

EDITORIAL CALENDARS

***PLAN YOUR
WORK***

***WORK YOUR
PLAN***

HELLO!



I am Angie Pedersen.

My superpower is content development, wrangling, and management.

You can find me at @angiepedersen and @kcgeeks.

AGENDA

- ★ Editorial calendars 101: What and Why
- ★ Creating an editorial calendar
- ★ Editorial calendar forms/formats
- ★ WordPress plugins
- ★ Incorporating an editorial calendar in your content marketing plan

EDITORIAL CALENDARS 101: WHAT?

- ★ Tool used by bloggers, publishers, businesses, and groups to manage content publication across different distribution channels, including:
 - Blog(s)
 - Email newsletters
 - Social media
 - Paid media campaigns

EDITORIAL CALENDARS 101: WHY?

- ★ Facilitates the process and execution of creating content, such as:
 - Brainstorming content ideas
 - Research and writing
 - Editing
- ★ Helps ensure content is being published and promoted consistently

START WITH A PLAN



- × Top Tip #1: Determine your target audience
- × Top Tip #2: Determine your marketing goal(s)
- × Top Tip #3: Determine who, what, when

PLAN THE WORK: CREATING AN EDITORIAL CALENDAR

Consider:

- Monthly/weekly themes
- Holidays (e.g. gift guides/recommendations, build awareness, offer resources, etc.)
- Campaigns (e.g. conventions, ads, book/product/service launch, contests, etc.)
- Frequency of posts
- Vacation/scheduling posts
- “Repurposing”/Recycling content

EDITORIAL CALENDAR FORMATS

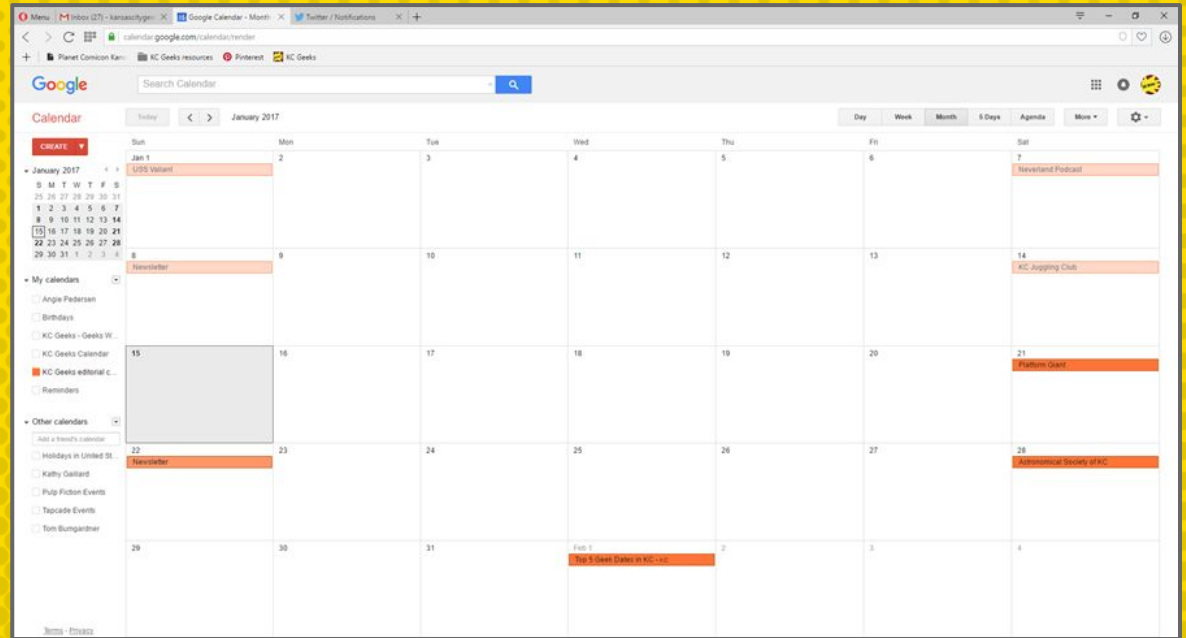
- ★ Paper calendar printouts
- ★ Spreadsheets (e.g. Excel or Google Sheets)
- ★ Google calendar
- ★ WordPress plugin
- ★ 3rd party platform (e.g. DivvyHQ, Buffer, Spreadfast, etc.)

