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If you are like me, you are constantly working on at least 20 browser tabs, four magazines, a yellow pad or two, and a myriad of Post-it notes blocked around the computer monitor. for the average control, it's nothing short of chaos. For the blogger, it's proof of a (deperate) need an editorial calendar. My moldy system turns dramatically when I work with a team. I realize the need for organization and structure, and this could no longer be necessary than with the management of a blog. without a planning system, writing and programming mutually agreed each week, you can find in a pile of missed deadlines, blog post unordered, and a fair amount of team tension. there is no such thing as a perfect editorial calendar — everything depends on the needs of your team. Nevertheless, there are a number of questions you should ask to determine what your editorial calendar should look like. These include: how often are you publishing content? Do you have things that go live every day? once a week? Maybe several times a day? Find out how often you publish it can tell you how best to view your editorial calendar regularly. creates more than one type of content? if you upload many videos on youtube while posting articles on the company blog, the editorial calendar will have to distinguish between the two. How many people are going to hate this editorial calendar? the best editorial calendars allow more peoplebrainstorming, collaborating and providing feedback on real-time assignments — directly on the calendar. What are the various stages of content before it is published? How complex is your content pipeline? Is there a substantial process of review or approval that each piece of content passes through? Make sure the calendar can distinguish between two similar assignments that are in different stages of creation. What format do you use to organize this calendar? We suggest you choose the system that best fits with your goals and workflows of your team. The next section discusses the most common formats. Choose a format to organize your content calendar There is no perfect editorial calendar, but some formats will be better than others to help you solve your team's goals. Once you choose a format, you also want to decide on how you will implement it — choosing a tool or platform that offers the features or interface that your company needs most. Here are some of the different ways to format your editorial calendar: 1. Traditional Calendar or App Calendar Whether you're tracking deadlines on a large paper calendar on your desk or through an app like Google Calendar, this is one of the most direct ways to know what's going on and when. The disadvantage, however, is that there is more for the project and the management of the content that the dates of publication , and a calendar may not always be quite effective alone. 2. Spreadsheetsalways been a favorite for content management. there is something so satisfying in seeing all necessary data points aggregated in one place and arranged neatly in rows and columns. with microsoft excel and google sheets, spreadsheets are easily accessible and do not have a high learning curve. an advantage of using spreadsheets is that they can be easily combined with calendar applications and content management tools. importing a .csv file, you can upload information to multiple places, as necessary for tasks at hand (see the google sheets and hootsuite planner combination in the next section for inspiration.) 3. kanban board or other kanban tool management projects is a visual system for project management that involves card handling through different stages of a project. is popular in editorial management because it can be easily used to represent an editorial workflow, regardless of which is your quality assurance process or how many hands touch a piece before it is published. This means that a kanban card can easily host your content calendar if you need more planning and management to push things live. the most popular options for this type of system include trello, airtable and meistertask. 4. content calendar (and management) apps by taking the calendar concept a little further, there are software applications and platforms that have been designed specifically for content management. they include both the calendar and the project management aspects that are necessary to getwork done together with other useful functions for high volume content marketing teams. Examples of these platforms include CoSchedule, Contently and Loomly. Examples of editorial calendar To help you realize an editorial calendar, we also included two real examples of some of the most successful content teams. Check them below and find out what makes their calendar so useful. 1. Buffer publishing calendar platform: Trello. This is the current Buffer editorial calendar, a social media content programming platform. Of course, the content of the company is supported by an editorial calendar that describes the author, title, date of publication, and where it is in the publishing workflow of the company (the content can be in the Ideas phase, in the Pipeline, "In Progress", or Editing.) Each rectangular tile shown above represents a single piece of content — if it is a blog post, video, or even a podcast episode. As you might say, Buffer's editorial calendar is built on Trello, a common project management tool. And although you can use Trello more than one way, Buffer uses most of its features available so that everyone has the information they need in a few clicks — regardless of what they do for the company and how the calendar affects their work. "An editorial calendar should be a resource for the whole team, not only for content creators," says Ash Read, editor of Buffer. "It must be something that anyone can easily accesswhat is going up and also suggesting ideas of content. Sometimes the best suggestions contained will come from people outside your marketing team." On the next screen, above, you can see what is inside each rectangular tile. When you click on an assignment, Buffer records feedback as the content is created and revised. Says Ash: "It's not just a calendar, but a place to share feedback, editing notes, pitch, ideas and more." 2. Unbounce publishing calendar platform: Google Sheets This is the publishing calendar of Unbounce, creator of landing pages and related conversion tools for marketers, as well as a HubSpot integration partner. Unlike Buffer, this company uses Google Sheets to manage the entire content production, and the way they customized the spreadsheet above would be pleasant in the eyes of any content creator. In addition to organizing their projects within the month, what you might notice from the screenshot above is that Unbounce also orders their content from the campaign they are serving — as for the first two columns on the left side. This allows the company to see which multiple assignments — listed vertically down the third column — have in common, and track content that extends beyond the blog Unbounce. Below, the blog Unbounce has a separate editorial calendar in Google Sheets that allows the blog to work together with larger business initiatives. However, using spreadsheets for both content workflows has proven to be the best choice forincreasing operation. "We are a small group of content, so other platforms could overcomplicate things," says Colin Loughran, director of Unbounce. Ultimately, this editorial calendar keeps Colin's team in sync. "While we try to block the dates a few weeks in advance," he explains, "the reality is that sometimes we need to make changes very quickly. A product launch could move into a slot we planned for something else, for example, or a guest contributor will be delayed in providing a magazine draft. When so, having a centralized resource that everyone can control is a necessary security blanket." 3. Digital Authority Content Calendar Platform: CoSchedule Digital Authority, a marketing agency specializing in content and social media, draws the distinction between their great object of image content compared to their small tasks connected to content. Source Digital Authority uses CoSchedule to plan timelines for pieces such as blogs and social media posts. The advantage of this is the categorization of color, calendar and views of the activities, and the ability to create social messages through platforms from a single portal. There are also features to keep the team active, on the same page, and agile with drag-and-drop functions. 4. Hootsuite Content Calendar Platform: Google Slides and Hootsuite Planner Hootsuite, another social media programming platform, has a ton of content to be published both on a daily basis and in advance. This makes their content calendar an importantof their production strategy. Source Due to volume, the Hootsuite team creates content very early using Google Sheets to plan and organize through channels. Once the strategy is created and executed, the posts that are ready to be published are represented on Hootsuite Planner. Publisher Template Ready to make your editorial calendar? No matter which platform you want to finally work out, a spreadsheet can help you to take inventory of what content you have and how quickly it moves from start to finish. Try our free Publisher Blog calendar models. By using the patterns connected above, you will be able to organize, classify and color code to the content of your heart. Use these templates to direct the right readers, optimize messages with the best keywords, and match each topic with a call-to-action killer. In this download, we included three different models to choose from. Why three? We recognize that not all content teams are equal. While some feel more efficient with a centralized editorial calendar solution, others may need the gentle push of a next deadline right on their personal calendar. Therefore, you will have access to all three models in Microsoft Excel, Google Sheets and Google Calendar. With some customization, the blog calendar will run smoothly, leaving time to be content-writing, lead-generation machine that strives to be. Originally published May 26, 2020 4:00 PM, updated May 26, 2020 microsoft excel weekly calendar template

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