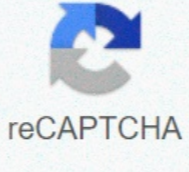




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## Social calendar template excel

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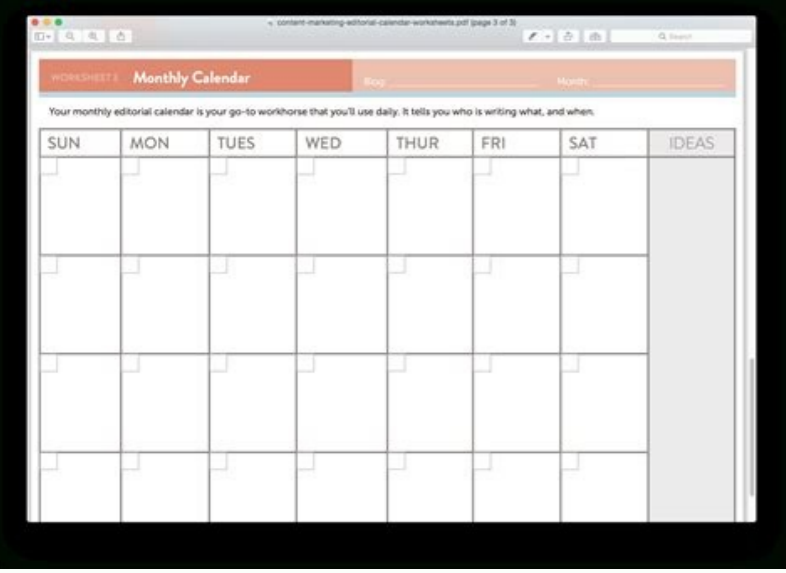
As a marketing manager, you're constantly looking for some approaches that will give you a competitive edge in the market. Creating authoritative, informative, and relevant content is probably one area you've invested heavily. But do you know that creating and publishing social media content at the right time matters? Yep—just like with everything else in life, it's all about timing, even with content marketing. So how do ensure you and your team produce quality content on time while staying competitive and on top of the ever-changing trending topics? Simple: plan ahead and plan strategically! And in this case, you can lean on content calendar templates to help you get started quicker, plan your content, stay ahead of trends, and be prepared for any strategic changes. This guide will show you how to use free content calendar templates to your advantage and teach you ways to take your content planning and publishing to the next level. What is a Content Calendar Template? A content calendar template is a schedule that allows you to plan and organize your content in advance. This way, you can track the progress of your content creation, identify gaps, and measure your performance against specific goals. Content calendars are crucial for social media managers since they help ensure that all the content is published at the right time and place. Social media managers manage their content planning and publication using various tools such as Google Sheets, Excel, and other project management software. While these tools are effective in managing content, they can be pretty challenging to use, especially for those who are not tech-savvy. That's why we've put together a list of the 10 best free content calendar templates you can use to plan your social media posts and content ideas. 10 Content Calendar Templates 1. ClickUp Content Management Template Use The ClickUp Content Management Template to view custom calendars across multiple channels. ClickUp is an all-in-one project management software that allows you to plan, organize, and collaborate on your projects in one place. Its fully customizable platform makes it possible to personalize every aspect of your content workflow. While ClickUp offers hundreds of ready-to-use templates in its Template Center, there's one that stands out for content planning—the ClickUp Content Management Template. This template makes the top of our list because it's completely flexible and customizable to your specific content workflow. The template not only has a content calendar for tracking all your content across channels (i.e. blog, social media, website, or email), but it also includes separate calendar views for each channel. With the Content Management Template, you get comprehensive insights into everything from receiving requests, creating a plan with documents, managing an editorial calendar, and delivering content. This template is your absolute one-stop shop for creating and managing content across multiple channels while having dedicated calendar views for each one. Try ClickUp's Content Management Template 2. ClickUp Content Calendar Template Content Calendar Template by ClickUp The ClickUp Content Calendar Template is designed to help you plan and publish your content more effectively. This template offers a simple and user-friendly interface that makes it easy to drag and drop files, add comments, and track the progress of your content. With ClickUp's free content calendar template, you can easily add comments and attachments to your content. This way, you can keep track of the progress of your content and ensure that all the stakeholders are on the same page. Try ClickUp's Content Calendar Template 3. ClickUp Social Media Content Calendar Template ClickUp's social media content calendar template keeps all your channels on track. Since ClickUp offers a simple and user-friendly interface, it makes it easy to drag and drop files, add comments, and track the progress of your content. And with the ClickUp Social Media Posts Template, you'll be able to: Plan and organize your social media posts and content, publish status, and more Visualize and prioritize your posts, partnerships, insights, and more Strategize and schedule posts as new trends develop Additionally, with this template, you can easily track the performance of your social media campaigns and identify areas that need improvement to keep you on top of your social media game and marketing campaigns. Try ClickUp's Social Calendar Template 4. ClickUp Content Calendar List Template Via ClickUp In the ClickUp Content Calendar List Template, you can plan your topics, keep track of your deadlines, and ensure that your content is aligned with your editorial goals. This template can help you manage your content creation, editing, and production activities with internal and external contributors while giving you a clear overview of your publishing calendar. Using a content calendar list allows you to get an at-a-glance view of your upcoming content. ClickUp Content Calendar Template 5. ClickUp A/B Testing Template A/B testing brings a ton of helpful information to your projects, which is why having all that data in a centralized and manageable place is just as important. Testing is crucial in deciding how you will write, format, or display content to your audience. That's why the ClickUp A/B Testing Template is an awesome choice for content teams that want to visually track campaign schedules, test variations, conversion rates, and other important tests. Running A/B tests can get messy in a hurry when you're not tracking results across multiple experiments. This is where having an A/B testing template can help. A great template keeps your testing program organized and also saves you time. With statuses, you'll see exactly what stage each campaign is in. Plus, you can use the Conversion Rate & Performance Tracking tab to get an overview of all of your campaigns and their progress so you know exactly how they're performing. ClickUp Content Management Template 6. ClickUp Editorial Calendar Template Easily track, manage, and build content publishing schedules with this calendar template. The ClickUp Editorial Calendar Template provides a ready-to-use calendar that lets you edit it to fit your content planning needs—edit the content in each column in the template to meet your requirements. You can also add tags to your content for better organization, track the statuses of each post and assign tasks to team members.