SPREADSHEET

	A	B	C	D	E	F	G	H	I	J	K
1	Industry	Deadline	Proof deadline	Final in WP	Promotion	Theme	Title / Headline / Subject	Category/type	content format	assigned?	Author
2	Coatings	12/19/2016;rcvd	12/22-done	12/29-done	1/4/2017	Automotive Coatings	cathodic electrocoating	Application	article	YES	Luke Skywalker
3	Plastics	12/21/2016	12/22-done	12/29-done	1/4/2017	Plastics in Automotives	materials used for prototype plastic engines in cars	Category Overview	article	YES	James T. Kirk
4	Plastics	12/21/16;rcvd	12/22-done	12/29-done	1/4/2017		Plasma coated engineering polymers	Material Overview	article	YES	The Doctor
5	Personal Care	12/19/16;rcvd	12/22-done	12/28-done	1/4/2017		Best New Personal Care Formulation Technology 2016	Trends	article	YES	Stan Lee
6	Personal Care	12/19/16;rcvd	12/22-done	12/28-done	1/4/2017		2017 regulatory changes/topic TBD	Regulatory	article	YES	Harry Dresden
7	Personal Care	12/21/2016	12/30-done	1/4-done	1/11/2017	Essential Oils	Natural Solubilizers video (archive)	Category Overview	video	YES	Mayim Bialik
8	Food, Beverage & N	12/21/2016	12/30-done	1/4-done	1/11/2017	Weight Management	diet pill formulatuion	Formulation Challenge	article	YES	Hank McCoy
9	Coatings	1/6/2017	1/6/2017	1/11/2017	1/18/2017	Coatings content upload 2016	Coatings content upload press release (interview) ON HOLD	Product Feature	press releas	YES	Internal author - Angie Pedersen
10	Coatings	1/5/2017	1/6/2017	1/11/2017	1/18/2017	Coatings content upload 2016	Architectural, construction, building materials resource post ON HOLD	Product Feature	article	YES	Internal author - Angie Pedersen
11	Coatings			1/11	1/18		RERUN Surfactants	Category Overview	article	YES	Elon Musk
12	Plastics	1/4;rcvd	1/6-done	1/11/2017	1/18/2017		Digital Mfg Tech: trends in polymer-based AM/AM materials research	Prospector Product	article	YES	Tony Stark
13	Personal Care	1/4;rcvd	1/6-done	1/11/2017	1/18/2017		update on nanomaterials in EU regulation			YES	Hank Pym
14	Personal Care	1/11/2017; rcvd	complete	1/18/2017	1/25/2017		Regulatory letter IL 033	Regulatory	article	YES	Diana Prince
15	Personal Care	1/11-rcvd	1/13/2017	1/18/2017	1/25/2017		retinoids		article	YES	Prof. Xavier
16	Personal Care	1/11/2017	1/13/2017	1/18/2017	1/25/2017		Regulatory Snapshots (Prospector Professional) ON HOLD	Prospector Product Update	article	ON HOLD	Internal author - Angie Pedersen
17	Food, Beverage & N	1/11/2017;rcvd	1/13-done	1/18/2017	1/25/2017		why protein: Part 1	Category Overview	article	YES	Capt. America
18	Coatings	1/5;rcvd	1/6-done	done	2/1/2017	Catalysts	What is Catalysis?			YES	Prof. McMonigle
19	Coatings	1/18/2017	1/20/2017	1/25/2017	2/1/2017	Coatings content uploaded 2016	Furniture & Wood resource post ON HOLD	Prospector Product Update	article	YES	Internal author - Angie Pedersen
20	Plastics	1/20/2017	1/23/2017	1/25/2017	2/1/2017	Pigments & Colorants	trends in pigments and colorants	Application	article	YES	Sookie Stackhouse
21	Personal Care	1/18/17;rcvd	1/20/2017	1/25/2017	2/1/2017		Unusual properties of water	Material overview	article	YES	Arthur Curry
22	Personal Care	1/25/17;rcvd	1/27/2017	2/1/2017	2/8/2017	Emollients	how to improve emollients in skin care lotions		article	YES	Raven Darkhölme
23	Food, Beverage & N	1/18;rcvd	1/13/2017	2/3/2017	2/8/2017		Dry blending	Sponsored Content	article	YES	Sponsored by Evil Corp.

