



5 Easy Steps to Planning Your Content Calendar

Your content calendar is a map that ensures your team is always on the same page about what needs to be created when it should go live, and who's responsible for each piece.

Content calendars don't have to be complex. In fact, simple is often best when you're streamlining a team and a process. Learn how to create your content calendar with these five steps.



Step 1 Define Your *Goals*

How do you hope your content calendar will serve your team?

For example, you may hope to streamline your workflow or broaden your content across more categories.

What is the goal of your content?

Who are your target audience(s)?

What are the metrics you'll use to measure your success?



Describe the *Data* Your Calendar Needs to Include

This list is meant to prompt your thinking. You may not need to include all of these items, or you may need to add some of your own.

Publishing frequency:

Publishing channels:

Content types:

Content categories:

Team members:

Deadlines:

Additional items:



Design Your *Workflow*

Specify which day(s) of the week/month these recurring activities will happen and who will be responsible for each step. (These are specific to blog posts - you can adapt them for other pieces of content, infographics, and even videos.)

Task	Due date	Person responsible
Create the brief:	_____	_____
Assign to writer:	_____	_____
Draft due:	_____	_____
First edits/revisions:	_____	_____
Revisions due:	_____	_____
Final editing complete:	_____	_____
Art/images:	_____	_____
SEO and link checks:	_____	_____
Publish Content:	_____	_____
Social Media Scheduled:	_____	_____
_____ :	_____	_____
_____ :	_____	_____
_____ :	_____	_____



Start Building Your *Calendar*

List the primary information you need to begin tracking your content.

Start with the basics of the content piece that you need to oversee during the production process. Also, you can plan out your content for holidays, sales, and promotions throughout the year within your calendar. See our sample calendar below.

Date	Title	Publish Date	Content Type	Keywords	CTAs	Author

Tip: For Ideation, check out our [Ultimate Guide to Content Creation in 2022: Building a Strategy, Hiring Content Writers, and Expert Tips](#) so you can quickly fill in your content calendar.



Choose Your *Platform*

The platform you select can be anything from a sheet of poster board on your wall to a state-of-the-art team productivity app. It's your choice. Here are some things to consider:

How many people will need to access the calendar? _____

How many pieces of content will you be managing each month? _____

What software is your team already familiar with? _____



Design a *Content Brief Template*

Create a template with the information you'll want to hand-off to your writers and editors for each piece of content. Use a format that works with your chosen platform.

Your template includes the following items:

- Instructions and Overall Goal
- Target audience
- Voice and Tone
- References
- Due Date
- Editorial Guidelines
- Keywords
- Word Count
- Title Tag
- Meta Description
- Commonly Asked Questions
- Internal and External Links
- CTAs
- Outline

Optional: Snippets of copy for email and newsletters or social media.



Put your *calendar* into action

Now you have all the pieces you need to create your content calendar. Use the content ideas from your story ideation grid to develop briefs, assign each brief a deadline and a writer, and get your content machine in motion.

Need help organizing your content creation process? We can help!

Whether you're expanding your brand, educating on new products, or fostering customer retention, our team of strategists, writers, editors, and designers know how to create content that converts.

Talk to a Content Specialist:

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