Ashford Business Services Ltd

Content Calendar

This calendar plans every item of content for November 2026 around November 2026. 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: November 2026

Content goal for this period: November 2026

Calendar owner: Sarah Mitchell

Planning review meeting: 10:30 am

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

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

9 November 2026	10:30 am	Channel or platform type for item 1	Content pillar for item 1	Format for item 1	Topic or working title for item 1 as agreed at the meeting.	Caption outline for item 1	Call to action or link for item 1 as agreed at the meeting.	Sarah Mitchell	Status of item 1
9 November 2026	10:30 am	Channel or platform type for item 2	Content pillar for item 2	Format for item 2	Topic or working title for item 2 as agreed at the meeting.	Caption outline for item 2	Call to action or link for item 2 as agreed at the meeting.	Sarah Mitchell	Status of item 2
9 November 2026	10:30 am	Channel or platform type for item 3	Content pillar for item 3	Format for item 3	Topic or working title for item 3 as agreed at the meeting.	Caption outline for item 3	Call to action or link for item 3 as agreed at the meeting.	Sarah Mitchell	Status of item 3
9 November 2026	10:30 am	Channel or platform type for item 4	Content pillar for item 4	Format for item 4	Topic or working title for item 4 as agreed at the meeting.	Caption outline for item 4	Call to action or link for item 4 as agreed at the meeting.	Sarah Mitchell	Status of item 4
9 November 2026	10:30 am	Channel or platform type for item 5	Content pillar for item 5	Format for item 5	Topic or working title for item 5 as agreed at the meeting.	Caption outline for item 5	Call to action or link for item 5 as agreed at the meeting.	Sarah Mitchell	Status of item 5
9 November 2026	10:30 am	Channel or platform type for item 6	Content pillar for item 6	Format for item 6	Topic or working title for item 6 as agreed at the meeting.	Caption outline for item 6	Call to action or link for item 6 as agreed at the meeting.	Sarah Mitchell	Status of item 6

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.

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Idea or topic	Content pillar	Format	Owner	Status
Idea or topic 1	Content pillar for idea 1	Format for idea 1	Sarah Mitchell	Status of idea 1
Idea or topic 2	Content pillar for idea 2	Format for idea 2	Sarah Mitchell	Status of idea 2
Idea or topic 3	Content pillar for idea 3	Format for idea 3	Sarah Mitchell	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: 9 November 2027

Best performing item this period: November 2026

Change for the next period: November 2026

Sign-off

Prepared by: James Patel

Date prepared: 9 November 2026

Approved by: James Patel

Date approved: 9 November 2026