

# Content calendar template

## PLAN AND ORGANIZE YOUR CONTENT

A **content calendar** is an essential tool for planning, organising, and scheduling content across channels. This template will help you maintain a consistent content flow, meet deadlines, keep accountability across teams/stakeholders, and track the progress of your content initiatives on a weekly or monthly basis.

### SIMPLIFIED TEMPLATE

The following table provides a structure for your content calendar. Feel free to add or remove columns based on your specific requirements. Overall, remember to **keep it simple** and friendly to use! Regularly review and update your calendar to ensure it aligns with your goals and adapts to changing trends and audience needs.

Date	Asset/topic	Status	Channel(s)	Stakeholders	Links	Notes
MM-DD	Brief description of the content	Not started In Progress In Review Published	Where it will be published (Blog, LinkedIn, Website, Event)	Owner/editor, contributors, reviewers, and key approvers	Links to the working files and/or final assets	Any relevant details or instructions
MM-DD	Example Blog Post	Published	Blog, Social media	YYYY-MM-DD		Track comments & performance
MM-DD	Example LinkedIn post	In Review	LinkedIn	YYYY-MM-DD		Awaiting for image approval
MM-DD	Example White Paper	In Progress	Resource Hub, Event	YYYY-MM-DD		Send to editor by mid-week

**Date:** The date the content will be published or go live. Add columns for subtasks or deadlines.

**Channel(s):** The channels or platforms where the content will be distributed. Add interdependencies as linked rows.

**Asset/Topic:** A brief description of the content asset to be created. Use consistent asset type naming.

**Stakeholders:** include the owner, editor, any contributors (e.g., writers), reviewers, and key approvers of the asset.

### EFFECTIVE CONTENT PLANNING

- **Define your goals:** Clearly outline your content objectives (e.g., increase traffic, lead generation).
- **Know your audience:** Tailor your content to match your audience's interests, needs, and preferences.
- **Plan ahead:** Create a content calendar at least one month in advance, use content and messaging pillars.
- **Be consistent:** Publish regularly to keep your audience engaged and maintain a solid online presence.
- **Track your results:** Monitor content performance to identify patterns and adjust your strategy.

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- ✓ REFINE GO-TO-MARKET, CONTENT & COMMS STRATEGIES
- ✓ USE IMPACTFUL CONTENT TO BUILD AUDIENCE TRUST
- ✓ BOOST YOUR TEAM WITH SCIENCE WRITING & COMMS SKILLS
- ✓ GAIN BUY-IN INTO YOUR COMPANY'S VISION & PRODUCTS
- ✓ INCREASE BRAND REPUTATION USING CRAFTED NARRATIVES

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