Content Calendar
User Guide

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Introduction

In the ever-evolving landscape of omnichannel digital marketing, organizational success hinges on the ability to quickly and efficiently navigate through a multitude of mediums—each demanding unique content and assets for the best results. This makes it difficult to keep tabs on who's responsible for what, when content needs to go live, and how it all fits into the overarching strategy.

Enter Agile Education Marketing's content calendar—a valuable compass in the increasingly complex digital wilderness.

It's more than a place to keep important dates handy; it's a multifunctional tool empowering teams to produce consistent, timely, and strategically aligned content. That means no more last-minute scrambling or endless communication rounds with stakeholders.

This eBook serves as a comprehensive guide to using Agile Education Marketing's content calendar and maximizing its potential benefit. For a well-oiled content strategy in 2024 and beyond, read on to learn more.

Annual Dates

The first tab in Agile's content calendar is your go-to guide for staying on top of crucial dates throughout the year. Here's what the Annual Dates tab offers:

Holiday dates: Find essential public holidays, global observances, and religious celebrations, and plan your content around these dates for maximum relevance.

Future-proof planning: Access dates for both the 2023 and 2024 calendar years to stay ahead in your content strategy and ensure consistent and timely posting. **And, this calendar template is designed to be updated for future years as the calendar is used.**

Lunar cycle awareness: Take note of lunar-sensitive holidays such as Easter or Passover, and be prepared to align your content with date variations.

Why does this matter?

Keep these dates in mind to inspire timely themed posts and make sure your content is always engaging and fresh. It's also good to keep major dates in mind to know when colleagues might be out of office for improved communication and project management.

Holiday/Occurance Name	2023 date	2024 date
Lunar New Year	Sunday, Jan 22	Saturday, Feb 10

Blog Editorial Calendars

The next two tabs of our content calendar feature the Blog Editorial Calendars for 2023 and 2024. Here, you'll find details about published content, including eight columns:

1. **Publish Date:** The date you plan to publish the final draft of your content.

2. **Due Date:** Use the due date to indicate when the first full draft of a blog should be completed.

3. **Author:** Assign responsibility and ensure credit by identifying the author for each blog.

4. **Topic/Title:** Add blog titles and topics to keep track of themes covered for a cohesive content strategy.

5. **Content/Details:** Include context for blogs to promote clarity for all stakeholders.

6. **Keyword(s):** Ensure visibility and SEO success by listing the key terms the content is targeting.

7. **Target Persona(s):** Define the intended audience for each piece to guide content.

8. **Offer/CTA:** Drive action and engagement with a clear call-to-action or promotion associated with each blog.

Blog Editorial Calendar							
Publish Date	**Due** Date	**Author**	**Topic**/Title	**Content**/Details	**Keywords**(s)	**Target Persona**(s)	**Offer**/CTA
1/1/2023	**12/29/2021**	Ivelisse R.	**12 Revealing Charts**	Explain importance of blogging and how to...	business blogging, blogging benchmarks	Marketing Mary	How to Get 100,000 Readers

Social Media Updates

Our content calendar makes it simple to optimize and stay updated with content on social media—across Twitter, Facebook, Pinterest, and LinkedIn. Use the following columns for social media precision planning:

1. **Day:** Strategically schedule posts from Monday to Sunday.

2. **Date:** Keep track of the month/day/year that social media content is published.

3. **Time:** Optimize post engagement by scheduling posts deliberately.

4. **Message:** Craft attention-grabbing post copy to drive interactions.

5. **Link:** Move clients down the sales funnel with relevant and clear CTAs.

6. **Campaign**: Align posts with specific initiatives for consistent messaging.

7. **Image:** Catch attention with visually appealing images tailored to the dimension specifications of each platform: LinkedIn, Twitter, Facebook, and Pinterest.

8. **Character Count (for Twitter only):** Stay within Twitter's 240-character limit for impactful messaging.

Day	Date	Time	Message	Campaign
			MONDAY	
12/29/2021	12:00:00		Free Twitter Kit for Business	Twitter
			TUESDAY	

Use the social media updates tabs to ensure your brand's content resonates across channels, creating a more cohesive and stronger online presence.

