

# Acme Corp. Editorial Calendar – Q1

Goal: 2 new blogs per week, repurposed // 6 Tweets // 1 magazine article per month

*Team: this is our new content schedule for Q1. Please deliver your blogs to Lindsey by 9 AM on the day specified so she can post and promote them.*

January theme: “Widgets are Wonderful”

Week 1:

Due Monday: “Start the New Year with New Widgets” blog -- Cathy

Due Wednesday: “10 Ways to Get More Done with Widgets” blog – Violet

*Lindsey, please copy the link to Cathy and Violet’s blogs on our Facebook page, add them to LinkedIn and Tweet about them. (Use Snappa.io to create cover images for them on LinkedIn) Check to make sure they are flowing through the RSS feed on our site, too.*

Week 2:

Due Monday: “Should You Repair or Replace Your Widgets? 3 Ways to Decide” blog – Stan

Due Wednesday: Interview with client Ryan MacLeod – written by Cathy

*Lindsey, please make sure Ryan signs an interview release and ask him for a photo we can use of him with his widget. Excerpt 3 Tweets from Week 1 articles and run them. (Don’t forget to track on the Analytics spreadsheet!)*

Week 3:

Cathy’s first article for National Widget Magazine is due on Monday

*Lindsey – edit and proof read it before sending to them*

Due Monday: “WidgetCon: Why You Should Attend...and stop by our booth!” -- Violet

Due Wednesday: “Widget Efficiency: Best Practices” – Stan

...Etc.

The purpose of this type of schedule is so you/anyone helping you can stay organized. Ideally, map it out/assign tasks by year, although quarterly is acceptable. You may find your business lends itself to holiday-related promotions, etc. Those should be folded in here.

You want everyone to know what to do when. Make sure to assign someone to quality control, analytics and making sure deadlines are met. You may also wish to have a “stockpile” of 2-3 blogs just in case something happens.

Remember to refer to [Likealyzer.com](http://Likealyzer.com) to determine optimal posting dates for your blogs, reviewing those results every quarter to be sure you’re still on target.

#### BONUS TIP:

For team members who are willing to do so, video record them reading their blog and post that version on your Branded YouTube channel.

