

Creating Your Content Calendar Workbook



Glen Innes Natural Resources Advisory Committee

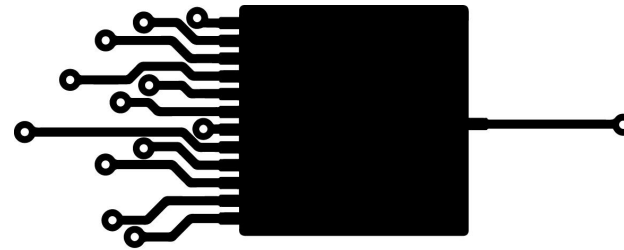


FRRR

Foundation for Rural
Regional Renewal



iClick2Learn



TRACY SHEEN

THE DIGITAL GUIDE

Example of one week's content across three platforms:

Monday		Tuesday	
Platform 1:	Weekly Set Up	Platform 1:	Top Tip
Platform 2	Question	Platform 2	Quote
Platform 3	Quote	Platform 3	Question

Wednesday		Thursday	
Platform 1:	Infographic	Platform 1:	Statistic
Platform 2	Statistic / Blog	Platform 2	Infographic
Platform 3	Top Tip	Platform 3	Article or Video

Friday		Weekend	
Platform 1:	Quote	Platform 1:	Article or Video
Platform 2	Article or Video	Platform 2	Top Tip
Platform 3	Statistic	Platform 3	Infographic

Things to keep in mind when creating content for your audience

To keep your content fresh and interesting for your audience you want to hit as many of the different styles of content as possible throughout your social media.

	Create	Curate	Commentate	Celebrate	Commercialise
	This is content you create yourself	This is content you find that you can pass onto your audience that will be of interest.	Similar to 'curate' however with your added thoughts on the content shared.	Your opportunity to share a win from your members/ clients/ Community etc	Your opportunity to promote something happening within your organisations
Birds Eye long term future focused					
Fish Eye short term future focused					
Insect Eye what's happening 'now'					

Handy Content Hacks and Platforms:

Handy Content Hacks For Video		
Product	Link	What it does
Animoto	https://animoto.com	Drag and drop video maker
Wave	https://wave.video	Makes video stories for social and web
Recastly	http://recastly.net	Subtitles video
Descript	https://www.descript.com	Edit and transcribe video
Kapwing	https://www.kapwing.com	Video editor, subtitle and more

Handy Content Hacks For Images and Graphics		
Product	Link	What it does
Canva	https://www.canva.com	Creates any type of graphic you could need
Word Swag	Only on mobile apps	Add text over images
O-Dan	https://o-dan.net/en/	Copyright free images

Handy Content Hacks and Platforms Continued:

Social Media Scheduling		
Product	Link	What it does
Buffer	https://buffer.com	Pre schedule social media content
Hootsuite	https://hootsuite.com/	Pre schedule social media content
Publer	https://publer.io	Pre schedule social media content
Meta Business Studio	Meta Business Suite and Business Manager Overviewhttps://business.facebook.com	Facebook/Instagram owned scheduling and analytics tool

Social Media Analytics		
Product	Link	What it does
Vaizle	https://vaizle.com	Provides analytics tools for benchmarking your social media
Meta Business Studio	Meta Business Suite and Business Manager Overviewhttps://business.facebook.com	Facebook/Instagram owned scheduling and analytics tool

Your Weekly Social Media Scheduling Template:

Monday		Tuesday	
Platform 1:		Platform 1:	
Platform 2		Platform 2	
Platform 3		Platform 3	

Wednesday		Thursday	
Platform 1:		Platform 1:	
Platform 2		Platform 2	
Platform 3		Platform 3	

Friday		Weekend	
Platform 1:		Platform 1:	
Platform 2		Platform 2	

Platform 3		Platform 3	
------------	--	------------	--