

SAMPLE EDITORIAL CALENDAR

MONTH: _____ WEEKLY EDITORIAL CALENDAR

Week 1					
	Mon: <i>Date</i>	Tues: <i>Date</i>	Wed: <i>Date</i>	Thurs: <i>Date</i>	Fri: <i>Date</i>
Blog	Topic 1, associated files, etc.				
LinkedIn	Post url from blog	Post relevant article	Industry related post	Ask question in 1-2 groups	Post url from blog/new lead in
Twitter	2 posts:	2 posts:	2 posts:	2 posts:	2 posts:
	blog url	motivational quote	industry related	industry related	blog url
	city related	city related	city related	city related	motivational (Fri)
Ad: Publication Name	Full Page Ad: Insertion Order Due				
Email	Teaser email for Blog				

Week 2					
	Mon: <i>Date</i>	Tues: <i>Date</i>	Wed: <i>Date</i>	Thurs: <i>Date</i>	Fri: <i>Date</i>
Blog	Topic 2, associated files, etc.				
LinkedIn	Post url from blog	Post relevant article	Industry related post		Post url from blog/new lead in
Twitter	2 posts:	2 posts:	2 posts:	2 posts:	2 posts:
	blog url	motivational quote	industry related	industry related	blog url
	city related	city related	city related	city related	motivational (Fri)
Ad: Publication Name					
Email	Teaser email for Blog				

SAMPLE EDITORIAL CALENDAR

MONTH: _____ WEEKLY EDITORIAL CALENDAR

Week 3					
	Mon: Date	Tues: Date	Wed: Date	Thurs: Date	Fri: Date
Blog	Topic 3, associated files, etc.				
LinkedIn	Post url from blog	Post relevant article	Industry related post	Ask question in group	Post url from blog/new lead in
Twitter	2 posts:	2 posts:	2 posts:	2 posts:	2 posts:
	blog url	motivational quote	industry related	industry related	blog url
	city related	city related	city related	city related	motivational (Fri)
Ad: Publication Name					
Email	Teaser email for Blog				

Week 4					
	Mon: Date	Tues: Date	Wed: Date	Thurs: Date	Fri: Date
Blog	Topic 4, associated files, etc.				
LinkedIn	Post url from blog	Post relevant article	Industry related post		Post url from blog/new lead in
Twitter	2 posts:	2 posts:	2 posts:	2 posts:	2 posts:
	blog url	motivational quote	industry related	industry related	blog url
	city related	city related	city related	city related	motivational (Fri)
Ad: Publication Name				Full Page Ad: Art Due	
Email	Teaser email for Blog				

Add post content and links into the corresponding dates.

For longer term deadlines like art for advertising, etc., coordinate with Outlook or Google Calendar and all parties involved (designer, copywriter, etc.)