

Create Your Content Calendar

Understanding what a content calendar is and actually creating one are two different things. In this project, you will practice creating a 1 week content calendar and take a look at your peers' content calendars. You'll be able to use our template and have a chance to see what your classmates put together.

How to create your assignment:

When you open the calendar template, you'll notice there are two tabs, one called "Content Ideas" and one called "Week Calendar."

Step 1: Content ideas

You will start by identifying your major categories. We suggest starting with the following categories, which you'll find populated in the template, and then adding your own as needed:

- Informational
- Inspirational
- Fun/Entertaining
- Business

Once you've finalized your categories, you'll begin filling in some content ideas. Your goal is to think about content that will keep your customers interested and engaged and will capture new members of your target audience. Consider the following as you complete Step 1:

- Is there at least 1 content idea in each content category?
- Are there at least 8 content ideas across all categories?
- Are all content ideas related in some way to the same business?

Step 2: Create your calendar

Use your list of ideas for your content to build out a one week content calendar.

Go to the "Week Calendar" tab in the template to complete this step.

Adapt the calendar template to fit your needs. Where the calendar reads "Platform 1," "Platform 2," and "Platform 3," fill in the names of the social media platforms (e.g. Facebook, Instagram, Pinterest, etc.) your selected business would use. We encourage you to use three platforms, however if your selected business uses fewer than three platforms, delete the extra platform rows.

Note if there are any holidays or any invented business related "holidays" in the "Day/Holiday/Event" row.

Using the ideas you created in the “Content Ideas” tab build out the “Content Focus” and “Evergreen/Ongoing” rows of your calendar. Be sure to include the following:

- Is there at least 1 piece of content from each of your content categories?
- Are there at least 3 pieces of evergreen content?
- Are there at least 4 pieces of content on your week long calendar overall?