

## Content Plan/Editorial Calendar

To be realistic, your editorial calendar should be at most a three-month calendar with time estimates, responsibilities, resources, deadlines, and everything you need to get started. Each day, you can refer to your calendar and know exactly what needs to get done for content that needs to be published on a regular schedule. And you can always adjust it to add in time-sensitive content when there's breaking news or hot topics you want to share.

Title of content	Goal - what do you want this content to accomplish?	Where are you publishing it?	Links/promos	Summary-what is the content about?	Call to action- what do you want readers to do after they've read the content?	How does it fit into your long term marketing goals?	When will you publish it?	Notes: