

Welcome!



This is an open-source template for marketers to use when planning content creation and distribution. Feel free to use, share, and edit your copy to make it your own. For more information on how to use this template, visit: <https://ahamedia.com/blog/how-to-create-an-editorial-calendar-stop-posting-at-whim/>

First, make a copy of this spreadsheet so you can modify it: File > Make a copy

Then, start planning:

1. Start with filling in the themes, or content pillars, you use. (Tab 2)
2. Edit, add to, or delete your content formats and channels or platforms. (Tab 3) This serves as a reminder to think of your content in several different forms. Create once; adapt and share over and over.
3. Start planning! Use the drop-downs to select the themes you will focus on for a week, month, or quarter. If you have multiple themes running at once, try duplicating the tab and creating one calendar for each theme.

Next, plan out your Cornerstone content and when you will publish it. Plan your Brick and Feather content based on what you can repurpose from your Cornerstone.

Definitions and how to use: You can define these content categories in a way that makes the most sense for your organization. Here are basic definitions to get you started.

Cornerstone – A big piece of content that can be broken down into smaller pieces (bricks and feathers). This could be the findings of an original research study, a webinar, a long video, or a white paper. You can choose how often you create one of these. Some marketers can create a year's worth of content from one cornerstone. Others create a cornerstone each quarter.

Brick - A long-form piece of content that stands alone or is derived from your cornerstone. Usually a blog, medium-length video, ebook, or single-topic webinar presentation.

Feathers - Short-form content that supports your brick or cornerstone content. Think social posts, video shorts, infographics, short emails.

Themes or Content Pillars								
<i>Ex: Heart health</i>	← List your own content themes here, in column A. They will automatically populate on the quarterly planning tabs as options for you to pick from.							
Nutrition								
Mental Health								
Oncology								

Content Formats	Distribution Channels
Blog article	Blog
Email: marketing	Direct mail
Email: newsletter	Email: (what list?)
Infographic	Guest post
Podcast	Social: Facebook
Social post: image	Social: Instagram
Social post: text	Social: LinkedIn
Template or checklist	YouTube: shorts
Video	YouTube: video
Webinar	
White paper	

Timing	Theme	Cornerstone	Brick	Feathers	Feathers	Assets to Promote/Repurpose
Week 1	Nutrition		Blog: 8 Tasty and Nutritious Recipes for Picky Eaters	Social: Instagram post Social: Facebook post	Newsletter	
Week 2	Mental Health	<i>How to Help Your Child Manage Anxiety: Tools and Techniques for Parents PDF</i>	Blog: How to Communicate with Children About Their Emotions	Infographic: Emotions Wheel Social: post infographic on Instagram	Newsletter	Promote service line page: Pediatric Mental Health
Week 3	Mental Health	<i>How to Help Your Child Manage Anxiety: Tools and Techniques for Parents PDF</i>	Blog: Helping Children Cope With Anxiety on the First Day of School	Social: share blog post to Facebook Social: 5 tips for "first day jitters"	Newsletter: Back to School edition	
Week 4						
Week 5						
Week 6						
Week 7						
Week 8						
Week 9						
Week 10						
Week 11						
Week 12						
Week 13						

Timing	Theme	Cornerstone	Brick	Feathers	Feathers	Assets to Promote/Repurpose
Week 14						
Week 15						
Week 16						
Week 17						
Week 18						
Week 19						
Week 20						
Week 21						
Week 22						
Week 23						
Week 24						
Week 25						
Week 26						

Timing	Theme	Cornerstone	Brick	Feathers	Feathers	Assets to Promote/Repurpose
Week 27						
Week 28						
Week 29						
Week 30						
Week 31						
Week 32						
Week 33						
Week 34						
Week 35						
Week 36						
Week 37						
Week 38						
Week 39						

Timing	Theme	Cornerstone	Brick	Feathers	Feathers	Assets to Promote/Repurpose
Week 40						
Week 41						
Week 42						
Week 43						
Week 44						
Week 45						
Week 46						
Week 47						
Week 48						
Week 49						
Week 50						
Week 51						
Week 52						

Ideas	Channel/Format	Notes
<p><i>Use this space to save your inevitable, unrelated ideas while planning.</i></p> <p><i>Great blog idea that doesn't fit your upcoming themes? Record it here.</i></p> <p><i>Amazing quote you want to use in a future content piece? Copy and paste it here for safe keeping.</i></p>		