



Editorial Calendar Template



January

February

May

June

October

Editorial Calendars

What is An Editorial Calendar?

An editorial calendar, or content calendar, is a schedule for all the content you are creating. There are many approaches to how to put these together, so they can be flexible and adjusted to suit your content needs and workflow.

Many editorial calendars do the following:

- Lay out each step in the publication process (e.g. ideation, creation, publication)
- Include the status of a piece of content to track progress and help with project management
- Track the primary stakeholders and point of contact/author for each piece of content
- Lay out action items required on each communication

Great editorial calendars also help you measure your impact by including the primary goal of the content or campaign. Our editorial calendar template includes all of these basic elements, but remember that you can add and remove elements to suit your needs.

Why Use An Editorial Calendar?

Using a content calendar is considered a best practice for good reason. They are invaluable to managing your time and staying on top of everything you need to create. As communicators, you often have many planned messages and large campaigns over the course of the year, and this tool helps you plan more in advanced so you can be more strategic and less reactionary.

But editorial calendars really shine when working in a team or with cross-functional departments. They can be shared with all the stakeholders you work with regularly to keep everyone accountable for final approvals, edits, and even communication requests.

[Download Template](#)

About theEMPLOYEEapp

theEMPLOYEEapp was created by communications and HR professionals to address the challenges organizations face communicating with a dispersed and deskless workforce. theEMPLOYEEapp is an internal communication and engagement solution that allows workers to have fast and easy access to the information, documents, and resources they need to succeed in their work.

Our app allows you to target information to your employees when and where they need it on their smartphone, tablet, or computer, and empower leaders and frontline managers to engage and activate employees across the organization. Unlike most traditional communications channels, theEMPLOYEEapp creates a customized, branded experience for employees, encouraging your workforce to join together in a single, centralized channel.

Our Mission is to enable the effortless flow of meaningful information for organizations driven by frontline workers.

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