GOOGLE CALENDAR

- ★ associated with a Google account
- ★ may want to set up a unique account



WORDPRESS CALENDAR PLUGINS

The screenshot displays the WordPress 'Add Plugins' interface. On the left is a dark sidebar with navigation links: Dashboard, Jetpack, Posts, Media, Links, Pages, Comments, Feedback, Appearance, Plugins (highlighted), Installed Plugins, Add New, Users, Tools, Settings, SEO, Better Click To Tweet, Security, Anti-Malware, Gfmetrix, Sumo, Wordfence, External Links, and WP Fastest Cache. The main content area is titled 'Add Plugins' and includes a search bar with the text 'editorial calendar'. Below the search bar, a grid of plugin cards is shown, each with a logo, title, description, star rating, number of active installations, last update date, and an 'Install Now' button. The plugins listed are: Editorial Calendar, PublishPress helps WordPress teams create great content, Nelio Content – Social Media Marketing Automation, Calendar by WD – Responsive Event Calendar, CoSchedule, Edit Flow, KANBAN for WordPress, Tockify Events Calendar, and EmbedPress – Embed Google Docs, Vimeo and Wistia videos, Giphy and Imgur photos, and more.

Plugin Name	Rating	Active Installations	Last Updated	Compatible
Editorial Calendar	★★★★★ (67)	50,000+	4 months ago	✓
PublishPress helps WordPress teams create great content	★★★★★ (16)	700+	2 days ago	✓
Nelio Content – Social Media Marketing Automation	★★★★★ (39)	6,000+	3 days ago	✓
Calendar by WD – Responsive Event Calendar	★★★★★ (249)	30,000+	1 week ago	✓
CoSchedule	★★★★★ (179)	10,000+	1 month ago	✓
Edit Flow	★★★★★ (44)	10,000+	5 months ago	Untested
KANBAN for WordPress				
Tockify Events Calendar				
EmbedPress – Embed Google Docs, Vimeo and Wistia videos, Giphy and Imgur photos, and more				

