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Word Doc - click to download theExcel Version - click to download the PDF version - click to downloadIt's social media calendar template for small business for you! It is based on the calendar format that we use internally from Small Business Trends LLC. Like many of you, we have limited resources and time. In small business, you never have enough people or money! Over the years of trial and error we have learned that: we have more consistent results when we organize our activities and put them on the calendar. By putting the events in the calendar, we will better align with our strategy. We spend less time on social media. We must not stop and think about what to do next. Here are 5 tips to use this social media calendar template: (1) Set up to fit your business. Download this social media calendar template for work. Word and Excel formats can be configured. Every business is different. Change it to fit your business. (2) Start slowly. If you try to do too much, you may get burned out. Gradually increase your activity once you feel that you have to hang out with a social media platform. (3) Consider the proposed activities as an idea of starters. Please don't feel pressure to do anything (or anything) suggested on the social media calendar template. The proposed activities are there to make you think about the possibilities. (4) Appoint responsibilities. Find out who will be responsible for hosting your social media calendar. It could be you or it could be an employee. Or you may need to hire a virtual assistant or independent contractor. The social media calendar for small businesses is as good as your performance. (5) Use automation without apology. Look, we're huge fans of being real and interacting with followers. But we also know that you are faced with limited time and resources in small business. If you automate some activities, you will have more free time to participate. As long as you mix personal interaction with automation, you will still seem real and accessible. For more social media tips, please see: How to Build a Social Media Publishing Schedule21 Tips for Hiring Social Media RockstarTop Social Media Automation PluginsRemember Bookmarks and Share! The Social Media Calendar Pattern for Small Business Editorial Calendar will help you with everything around your blog planning from tracking what content you'll write to posting your posts. Some people use the software for their editorial calendar, while others prefer the old-fashioned way with pencil and paper. The best editorial calendar that you actually use, whether digital or on paper. One of the the simple digital ways to create an editorial calendar is Trello project management software. As a professional blogger, I use and recommend the free Trello tool to plan your editorial calendar. This hands down the best version of the editorial calendar if you prefer to keep things digital. It's free to use most features and you can drag and drop your blog content card through as it moves through your editorial workflow. You can also add checklists, team members, deadlines, labels, and attachments to each card. 1. Download the Trello Board template I created an editorial calendar template for you to use with Trello. You can sign up for a free account on Trello. Download the link to the Trello board template below. Once you've created an account, you'll be able to make a copy of this edition. To copy the Trello board, click the left carrot next to O of this board. Under the menu, click More and then Copy the board. This Trello board template is now added to your own board list, so you can edit your copy. Do Brain Dump Exercise for Brain Landfill theme is a way to unload your brain with all the ideas floating around in it and on paper (or Google Doc if you prefer digital offloading). As you unload your theme ideas from your brain up to you, however, this exercise will just burn down as many ideas as possible. These ideas may not work, and that's fine. Just write them down. My favorite way to unload all the ideas in my head is to use a timer. Normally I set a timer for 10 minutes and I have to use all these 10 minutes. I like listening to epic instrumental music on Spotify while brain draining. It keeps me motivated to come up with ideas. Also, if you listen to music with lyrics during this exercise, it can disrupt your concentration. Don't get upset if it feels like you can't think of anything for a while. Often, I'll have a few ideas at the beginning of my brain dump, but won't have any more ideas for the next eight minutes or so. Then, when the timer has dried up, I'll have furious ideas spilling on paper. A sample of the brain dump I made for the manor niche. 3. Check your ideas with keyword research Now that you have a list of theme ideas, you should do keyword research to see if people are actually searching for these ideas. Of course, you can write articles on topics people aren't looking for, but if you want to make money blogging you have to write content people actually want. An easy way to see if an article is worth writing is to use a keyword research tool as Ahrefs.com. Ahrefs' feature for use is Keywords Explorer. Bring each of your theme ideas into this tool to determine how many people are looking for it each month. You can also see how hard this idea will rank. I tend to focus on articles with at least 200 monthly searches, and any keyword difficulty less than 10. You may have to play around with how you phrase words in order to find a viable idea. For example, if I take the first keyword phrase on my list, tour our manor, there are zero searches for that particular phrase. However, if I use the manor tour, it shows 40 search words per month. It also has a difficulty rating of 0, which means that I have a great chance of ranking on the first page of search results. It is important that that if I had a blog in this niche, I could still write an article about touring my estate, even if only 40 people look for it a month. This is because once I have an established audience, I can send this content to people using social media or my newsletter. People may not know that they are interested in touring my manor, but definitely once they know, I have an article on it. However, the next blog idea on my list is a great example of a blog I want to write about right away. The keyword self-sufficiency gets 2,200 searches per month and has the complexity of the keyword 10. I will then work my way through the rest of my brain landfill list and highlight any articles that are of high priority. 