



How to Generate A Content Calendar Template with Google Sheets

Introduction

Welcome! This guide will walk you through the simple steps to create a powerful, automated content calendar right within your own Google Sheets. You will be using a tool called Google Apps Script (a scripting platform built into Google Sheets) to automatically generate a multi-tab template complete with dropdown menus, idea lists, and a monthly planner.

Don't worry if you've never coded before! You will simply be copying and pasting the provided code. The entire process takes less than five minutes.

Step 1: Create a New Google Sheet

Begin by creating a new, blank Google Sheet in your Google account.

- **Pro Tip:** You can do this quickly by typing **sheet.new** into your browser's address bar and hitting Enter.
- Give your new spreadsheet a name, such as "My Content Calendar".

Step 2: Open the Apps Script Editor

Now, we need to open the script editor where we will paste the code.

1. In the Google Sheets menu, click on **Extensions**.
2. From the dropdown, select **Apps Script**.

A new tab will open in your browser, displaying the Apps Script editor.

Step 3: Paste the Script Code

The editor will have some default placeholder text. You will replace this with the content calendar script.

1. Delete all the text currently in the code editor window.
2. Copy the entire block of code from the **"The Full Apps Script Code"** section at the end of this document.
3. Paste the code into the empty script editor.

Step 4: Save the Script

Click the **Save project** icon (it looks like a floppy disk) in the menu above the code editor. You can give the project a name if prompted (e.g., "Calendar Generator") and click **Rename**.

Step 5: Run the Generator

Now you are ready to generate the template.

1. Return to your Google Sheet tab in your browser. You may need to **refresh the page**.
2. A new custom menu item named 🚀 **Content Calendar** should now appear in the main menu bar (next to "Help").
3. Click 🚀 **Content Calendar** and then select **Generate New Template**.

Authorizing the Script (First Time Only)

The very first time you run the script, Google will ask for your permission. This is a standard security step for all Google Apps Scripts.

1. A dialog box will appear titled "Authorization Required". Click **Continue**.
2. Choose the Google account you want to authorize.
3. You will likely see a warning screen that says "Google hasn't verified this app". This is normal because the script was written by you, not a third-party developer. It is completely safe to proceed.
4. Click the small **Advanced** link at the bottom.
5. Click on **Go to [Your Project Name] (unsafe)**.
6. On the final screen, review the permissions and click **Allow**.

The script will now run, and in a few seconds, your template will be built!

What to Expect

Once the script finishes, you will see a small pop-up that says "Success!". Your spreadsheet will now have three new tabs, ready to use:

- 📅 **How to Use**
- 💡 **Content Ideas**
- 📅 **Template Calendar**

To plan for a new month, simply right-click the 📅 **Template Calendar** tab and choose **Duplicate**.

The Full Apps Script Code (On Next Page)

JavaScript

```

/**
 * @OnlyCurrentDoc
 * This script creates a multi-tab content calendar template in the active spreadsheet.
 * V3: Corrects a data/range column mismatch error.
 */

/**
 * Creates a custom menu in the spreadsheet UI to run the script easily.
 */
function onOpen() {
  SpreadsheetApp.getUi()
    .createMenu('🚀 Content Calendar')
    .addItem('Generate New Template', 'createContentCalendarTemplate')
    .addToUi();
}

/**
 * Main function to generate all the sheets, headers, data validation, and content.
 */
function createContentCalendarTemplate() {
  const ss = SpreadsheetApp.getActiveSpreadsheet();
  const ui = SpreadsheetApp.getUi();

  // --- Cleanup Step ---
  const sheetNames = ['📅 How to Use', '💡 Content Ideas', '📅 Template Calendar'];
  sheetNames.forEach(name => {
    const sheet = ss.getSheetByName(name);
    if (sheet) {
      ss.deleteSheet(sheet);
    }
  });

  // --- 1. Create the 'How to Use' Sheet ---
  const howToSheet = ss.insertSheet('📅 How to Use', 0);
  howToSheet.getRange('A1').setValue('How to Use This Content Calendar Template').setFontWeight('bold').setFontSize(14);
  const instructions = [
    ['Step 1:', 'To create a new calendar for a different month, simply right-click the "📅 Template Calendar" tab and choose "Duplicate".'],
    ['Step 2:', 'Use the "💡 Content Ideas" tab to brainstorm and save ideas for future posts. This is your idea bank!'],
  ];

```

['Step 3:', 'Plan your content on the calendar tab. Use the dropdown menus for "Content Pillar", "Content Type", and "Status" to stay organized.'],

['Step 4:', 'Track your workflow using the "Status" column to see what needs to be drafted, reviewed, or scheduled.'],

['', ''],

['Column Definitions:', ''],

['Content Pillar', 'The main goal of your post (e.g., to Educate, Promote, Inspire).'],

['Content Type', 'The format of your post (e.g., Static Image, Carousel, Reel).'],

