themes every item belongs to. If an item fits no pillar, either the pillar list is incomplete or the item does not belong in this period.

Content pillar	What it covers	Share of items in this period
[Content pillar 1]	[What content pillar 1 covers]	[Planned share of items for content pillar 1]
[Content pillar 2]	[What content pillar 2 covers]	[Planned share of items for content pillar 2]
[Content pillar 3]	[What content pillar 3 covers]	[Planned share of items for content pillar 3]
[Content pillar 4]	[What content pillar 4 covers]	[Planned share of items for content pillar 4]

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3. Publishing calendar

Publish date	Publish time	Channel or platform type	Content pillar	Format	Topic or working title	Caption outline	Call to action or link	Owner	Status
[Publish date 1]	[Publish time 1]	[Channel or platform type for item 1]	[Content pillar for item 1]	[Format for item 1]	[Topic or working title for item 1]	[Caption outline for item 1]	[Call to action or link for item 1]	[Full name of the owner of item 1]	[Status of item 1]
[Publish date 2]	[Publish time 2]	[Channel or platform type for item 2]	[Content pillar for item 2]	[Format for item 2]	[Topic or working title for item 2]	[Caption outline for item 2]	[Call to action or link for item 2]	[Full name of the owner of item 2]	[Status of item 2]
[Publish date 3]	[Publish time 3]	[Channel or platform type for item 3]	[Content pillar for item 3]	[Format for item 3]	[Topic or working title for item 3]	[Caption outline for item 3]	[Call to action or link for item 3]	[Full name of the owner of item 3]	[Status of item 3]
[Publish date 4]	[Publish time 4]	[Channel or platform type for item 4]	[Content pillar for item 4]	[Format for item 4]	[Topic or working title for item 4]	[Caption outline for item 4]	[Call to action or link for item 4]	[Full name of the owner of item 4]	[Status of item 4]
[Publish date 5]	[Publish time 5]	[Channel or platform type for item 5]	[Content pillar for item 5]	[Format for item 5]	[Topic or working title for item 5]	[Caption outline for item 5]	[Call to action or link for item 5]	[Full name of the owner of item 5]	[Status of item 5]
[Publish date 6]	[Publish time 6]	[Channel or platform type for item 6]	[Content pillar for item 6]	[Format for item 6]	[Topic or working title for item 6]	[Caption outline for item 6]	[Call to action or link for item 6]	[Full name of the owner of item 6]	[Status of item 6]

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4. Ideas backlog

Ideas that are not yet scheduled live here, so they are not lost and do not crowd the publishing calendar. Promote an idea to the calendar only when its pillar, format, and owner are decided.

Idea or topic	Content pillar	Format	Owner	Status
[Idea or topic 1]	[Content pillar for idea 1]	[Format for idea 1]	[Full name of the owner of idea 1]	[Status of idea 1]
[Idea or topic 2]	[Content pillar for idea 2]	[Format for idea 2]	[Full name of the owner of idea 2]	[Status of idea 2]
[Idea or topic 3]	[Content pillar for idea 3]	[Format for idea 3]	[Full name of the owner of idea 3]	[Status of idea 3]

5. Publishing rhythm and review

Items per week: [Number of content items planned per week]

Items per channel per week: [Number of content items planned per channel per week]

Approval step: [Approval step each item must pass before publishing]

End-of-period review date: [Date of the end-of-period content review]

Best performing item this period: [Best performing content item this period, with the result that shows it]

Change for the next period: [Change to make to the content plan for the next period]

Sign-off

Prepared by: [Full name and job title of the person who prepared this document]

[Company name]

Date prepared: [Date this document was prepared]

Approved by: [Full name and job title of the person who approved this document]

Date approved: [Date this document was approved]