November, 2023

Key:

MONDAY - Nov 13

Product Launch

Webinar/Podcast

Blog Post

Holiday Campaign

Monthly Planner

Unlock the true potential of our content calendar with the Monthly Planner tab, which brings all of the content information detailed thus far together for streamlined management. This centralized tab includes:

— **A month and year banner:** Prominently display the current month to keep all stakeholders and content creators oriented.

— **A color key:** Simplify the process of identifying content dates and ensure instant clarity with a color-coded legend.

— **Daily blocks:** Each day features a block with the day of the week and date, so you can fill in spaces with content details from other tabs.

Take advantage of the Monthly Planner to make room for precision planning, eliminate scattered data, avoid confusion, and execute fine-tuned strategies successfully.
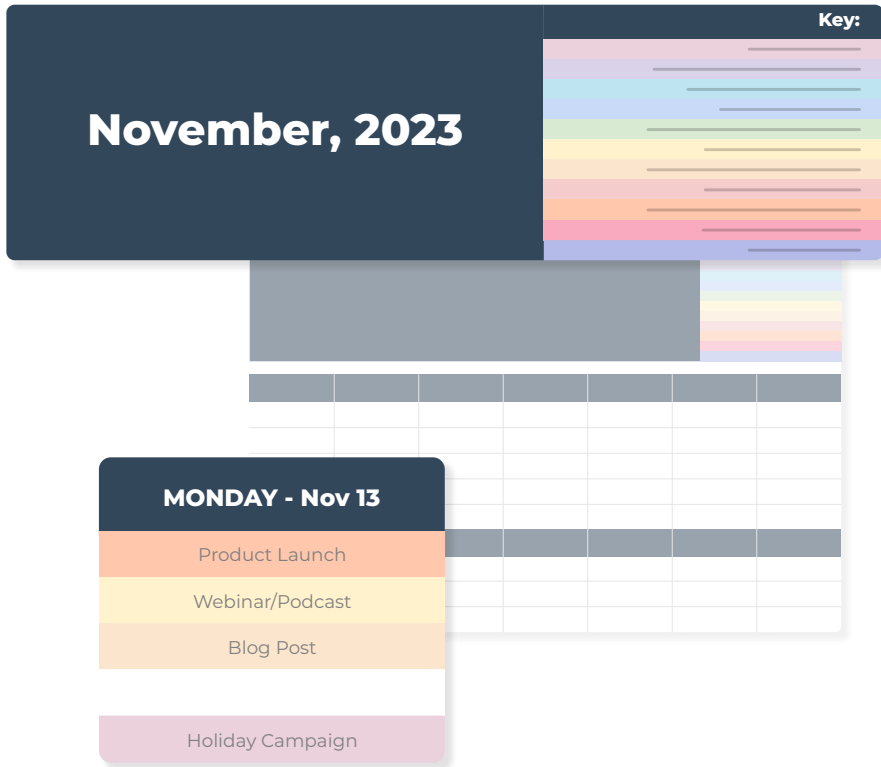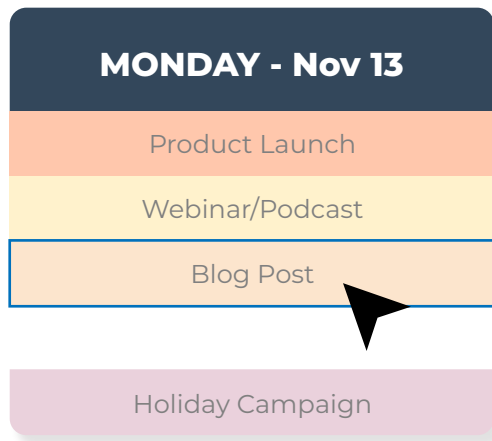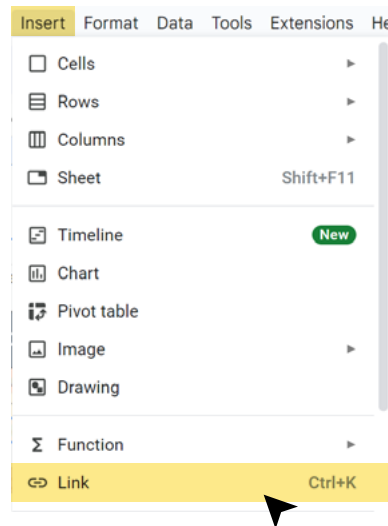
Calendar Formula Instructions
(Linking Cells)

