



EDITORIAL CALENDAR TEMPLATE

This is a simple and easy editorial calendar to start with. You can customize it to better fit your business and your needs. The calendar is a strategic and organizational tool, that will help gain clarity with your social media strategy and will help you implement it to consistently support your presence across your social media platforms.

Post Title	Type of Media	Social Media Platform	Type of Post	Publish Date	Publish Time	Analytics	Notes
JANUARY 2018							
WEEK 1							
Happy New Year From XXXXX	Single Image + Wishes copy	Facebook, Instagram, Twitter, Email List	Brand	January 1st	2 am	100 likes 10 new followers 10 website click throughs	
New Year Sale	Single Image for SM + link to webpage Email format for List	Facebook, Instagram, Twitter, Email List	Promotional	January 3rd	10 am		
How to travel for less in 2018	Blog	Facebook, Instagram, Twitter, Email List	Informational	January 4	9 am		
How to keep your NY's resolutions	Blog	Facebook, Instagram, Twitter, Email List	Inpsirational	January 5	10 am		