The Essential Content Marketing Editorial Calendar for Schools

From strategy to creation to promotion, there's a lot that goes into building and maintaining an effective content marketing plan.

If you find managing it all a bit overwhelming, then chances are your content hub needs a management hub.

In other words, you need one central tool that can be your go-to resource for your complete content marketing strategy. And if you build it correctly, that place can be your editorial calendar.

Let's start with the basics. What is an editorial calendar?

We like this description from the content marketing maniacs over at Velocity Partners:

"What an editorial calendar is for (seems obvious enough but here's how we tend to use them):

- To give a quick overview of an entire program in one glance. This helps make sure the program is balanced and has a cadence.

- To guide the marketing production process. And keep everyone running in the same direction.

- To help optimise your content marketing budget. Instead of shooting from the hip and running out of money before you nail your top priorities.

- To exploit time-specific opportunities. Like marketing around events."

Your editorial calendar isn't just a calendar. It's a strategy repository. Sure, it should schedule and track your content, but it can also be where you brainstorm new content ideas, review analytics, plan ways to repurpose content and more.

Ready to create your own editorial calendar?

You now have access to our time-tested, much-loved template. We've used it for years—for ourselves and our clients—which has helped us shape it into this comprehensive format.

Here's an overview of what it looks like and how to use it:

Tab 1: 2016 Publication Calendar

This is the at-a-glance view of each blog post you have written or are planning on writing for the year.

Color coding helps visually map out content categories, and the layout provides a great top-level view of the content on a daily, weekly and monthly basis-- and you can adjust any of this to meet your specific needs.

	A	B	C	D	E	F	G
Week	Monday	Tuesday	Wednesday	Thursday	Friday		Key
6-Jun							Category 1
13-Jun							Category 2
20-Jun							Category 3
27-Jun							Category 4
4-Jul							
11-Jul							
18-Jul							
25-Jul							

Tab 2: Scheduled Content

This tab's purpose is to track the content you currently have in development— from who's writing it to what assets you need to support it.

By scheduling content (and all the details that go with it) in advance, you won't miss the opportunity to create content that supports specific events, and you won't be scrambling at the last minute to find supporting imagery.

Content Title	Content Type	Assets Needed	Category/Tags	Target Audience	CTA	Author	Date Commissioned	Date of Publication	Re

Tab 3: Published Content

Trust us: you want to keep this tab up-to-date. It will help you keep a solid inventory of the content you've produced, which will come in handy for cross-linking between blog posts or combining content to create larger pieces, like eBooks.

It also helps you track the analytics, so you can see how each piece of content is performing. You can then use that data to shape future content.

Content Title	Content Type	Author	URL	Date of Publication	Traffic (Page Views)	Engagmenet (Bounce Rate/Avg. Visit)	Blog Comment Sentiment	Facebook Likes/Shares	Tw

Tab 4: Content Ideas

Never lose another idea again- just jot it down in this dab and come back to it when you're ready. By keeping all ideas in one place, you'll create a brainstorming environment for the entire team—one that transitions nicely from idea to work-in-progress.

A	B	C	D	E	F	G	H	I
Content Idea	Resources	Curated From	Repurposed From	Additional Research Needed		Key		
						Category 1		
						Category 2		
						Category 3		
						Category 4		

That's the overview-- now it's up to you to get started. Access the template here*.

Fill it in, start brainstorming, go crazy with the color-coding, and don't hesitate to let us know if you have any questions.

*The template was created using Google Docs, and you will need a Google account in order to access it. If you don't already have a Gmail address or a Google account, you can create one here.

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(content marketing)