Improve efficiency when managing and utilizing Agile's content calendar with the Calendar Formula Instructions tab. To streamline workflows, you can link items between the Monthly Planner and other tabs in five simple steps:
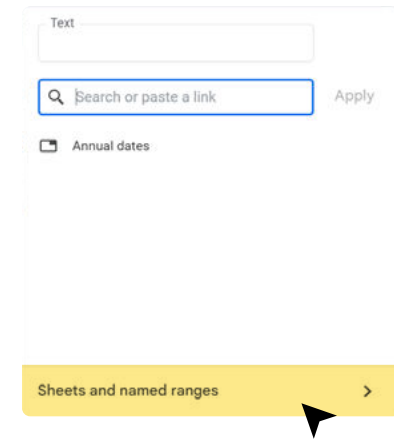
Step 1: Select the event you want to link within the Monthly Planner tab.

Step 2: Access the menu and click on "Insert"> "Link." A new window will appear.

**Step 3:** In this window, choose "Sheets and named ranges."

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Calendar Formula Instructions
(Linking Cells)

Step 4: Now, scroll down and click "Select a range of cells to link." Then navigate to the specific cell or group of cells you want to link.

Step 5: Confirm that the range displayed in the text box is correct. Press "OK," and the first cell you selected will be linked!
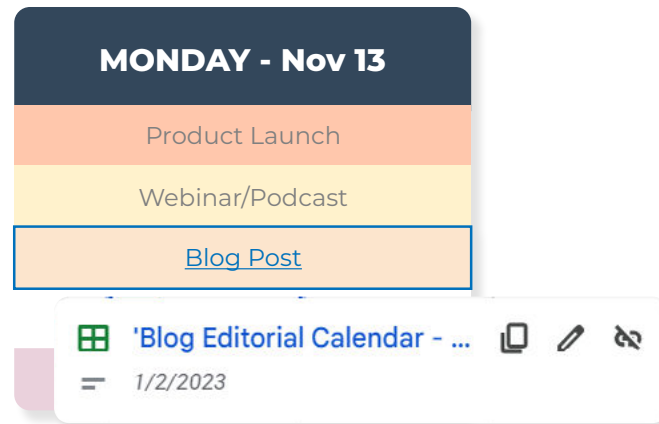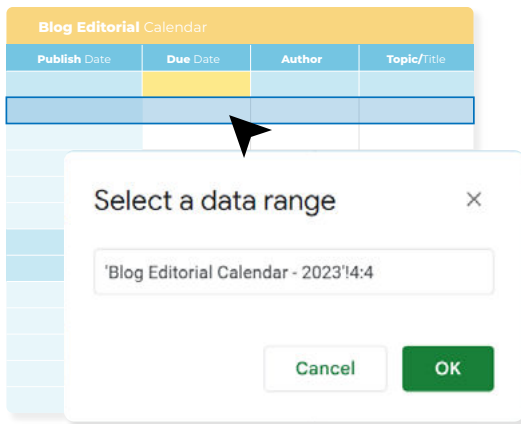
Content Calendar Instructions

The final section of our content calendar—the Content Calendar Instructions tab—provides a succinct overview of the five core tabs and how to harness their full potential. And, for quick access, each section is directly linked to the associated tab.

In one convenient place, you can explore the template's:

Annual Dates: Navigate crucial dates, gain thematic inspiration, and track team availability.

Blog Editorial Calendars for 2023 and 2024: Plan blog content meticulously and effectively.

Twitter, Facebook, Pinterest, and LinkedIn Updates: Boost social presence through precision scheduling and content best practices.

Monthly Planner: Centralize your brand's content strategy and keep stakeholders on the same page.

Calendar Formula Instructions: Streamline workflows with seamless linking capabilities.

This content calendar guide should be leveraged as a comprehensive tool to enhance your brand's marketing efforts—for more strategic planning and more meaningful engagements with potential clients.

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