



the editorial calendar workbook



Editorial calendar equation

Month + seasonal events + promos
= content calendar



Seasonal events

Winter -

Christmas

New Years

Valentine's Day

Superbowl Sunday

St. Patrick's Day

Spring -

Easter

Earth Day

Mother's Day

Memorial Day



Seasonal events

Summer -

Father's Day

Independence Day

Labor Day

Fall -

Halloween

Veteran's Day

Thanksgiving

See: Promo planner

Timing of promos

Blog post - 2 months BEFORE event

Twitter - 2 months BEFORE event up until day of event

Instagram - a week BEFORE event, 2 days BEFORE event and day of EVENT

Facebook post - 2 months BEFORE, 2 weeks BEFORE and 2 days BEFORE event

Pinterest - 2 months BEFORE and up til 2 weeks BEFORE event

EVENT

See: Social media guide



Social media quick tips

Share your content as well as others - the goal is to add VALUE.

Use ANALYTICS to find out what's working (and what's NOT).

Take time to REPLY and INTERACT with your followers.

Beautiful IMAGES help grab the readers attention.

Use a SCHEDULING TOOL to help.

Be CONSISTENT in sharing.

See: Social media planner



Content ideas

Take the seasonal events of the month and your promotions to create content ideas for your clients and followers.

Example: You own a flower shop.

Month: January

Content ideas: Valentine's ideas, date night outfits, how to make your house brighter with flowers, how to save money on flowers, tips for keeping flowers alive longer

Example: You own a bakery.

Month: August

Content ideas: Back to school snack ideas, letting kids help in the kitchen, the best tools for baking, how to make an easy birthday cake

Example: You own a flooring business.

Month: March

Content ideas: Daily cleaning schedule, how to make hard wood floors last longer, the best cleaners to use on your floors, Spring floor trends

Example: You own a t-shirt business.

Month: October

Content ideas: Thanksgiving outfit ideas, fall fashion trends, how to remove almost any stain from fabric, recycled t-shirt crafts

See: *Content idea planner*



content idea hacks

- Find a magazine in your niche and search "your magazine editorial calendar" to see their content ideas
- Already have a blog? Use your most popular posts to create new ones.
- Use Google and Pinterest to help you find popular topics.
- Use analytics to help you find what your readers like.
- Be flexible and add new content ideas as needed.
- Do a survey to find their interests.
- Ask your friends for ideas.



Put it all together now

Use the blank calendar provided to write out your yearly editorial calendar.

Remember to create your content well before the event.

Promote your content differently on each social media channel.

Tweak things as necessary.

See: monthly calendar



Bonuses

I've also included:

- a weekly planner
- important marketing dates
(seasonal events) print

Feel free to contact me at;
Kelley@pinningpartners.com

see: Kelley's editorial calendar

PROMO PLANNER

Promotion:

Dates:

Social media promotion

Strategy

Facebook

Pinterest

Instagram

Twitter

Notes:

Budget:

Results:

SOCIAL MEDIA GUIDE

pinningpartners.com

YouTube

1 billion users

35-44 average age

62% male

Post: 1-4 PM

Twitter

320 million users

18-29 average age

55% female

Post: 1-3 PM

Facebook

1.55 billion users

18-29 average age

52% female

Post: 1-4 PM

Instagram

400 million users

18-29 average age

51% male

Post: 5-6 PM

Pinterest

100 million users

25-34 average age

71% female

Post: 8-11 PM

Social Media Planner

NOTES

FACEBOOK

PINTEREST

INSTAGRAM

TWITTER

CONTENT IDEA PLANNER

JAN

Healthy recipes, fitness tips, business planning, home and business organization, tax tips, Mardi gras, Valentine's day, Spring break, saving money

FEB

Gift ideas, date night ideas, winter fun, hearty recipes, drink ideas, St. Patrick's day, spring cleaning, Valentine's Day

MAR

St. Patrick's day, spring cleaning ideas, organizational ideas, Easter ideas, spring fashion, light recipes, gardening

APR

Easter, spring cleaning ideas, Earth day, recycling, gardening, mother's day, travel ideas, healthy recipes, outdoor fun