This template is perfect for keeping you organized and on track with your content creation goals! ClickUp Editorial Calendar Template 7. Vertex Google Sheets Content Calendar Template Via Vertex 42 If you're looking for a content calendar template specifically designed for Google Sheets, this Vertex 42 template is the one for you. This social media calendar template helps you plan and keep an overview of your content ideas and activities across your platforms. It also makes it so you can easily track the progress of your content, and ensures that you consistently meet your content goals. This template is adjustable, so you can customize it based on your project's needs. Google Content Calendar Template 8. Vertex 42 Excel Content Calendar Template Via Vertex 42 If you're currently using Excel or are well-versed in using it, then Vertex 42's content calendar template is for you. Just like other templates, the Vertex 42 Excel content calendar template allows you to easily track the progress of your content, so you regularly hit your content goals. This template also offers a variety of features that make it easy to customize and adapt to your specific needs. You can change font colors, highlight cells, add rows and columns, and more to personalize your content calendar to fit your content and social media strategy. Excel Content Calendar Template Via Template.net If you prefer to use a template from scratch, then a blank social media calendar template might be for you. Blank templates are fill-in-the-blank templates that provide a simple layout and immediate structure while giving you a blank canvas to work with. This type of template can help manage your content ideas, plan your weekly publishing schedule across your social media platforms, and create consistent and repeatable processes for you and your team. Blank Social Calendar Template Via Template.net Annual Social Media Calendar templates are great for short and long-term planning. It's an exhaustive template that covers all the bases, and it's perfect for content managers who want a complete overview of their social media campaigns—plan your content calendar for the entire year and get granular by planning by month, week, and day. This comprehensive calendar will guide your social media content creation for a year and ensure you hit all the key dates and events. As a result, you and your team can become more proactive about the publishing schedule and cadence and anticipate changes as necessary. Annual Social Calendar Template Why Use a Content Calendar in the First Place? Content calendars create a system that allows you to strategically plan and create content in advance, so you never have to scramble to make something new at the last minute. Here are some of the main benefits of why you should use a content calendar: Benefit 1: Keeps your team organized and aligned A social media content calendar template will help keep your team organized and aligned because everyone can see what content needs to be created and when it needs to be published—avoiding any confusion or miscommunication within your team. Social media and content departments need to work cohesively as possible, and a content calendar will help you achieve that. ClickUp's Calendar view in the home view One of the most important keys to an effective marketing strategy is consistency. When you use a content calendar to strategically plan your posts and other content materials, you and your team will be able to organize your publishing schedule and deliver timely content. This level of consistency will not only provide your team with a familiar cadence to work with but will also help your audience anticipate when your next posts will be available. Benefit 3: Proactive about timelines and saves time Content creation can be time-consuming, therefore, planning ahead is key to staying within your deadlines and timelines. A content calendar can help keep your teams on track with content creation timelines and foresee when the hard deadlines are. Additionally, content calendars can help you and your team plan for potential bottlenecks and other blockers. As for content production, your team can use a content calendar to organize and batch content items in advance to work on the topic cluster at once instead of scattered efforts that inhibit productivity. This will save you time, energy, and stress in the long run. Benefit 4: Improves your ROI Content calendars improve your return on investment (ROI). They'll ensure your social media management team is organized and that they're creating content that's aligned with your monthly, quarterly, and yearly business goals. This will help you improve your ROI because you'll be able to track your marketing efforts and the progress of your social media campaigns. Additionally, a content calendar will help you save time and enhance your bottom line in the business environment. Benefit 5: Sustains your audience's interest Sustaining your audience's interest can be difficult, but it's crucial if you want to keep them engaged in your brand. A content calendar can help you maintain your audience's interest because it'll allow you to plan and publish timely content that's relevant and interesting to them. Additionally, a content calendar will help you ensure that you're consistent with your content publishing cadence, which is crucial for sustaining your audience's interest. Benefit 6: Tracks performance more efficiently Tracking your social media performance can be difficult, but it's crucial if you want to see what's working and what's not. A content calendar will help you track your performance more efficiently because you'll be able to see when certain pieces of content were published and how they performed. Additionally, a content calendar will help you ensure that you're consistent with your content, which is also essential for tracking your performance. Use ClickUp's Dashboard view to see visualize and track performance Planning your social media marketing can be difficult, but it's essential if you want to ensure that your campaigns are successful. A content calendar template will help you plan your social media marketing better because you'll be able to see when certain pieces of content need to be published. You want to perform better than your competitors, and a content calendar will help you achieve that. Get a Quick Start to Your Content Calendar With Helpful Templates A content calendar is one of the most important tools you can have lined up in your marketing toolbox. It serves as the framework for your business plans, a hub for all your content marketing efforts, and is your ticket to delivering timely content to your audience. Without it, it would be quite challenging to keep track of your content creation timeline and publishing dates and stay ahead of online trends. So whether you're new to content calendars or a seasoned content or social media marketer simply looking for a more effective way to plan and organize your content, then lean on the templates we provided above to help you get started. Ready-to-use and customizable social media and content calendar templates are available at your fingertips! And if you're looking for a comprehensive project management tool for your entire marketing team, ClickUp is fully equipped with customizable features and templates for every team and use case. It's time to level up with ClickUp. With the advent of digital marketing, it has become increasingly crucial for businesses to build their brand and promote their products or services in the online sphere. The best way to do this is of course, social media, which has the power to reach millions across the globe in an instant.



