

Content Calendar Template Instructions

To ensure that your station is consistently producing quality blogposts as part of a strong content marketing strategy, use a Content Calendar that everybody can see.

Before You Begin

- This calendar is set up for a station looking to produce three pieces of a content a day, but start with modest goals and raise the bar as you go. You can add or delete rows in this spreadsheet to manage more or less content.
- Each sheet in this file is for a different week. Simply copy a blank sheet to create more weeks.
- This calendar assumes that multiple people will be creating content for your website. Instead of keeping this file on one computer's hard drive, I recommend uploading it as a Google Document and sharing it with all of the regular contributors. This way, everybody can stay on the same page.
- Hold a weekly staff meeting where you review the Content Calendar. Because it's rare for your entire staff to be in the building at once, it's even more important for you to use this as a master document that everyone can see. If possible, I would still encourage you to try and conduct a virtual meeting using Google Hangout, Skype or Join.me on a bi-weekly basis to review the calendar.

The Columns

- **Date**
- **Day of the Week**
- **Author:** The person responsible for creating the content.
- **Editor:** The person who reviews and publishes the content.
- **Title/Topic**
- **Hard Date:** Some blogposts must be published by a certain date or they will not be relevant. For example, you wouldn't want to publish an event preview after that event happens. Not all blogposts will have a hard date.
- **Artist/Personalities:** If you have a music station, tag every blogpost with the artist or artists featured in it. At a news, sports, or talk station, include any personalities in the content.

- **Category:** Use at your discretion.
- **Tags:** Use at your discretion.
- **Media Included:** If your post includes a video, audio file, slideshow, or other piece of media, note it here.
- **Status:** This column lets everybody know what's going on with the blog. WordPress sites use default Statuses:
 - **Draft:** A first draft has been started.
 - **Pending Review:** The post is ready for an editor to read over and schedule.
 - **Scheduled:** An editor has made sure the post is ready to go, and has set it to publish at a specific time in the future.
 - **Published:** The post is live.
- **Subjects Emailed:** Email every person or organization that gets mentioned in the post. Politely ask them to share the post on social media.
- **Shared on Social Media:** After every post is published, find the Facebook page and Twitter handle of every person or organization mentioned in the post. Post a link back to the post on their Facebook page. Send out a tweet with a link to the article and the Twitter handle of the person or organization mentioned.