CONTENT CALENDAR

With so many social media platforms, and so many things you could post about, it is important to map out a strategic calendar of content to help best target your audience. It is recommended that each platform's copy and post timing should be specifically targeted and adjusted to that specific audience. The more you prepare your content, the easier it will be to stick to a schedule and plan ahead!

The content calendar serves as the central platform for coordinating all your marketing endeavors. It provides a visual organization, ensuring transparent communication of your campaign schedules and editorial plans. With the calendar, you can easily differentiate between fresh content, completed tasks, and the status of all your posts.

Please note that while a content calendar keeps social media more manageable, be sure to stay nimble. Unknowns will always be there, so leave "holes" in your calendar for the random "pop-ups" that may occur.

HELPFUL PLANNING RESOURCES

- **Excel.**
  Create columns and rows to organize your content.

- **Google Sheets.**
  Simply insert a calendar into your Google Sheet file and save it to your account.

- **Airtable.**
  A bit more in-depth, Airtable is a free tool that allows for maximum planning capabilities. Create text boxes for all your different platforms, assign roles, even set the status of the post. Add your content a day in advance, a week in advance or even a month! Visit www.airtable.com to learn more about their features.

- **Asana.**
  More of a work management tool, this platform helps teams stay organized and manage their projects. Visit www.asana.com to learn more about their features.

- **ChatGPT.**
  AI has become a huge help for not only IT teams, but for Marketing teams! You can simply type in "create a content calendar with 3-5 posts per week about my business" and it will generate an entire content strategy within seconds. Visit www.chatgpt.com to learn more about their functionality.