['Status', 'The current stage of your content workflow.'],

];

howToSheet.getRange('A3:B11').setValues(instructions);

howToSheet.getRange('A3:A11').setFontWeight('bold');

howToSheet.setColumnWidth(1, 150);

howToSheet.setColumnWidth(2, 600);

// --- 2. Create the 'Content Ideas' Sheet ---

const ideasSheet = ss.insertSheet('💡 Content Ideas', 1);

const ideasHeaders = [['Category (Content Pillar)', 'Content Idea']];

const ideasData = [

['Educate & Inform', 'Share a quick tip or hack related to your industry.'], ['Educate & Inform', 'Bust a common myth in your field.'], ['Educate & Inform', 'Explain a complex topic in simple terms (carousel post).'], ['Educate & Inform', 'Create a step-by-step "how-to" guide or mini-tutorial (Reel/Video).'], ['Educate & Inform', 'Answer a frequently asked question (FAQ).'], ['Promote & Sell', 'Announce a special offer, sale, or discount.'], ['Promote & Sell', 'Showcase a specific product or service feature.'], ['Promote & Sell', 'Share a client testimonial or a glowing review.'], ['Promote & Sell', 'Post a detailed case study or success story.'], ['Promote & Sell', 'Go "behind the scenes" of how you create your product or service.'], ['Inspire & Motivate', 'Share your personal "why" or your business mission.'], ['Inspire & Motivate', 'Post an inspiring quote that resonates with your audience.'], ['Inspire & Motivate', 'Share a story of overcoming a challenge.'], ['Connect & Humanize', 'Introduce yourself or a team member.'], ['Connect & Humanize', 'Share a "Day in the Life" (Reel or Stories).'], ['Connect & Humanize', 'Show your workspace or your creative process.'], ['Engage & Interact', 'Ask an "Ask Me Anything" (AMA) question.'], ['Engage & Interact', 'Run a poll or "This or That?" in your Stories.'], ['Engage & Interact', 'Post a "Fill in the blank: ____" prompt.'], ['Engage & Interact', 'Run a contest or giveaway.'],

];

ideasSheet.getRange(1, 1, 1, 2).setValues(ideasHeaders).setFontWeight('bold');

ideasSheet.getRange(2, 1, ideasData.length, 2).setValues(ideasData);

ideasSheet.setColumnWidth(1, 200).setColumnWidth(2, 450);

ideasSheet.autoResizeRows(1, ideasData.length + 1);

// --- 3. Create the Calendar Sheet ---

const calendarSheet = ss.insertSheet('📅 Template Calendar', 2);



```
const calendarHeaders = [['Date', 'Day', 'Platform(s)', 'Content Pillar', 'Content Type', 'Headline / Hook', 'Copy / Caption', 'Visuals (Link)', 'Hashtags', 'CTA (Call to Action)', 'Status', 'Notes']];

const headerRange = calendarSheet.getRange('A1:L1');

headerRange.setValues(calendarHeaders).setFontWeight('bold').setHorizontalAlignment('center');
calendarSheet.setFrozenRows(1);

// --- 4. Set Column Widths for Calendar ---
calendarSheet.setColumnWidth(1, 100); calendarSheet.setColumnWidth(2, 100);
calendarSheet.setColumnWidth(3, 150); calendarSheet.setColumnWidth(4, 150);
calendarSheet.setColumnWidth(5, 150); calendarSheet.setColumnWidth(6, 250);
calendarSheet.setColumnWidth(7, 350); calendarSheet.setColumnWidth(8, 200);
calendarSheet.setColumnWidth(9, 250); calendarSheet.setColumnWidth(10, 200);
calendarSheet.setColumnWidth(11, 150); calendarSheet.setColumnWidth(12, 250);

calendarSheet.getRange('F2:L').setWrapStrategy(SpreadsheetApp.WrapStrategy.WRAP);

// --- 5. Add Data Validation (Dropdown Menus) ---
const pillarRule = SpreadsheetApp.newDataValidation().requireValueInList(['Educate', 'Promote', 'Inspire', 'Connect', 'Engage']).build();
const typeRule = SpreadsheetApp.newDataValidation().requireValueInList(['Static Image', 'Carousel', 'Reel', 'Video', 'Story', 'Blog Post', 'Newsletter']).build();
const statusRule = SpreadsheetApp.newDataValidation().requireValueInList(['💡 Idea', '✍️ Drafting', '🤔 Needs Review', '✅ Ready to Schedule', '🚀 Scheduled', '🎉 Published']).build();

calendarSheet.getRange('D2:D').setDataValidation(pillarRule);
calendarSheet.getRange('E2:E').setDataValidation(typeRule);
calendarSheet.getRange('K2:K').setDataValidation(statusRule);

// --- 6. Final Cleanup ---
const defaultSheet = ss.getSheetByName('Sheet1');
if (defaultSheet) {
  ss.deleteSheet(defaultSheet);
}

howToSheet.activate();
ui.alert('Success!', 'Your content calendar template has been generated.', ui.ButtonSet.OK);
}
```