EDITORIAL CALENDAR PLUGIN

ar

makes it possible to

drag and drop them

Evans, Joachim

Zack Grossbart

Last Updated: 4 months ago

compatible with your version of WordPress

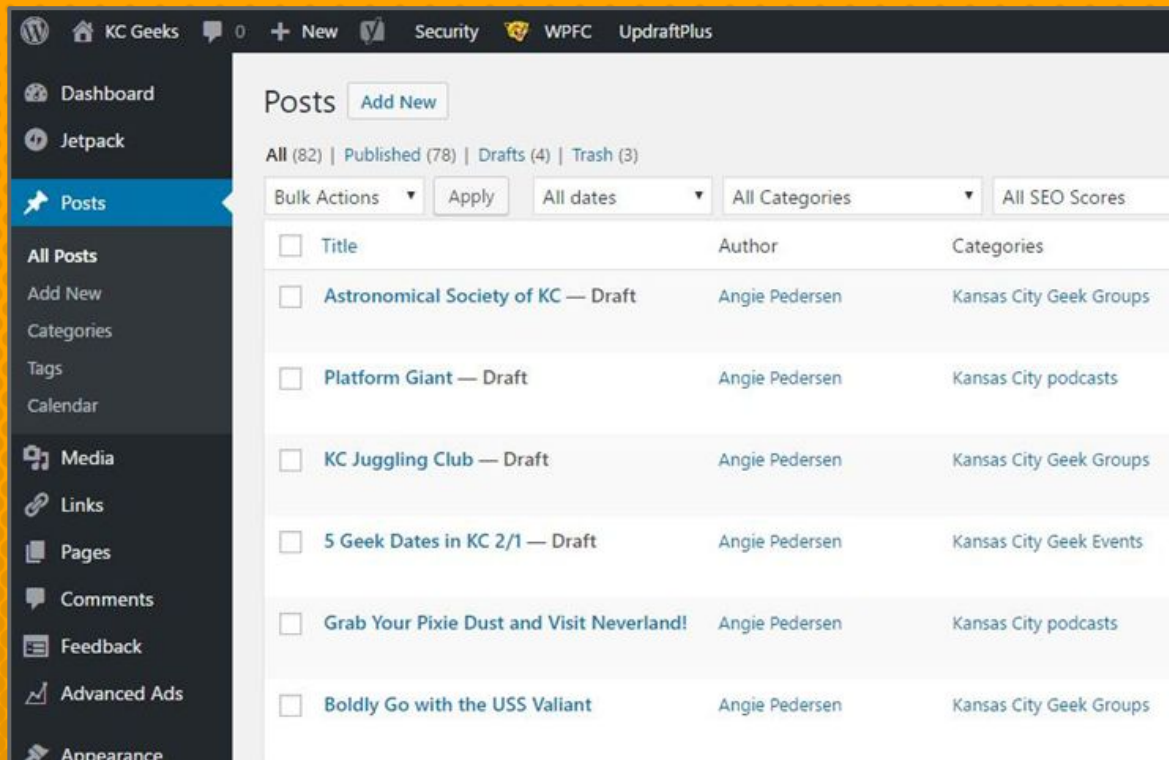
Install Now

More Details

@angiepedersen | @kcgeeks

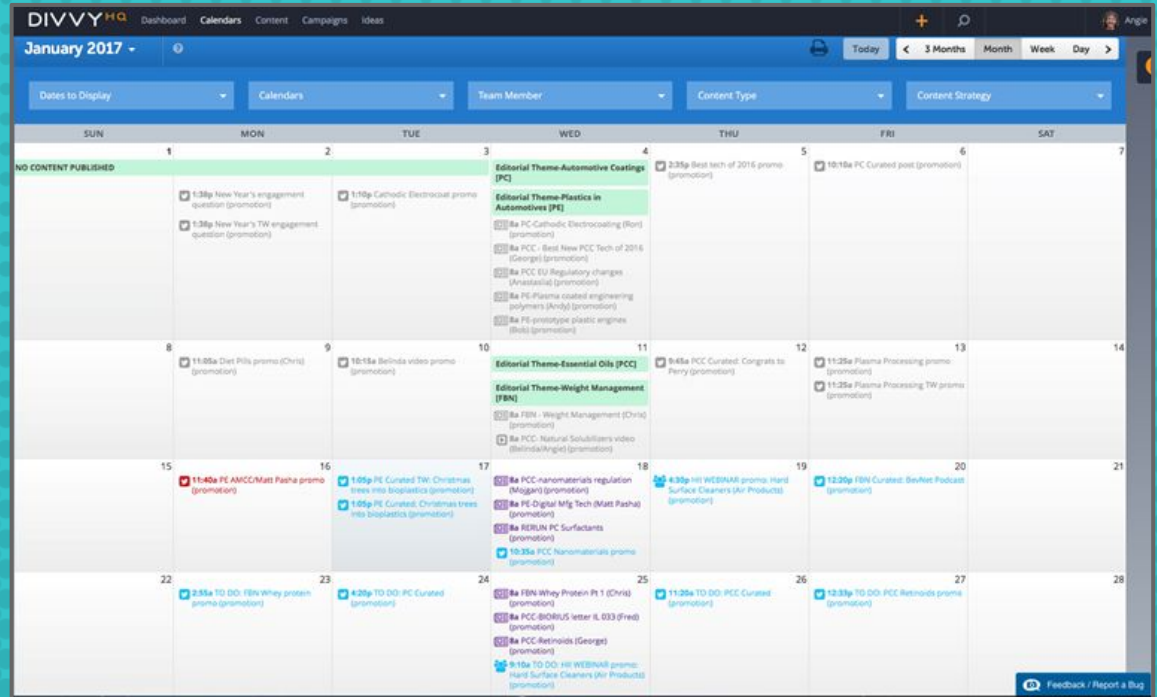
EDITORIAL CALENDAR PLUGIN

- ★ Calendar item automatically creates new post in Draft
 - Even for unscheduled or “parked” posts



THIRD-PARTY PLATFORM: DIVVYHQ

- ★ Monthly/annual subscription fee, after 14-day free trial
- ★ Currently no WP plugin/functionality



WORK THE PLAN

- ★ Incorporate an editorial calendar into your content marketing plan
 - Blogs
 - Social posts
 - Email marketing
 - Campaigns
- ★ Set calendar alerts for content deadlines

RESOURCES

- ★ Hubspot: [Free Google calendar & Excel calendar templates](#)
 - Includes how to set up Google Calendar
- ★ Content Marketing Institute: [Editorial Calendar Tools & Templates](#)
- ★ [15 Life Changing Editorial Tools](#)
- ★ [TimeandDate.com Fun Holidays](#)
- ★ [Bizarre & Wacky Holidays](#)
- ★ Chris Brogan: [100 Blog Topics for Your Business](#)

THANKS!



Any questions?

You can find me at @angiepedersen, @kcgeeks, KCGeeks.com,
and @angie.pedersen@gmail.com