MAY

Mother's day, graduation, family travel, travel destinations, weddings, summer fun, Father's day ideas, grilling recipes, boredom busters

JUN

Father's day, travel ideas, outdoor fun, boredom busters, summer fashion, fourth of July, baby showers, summer weddings, grilling

JUL

fourth of July, backyard fun, grilling, patriotic ideas, beat the heat ideas, back to school ideas, camping, tailgating

CONTENT IDEA PLANNER

AUG

Back to school, football, tailgating, outdoors, snack ideas, easy dinner ideas, crock pot meals, kids crafts, organization ideas

SEPT

Back to school, fall, Labor day, comfort food, crock pot meals, fall fashion, outdoor activities, Halloween, appetizers, football

OCT

Halloween, fall activities, pumpkin crafts, pumpkin recipes, fall decorating, fall fashion, family pictures, Thanksgiving ideas, Thanksgiving recipes

NOV

Thanksgiving ideas, Thanksgiving recipes, black Friday, cyber Monday, small business Saturday, Christmas, gift ideas, family traditions, kids crafts

DEC

Christmas, Kwanzaa, Hanukkah, holiday ideas, gift ideas, family recipes, homemade desserts, winter decor, winter fashion, organization tips, New Years, resolutions



"Success is walking from failure to failure with no loss of enthusiasm." —
Winston Churchill

Notes

JANUARY 2017

MON	TUES	WED	THUR	FRI	SAT SUN
26	27	28	29	30	31 01 New Year's Day
02	03	04	05	06	07 08
09	10	11	12	13	14 15
16 Martin Luther King Jr. Day	17	18	19	20	21 22
23	24	25	26	27	28 29
30	31	01	02	03	04 05

"Try not to become
a person of success,
but rather try to
become a person of
value." –*Albert
Einstein*

Notes

FEBRUARY 2017

MON	TUES	WED	THUR	FRI	SAT SUN
30	31	01	02 Ground hog day	03	04 05 Superbowl Sunday
06	07	08	09	10	11 12
13	14 Valentine's day	15	16	17	18 19
20 President's day	21	22	23	24	25 26
27	28	01	02	03	04 05
06	07	08	09	10	11 12

"I have not failed.
I've just found
10,000 ways that
won't work." –
Thomas A. Edison

Notes

MARCH 2017

MON	TUES	WED	THUR	FRI	SAT SUN
27	28	01	02	03	04 05
06	07	08	09	10	11 12
13	14	15	16	17 St. Patrick's day	18 19
20	21	22	23	24	25 26
27	28	29	30	31	01 02
03	04	05	06	07	08 09

APRIL 2017

"What seems to us as
bitter trials are often
blessings in disguise."
—*Oscar Wilde*

Notes

MON	TUES	WED	THUR	FRI	SAT SUN
27	28	29	30	31	01 02 April Fool's day
03	04	05	06	07	08 09
10	11	12	13	14 Good Friday	15 16 Easter
17	18	19	20	21	22 23 Earth day
24	25	26	27	28	29 30
01	02	03	04	05	06 07

"The distance
between insanity
and genius is
measured only by
success." –*Bruce
Feirstein*

Notes

MAY 2017

MON	TUES	WED	THUR	FRI	SAT SUN
01	02	03	04	05 Cinco de Mayo	06 07
08	09	10	11	12	13 14 Mother's day
15	16	17	18	19	20 21
22	23	24	25	26	27 28
29 Memorial day	30	31	01	02	03 04
05	06	07	08	09	10 11

JUNE 2017

"You can do
anything, but not
everything. –
Anonymous

Notes

MON	TUES	WED	THUR	FRI	SAT SUN
29	30	31	01	02	03 04
05	06	07	08	09	10 11
12	13	14	15	16	17 18
					Father's day
19	20	21	22	23	24 25
26	27	28	29	30	01 02
03	04	05	06	07	08 09

"Success is the sum of
small efforts, repeated
day-in and day-out." –
Robert Collier

Notes

JULY 2017

MON	TUES	WED	THUR	FRI	SAT SUN
26	27	28	29	30	01 02
03	04 Independence day	05	06	07	08 09
10	11	12	13	14	15 16
17	18	19	20	21	22 23
24	25	26	27	28	29 30
31	01	02	03	04	05 06