The most effective digital marketing technique is to write blogs and social media posts that are designed to gain traction on search engines and trends on different platforms. This also requires that a business stick to a particular schedule for digital marketing since consistent posting is vital to stay relevant. That's why many digital marketers and enterprises use a content calendar. To get you started, we've included 10 free content calendar templates for social media and blogs below. What is a Content Calendar? A content calendar is a document that helps you organize and schedule your future content. It contains details of what to post, when, and on which platforms. A content calendar for social media and blogs helps you keep track of the status of each post, spot gaps and omissions, stick to deadlines, and plan your work in advance.



It's also a clean and efficient record to show to your stakeholders when you need to send over a progress update. Benefits of Using a Content Calendar You might be thinking that you could just schedule social media posts and blogs on your regular Google calendar, but that isn't always the most efficient option. For a successful digital marketing strategy, you should go for a specialized tool. Here are some reasons why you should use a content calendar to plan out your digital marketing posts: Organize better Whenever inspiration strikes, you might just jot down your ideas for content on your phone, desktop, or random pieces of paper. While spontaneity could work for you, it's not always reliable, and a lack of order will only hamper your work in the long run. Creating a content calendar listing out proposed social media posts and blogs will give you an idea of the bigger picture, and help you think up ideas that align with your overall strategy or campaign. A calendar also lets you plan better around a specific theme or an upcoming event for your business. Scheduling posts on particular dates will also ensure that you aren't panicking at the last minute to meet deadlines or with fewer content pieces than you expected. Don't miss a thing Keeping all your planned content in one place ensures that all the teams and stakeholders involved are on the same page. Our hectic daily lives may make it difficult to stay on top of every single thing, and it's easy for plans to slip under the radar. Instead of stressing about remembering dates and future events, it just makes sense to plan everything out in advance with the help of a suitable tool. Meticulously sketching out next month's schedule for marketing posts and blogs will lead to less stress for you and the marketing team, and seamless execution of all your plans. Collaborate better Putting down all your content ideas and plans on one organized platform will get the best out of your brainstorming sessions with colleagues and clients. You'll be able to select the best ideas and schedule them more efficiently with the help of a content calendar. You can also share the proposed calendar with customers to gauge their preferences and get valuable feedback to refine your strategies further in the long run. That's how a content calendar for social media and blogs facilitates better collaboration, easy sharing, and gets you helpful inputs to ensure customer satisfaction. Stay consistent When strategizing for digital marketing, the key is to stay consistent. If you want to stay relevant online over a longer span of time, you must optimize your content accordingly. Your content has to be well-researched, well-written, and informative. But it won't matter how eye-catching and useful your content is if you don't post consistently. Sticking to a regular schedule is vital, and a content calendar will help you do just that. Create better content Rushed and haphazard work is never going to become your team's best output, and the ideal method to come up with consistent content of good quality is to plan. A content calendar lists out all relevant details and gives you a clear picture of what to ideate and write about.

