

FOR WORK

Stay on Message with Content Planning

With a clearly defined communications strategy, now it's time to deliver your message. Think of your business content like a magazine. Dividing your larger message into smaller pieces to be published over the coming year will require content planning.



Worksheets Included:

- 1 Editorial Calendar
- 2 12-Month Editorial Calendar

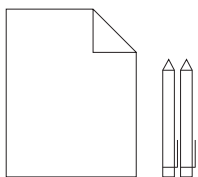
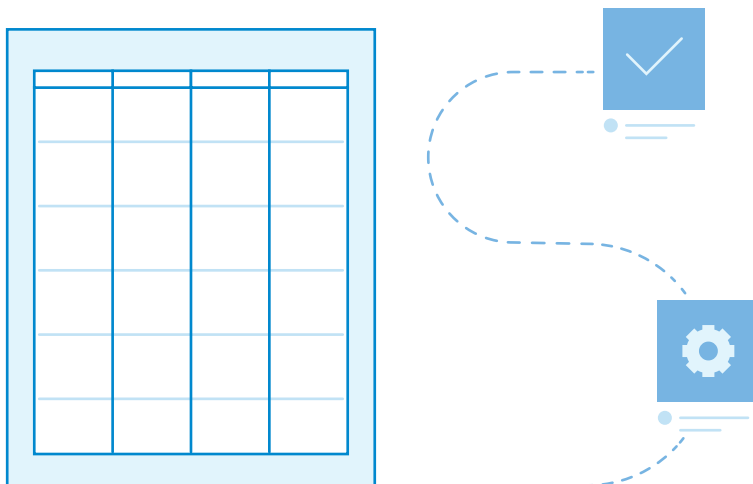
INTERNATIONAL  PAPER

Hammermill®

Content Planning Materials

Editorial Calendar

Plan and align content with your organization's strategic plan using an Editorial Calendar. Determine key news dates, issues relevant to your audience, types of content, key messages, who will produce the content and when it will be published.



What You Will Need

Hammermill® Copy Plus, 24lb

Content Planning Materials

Editorial Calendar

Developing an Editorial Calendar

Purpose: Align your Editorial Calendar to your organization’s strategic plan.

1. Take your strategic plan or project design plan.
2. Identify key dates or benchmarks at which news will be available to report in your editorial calendar.
3. Determine other details relevant to the issues you work on or places you work in.
4. Identify the types of content you will post and the dates you will post them.

The example below is an editorial calendar:

DATE	CONTENT TYPE	PURPOSE	PERSON RESPONSIBLE	MEDIA
January 1	Photos of our work in the past year together with a blog entry and a list of our organization’s New Year’s resolutions	Showcase our successes in the last year through image and text; build engagement and interest through our New Year’s resolutions	Sally Winters (photographer), Director of Communications	<i>Primary</i> : Blog <i>Secondary</i> : twitter, facebook, instagram, constant contact <i>Tertiary</i> : Press Releases for Local Press Coverage
January 16 (Martin Luther King, Jr Day)	Short Video on how our work honors the vision of MLK	To share video message to our donor list to encourage donations and volunteer activity; to encourage local press coverage	Volunteer Videographer (Alex) with support from Director of Communications and Marketing	Showcase our successes in the last year through image and text; build engagement and interest through our New Year’s resolutions.

Once you’ve drafted your editorial calendar, ask:

- Does the editorial calendar dovetail with our fundraising efforts?
- How does our editorial calendar reinforce our SP goals?
- Are our repeated communications/ marketing efforts consistent in terms of brand personality and message? Are we mixing our message?

Editorial Calendar

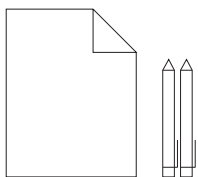
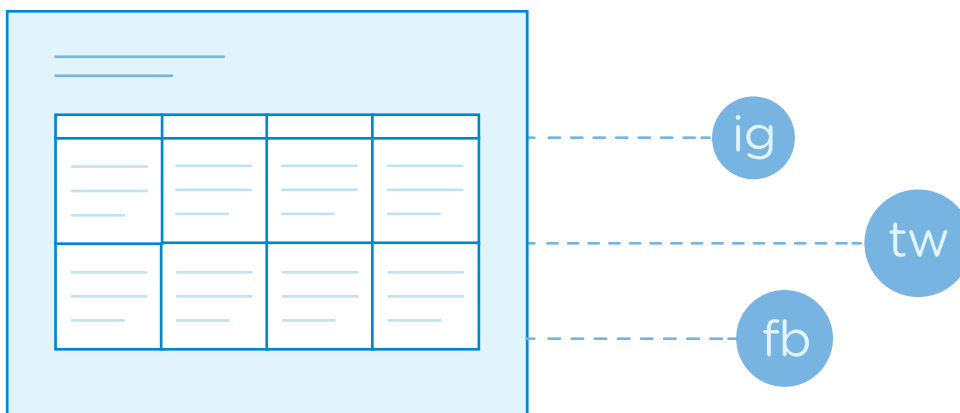
DATES: ___ / ___ / ___ TO ___ / ___ / ___

DATE	CONTENT TYPE	PURPOSE	PERSON RESPONSIBLE	MEDIA

Content Planning Materials

12-Month Editorial Calendar

Plan publicity efforts across traditional, print and social media throughout the calendar year across all media types.



What You Will Need

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Content Planning Materials

12-Month Editorial Calendar

Creating a 12-Month Editorial Calendar:

Purpose: Plan publicity efforts across traditional, print and social media throughout the calendar year.

By looking across the next 12 months, organizations can identify ideal times to launch media campaigns and publicity efforts. Doing so helps us leverage heightened interest during holidays. It also allows us lead time to plan and produce campaigns well in advance. Finally, a 12-month plan enables organizations to use their marketing monies thoughtfully throughout the year.

Editorial Calendar

YEAR _____

MONTH	EVENT	SNAIL MAIL	UPDATES	EMAIL MKTG	INSTAGRAM	FACEBOOK	OTHER
JAN							
FEB							
MAR							
APR							

Editorial Calendar

YEAR _____

MONTH	EVENT	SNAIL MAIL	UPDATES	EMAIL MKTG	INSTAGRAM	FACEBOOK	OTHER
MAY							
JUN							
JUL							
AUG							

Editorial Calendar

YEAR _____

MONTH	EVENT	SNAIL MAIL	UPDATES	EMAIL MKTG	INSTAGRAM	FACEBOOK	OTHER
SEP							
OCT							
NOV							
DEC							