"The starting point of
all achievement is
desire." –*Napoleon
Hill*

Notes

AUGUST 2017

MON	TUES	WED	THUR	FRI	SAT SUN
31	01	02	03	04	05 06
07	08	09	10	11	12 13
14	15	16	17	18	19 20
21	22	23	24	25	26 27
28	29	30	31	01	02 03
04	05	06	07	08	09 10

"I find that the
harder I work, the
more luck I seem to
have." –*Thomas
Jefferson*

Notes

SEPTEMBER 2017

MON	TUES	WED	THUR	FRI	SAT SUN
28	29	30	31	01	02 03
04	05	06	07	08	09 10
Labor day					
11	12	13	14	15	16 17
18	19	20	21	22	23 24
25	26	27	28	29	30 01
02	03	04	05	06	07 08

"The only place
where success
comes before work is
in the dictionary." –
Vidal Sassoon

Notes

OCTOBER 2017

MON	TUES	WED	THUR	FRI	SAT SUN
25	26	27	28	29	30 01
02	03	04	05	06	07 08
09	10	11	12	13	14 15
16	17	18	19	20	21 22
23	24	25	26	27	28 29
30	31	01	02	03	04 05
Halloween					

"Success is liking
yourself, liking what
you do, and liking
how you do it." –
Maya Angelou

Notes

NOVEMBER 2017

MON	TUES	WED	THUR	FRI	SAT SUN
30	31	01	02	03	04 05
06	07	08	09	10	11 12 Veteran's day
13	14	15	16	17	18 19
20	21	22	23 Thanksgiving	24	25 26
27	28	29	30	01	02 03
04	05	06	07	08	09 10

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yourself, liking what
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how you do it." –
Maya Angelou

Notes

DECEMBER 2017

MON	TUES	WED	THUR	FRI	SAT SUN
27	28	29	30	01	02 03
04	05	06	07	08	09 10
11	12	13	14	15	16 17
18	19	20	21	22	23 24
25	26	27	28	29	30 31
Christmas					New Year's eve
01	02	03	04	05	06 07



JANUARY

MONTHLY PLANNER

MONTHLY FOCUS

[illegible]

NOTES

1. *Journal of the American Medical Association*, 2000; 284: 2689-2695.

DATES TO REMEMBER

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GOALS

[illegible]



02

MONTHLY PLANNER

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[illegible]

03

MONTHLY PLANNER

This image shows a template for handwriting practice. It features five identical horizontal rows. Each row is defined by three parallel lines: a solid top line, a dashed middle line, and a solid bottom line. To the left of each row's starting point is a small, empty square box, likely intended for a student's name or initials. The entire page is white, providing a clear background for the blue-lined structure.

1. *Journal of the American Medical Association*, 2000; 284: 2689-2695.

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This image shows a template for primary-ruled paper. It features ten horizontal rows. Each row is defined by three lines: a solid top line, a dashed middle line, and a solid bottom line. To the left of each row's starting point is a small, empty square box, likely intended for a student's name or a mark. The entire page is white, and the lines are a light blue color.

04

MONTHLY PLANNER

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[illegible]

05

MAY

MONTHLY PLANNER

MONTHLY FOCUS

[illegible]

NOTES

1. *Journal of the American Medical Association*, 2000; 284: 2689-2695.

DATES TO REMEMBER

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GOALS

This image shows a template for primary-ruled paper. It features ten horizontal rows. Each row is defined by three lines: a solid top line, a dashed middle line, and a solid bottom line. To the left of each row's starting point is a small, empty square box, likely intended for a student's name or a mark. The entire page is white, and the lines are drawn in a light blue or grey color.



MONTHLY PLANNER

This image shows a template for writing practice. It consists of five horizontal dashed lines spaced evenly down the page. On the far left, there are five small, empty square boxes, each aligned with one of the dashed lines, likely intended for students to write their names or initials at the start of each line.

1. *Journal of the American Medical Association*, 2000; 284: 2689-2695.

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07

MONTHLY PLANNER

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08

MONTHLY PLANNER

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09

MONTHLY PLANNER

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MONTHLY PLANNER

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MONTHLY PLANNER

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12

MONTHLY PLANNER

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