A well-organized approach ensures that your marketing team has plenty of time and freedom to really sit down and refine their ideas before going ahead and working on them. This helps create better, more informed content that will satisfy customers and achieve your marketing goals more efficiently. Main Elements of a Content Calendar When customizing your content calendar, keep these valuable elements in mind to create a solid, comprehensive template that will work for you in different contexts over time. Deadlines Your content calendar should have the capability to set different deadlines for tasks. These could include: Content Draft Completion Date: The date by which a particular piece or a set of content pieces should be drafted. This could be well in advance of the publication date to allow for reviews and revisions where necessary. Having a separate draft completion date for writing content and then designing it will also give each team ample time to do their assigned tasks. Final Completion Date: If your business requires that marketing content get approved by higher management or specific people, then you could set a deadline for that as well. Content Publication Date: This is the date by which you need to publish your content on social media or your blog. Setting a final deadline across the board will avoid last-minute extensions and major changes. Focus

Keywords When creating digital marketing content for SEO, setting focus keywords in advance is essential, and you should stick to them throughout your campaign. Include them in your content calendar as well, for better clarity and unity of thought. The first step is to do keyword research to find out what keywords customers are most likely to search for, and to make sure that they lead back to your company's website and content. Content Creator(s) Your marketing team could have several content creators, copywriters and designers, and the best way to keep track of who is working on what is to put that down on your content calendar. You may be using freelance writers who write for multiple brands or companies, so it's also helpful to include a point on who they're writing as or for, to avoid confusion. Research Notes Include a section where you and other members of your team can put down ideas and research that they find relevant to the campaign. Collect all your links and references in one place for easy accessibility. Target Audience When planning out content, you have to think from the customer's point of view: what should they do after consuming your content? If you want to redirect them to your website, or a specific product or service, make sure that's mentioned right from the content creation stage.

Or if you want your blog to be a "how to" about one of your company's products, write all that in your calendar for easy reference. Free Content Calendar Templates for Social Media and Blogs The next step is to actually make a content calendar. To make that process faster, we've got ten free content calendar templates for social media and blogs for you to use at your convenience: Content Calendar This is a basic content calendar that is customizable to suit whatever you need. Use different features to add content files, comments, and track the status of your content. Organize all your upcoming work in a single location and change the template to suit your workflows and goals to a T. Content Calendar Template Marketing Calendar Template This template enables you to plan out all your marketing activities in one place, whether it's social media posts, blogs, email marketing, audio-visual content, and more. Set deadlines for each task and follow up with ease using a readymade template. Social Media Planning and Design Template Blog Editorial Calendar Template This template is designed especially to plan out your blogging content. The calendar lists out important dates for publication, and includes information like keywords, CTAs, author, tags, and more. Blog Editorial Calendar Template Digital Content Calendar Template Use this calendar to plan out a digital marketing campaign down to the tiniest details. Assign tasks and deadlines with ease, and compare results to plan better campaigns in the future. Digital Content Calendar Template Marketing Campaign Tracker Template Stay on top of your progress and evaluate successes and failures using important marketing metrics. This template allows you to collect metrics on a monthly basis for reporting and tracking performance. Marketing Campaign Tracker Template This template has columns listing out not just dates and details, but also different social media platforms you intend to post on, so that you maintain a consistent presence across them all. Social Media Marketing Calendar Template Marketing Calendar Template with Budget Tracker This template comes with space to track your proposed budget, the actual amount of money spent, and the different categories where it is being spent like advertising, SEO, social media, etc. Marketing Plan Template Email Marketing Calendar Template If your strategy includes email marketing via newsletters and email updates, keep track of every mail that goes out using an email marketing calendar. Email Marketing Calendar Template Google Sheets Content Calendar Template Leverage the features of Sheets and stay organized at the same time with this template that manages content using Google Sheets. Content Calendar Template (Google Sheet) Excel Content Calendar Template Another popular organization tool is Microsoft Excel, and if you're already using it as your go-to, then this template is the one for you. Content Calendar Template (Excel) No matter the size and scale of your organization, staying organized and meeting deadlines is the ultimate goal for any marketing team. Whether you've never used one before or you're looking for a better tool to plan out your marketing content, our content calendar templates will come in handy. Boost your digital marketing efforts, improve collaboration, and ensure audience engagement and customer satisfaction by incorporating content calendar tools into your strategy. Sign up on Stackby for free and manage your entire content operations in a single place.