4. Entry ideas to Trello's board After checking your ideas Ahrefs.com, add your ideas to the Trello board you made a copy in step one. These priority articles will be published in the Trello column titled Content to Create. To add your blog idea, click on the button that says add a map. The rest of your ideas, which are not on this list of priorities, will be published in the first column called Ideas. If you accidentally put an idea into a Content column to create, you can simply drag that card into the Ideas column. I find myself adding to this Ideas column regularly, even if I'm out and about. Trello has a free app for your smartphone, so it's super easy to add your ideas on the go. Then, when you have the time, you can check your list again and see if any need has moved to Content to create a column. I had to play around with keywords a bit to find titles that match the volume of keywords I require. 5. Set editorial workflows and add timelines Think about what your writing process like-this process should be the basis of your editorial workflow. Once it's time for me to write a specific article, I go through the following steps: Do research on this topic carefully Create a sketch To Write an Article Add Image Edit article To create social media graphics and posts schedule blog and social media posts Add a blog post to your upcoming newsletter your writing process may look a little different from mine. For example, when I first started blogging, I never created a sketch. In fact, I didn't start writing outlines until I started writing for Fit Small Business. Writing sketches helps organize your thoughts and present information in a logical, orderly way. My blog has improved significantly as a result of adding outlines to my editorial process. If you have a process in place, create a checklist for each card in to create a column with this process. So you can see what else to do with the on-look article. It also makes it easy to track your progress because you can check the list as you complete each task. To create a checklist, click on the map and then the checklist on the right side a window that pops up. You can name your checklist of what you want and save it. From here, you can add your editorial process to this checklist. You don't need to write a checklist for every card you make. Instead, you type a new map to copy the checklist more, as shown below. When you're viewing a map, you want to add an already written checklist, select it from the drop out of the menu. Once the checklist has been completed, you can move this map to a column called Ready to Publish. If you post your blog posts as soon as they are written, you can delete this particular column. However, if you plan your content in advance and publish on a regular basis, this column will let you know that you are ready to go as soon as you want to post it. Once your blog is live, add a map to a column called Published. I like to add payment deadlines to my cards so I don't miss the deadline. You can do this by clicking on the term from the right card column you want to add a term. When this map goes to a posted column, I add a new timeline to update the blog with fresh ideas and images within three to six months. This helps keep the content up to date, which is important for search engines. You can set a reminder so you know when you have a blog post because of. This is especially useful with sponsored content. You'll notice there is also a column specifically for sponsored posts. In my blog process, these posts take precedence over any of my other content because the brand pays me to write it. That's why it has its own column for maximum visibility. There are also times when I move the map to the On Hold column. I recently did this after my sponsored press trip was postponed due to COVID-19. If you're not getting paid blogging opportunities yet, you'll want to read this article about setting your blog rates and pitching brands. This is my favorite way to make money blogging. Examples of alternative editorial calendars If you've used Trello before and are looking for alternative editorial calendar solutions, there are several other ways to plan your blog content. These editorial tools of the calendar include Miro, Monday.com, Google Calendar, and CoSchedule. Miro I would like to use Miro as a big picture kind of editorial calendar where I post free ideas rather than specific. If you're more on the creative side, you may prefer this structured system like Trello. It's like using sticky notes, but digitally. This is an editorial calendar I created using Miro around travel topics. I am creating the ultimate guide for each continent, and will have a blog embedded under each continent's ultimate guide to my blog. Monday.com If you have a team of bloggers contributing to your blog, consider Monday.com. Its on-look color coding makes it super easy to see what everyone is working on and the status of each task. There's also an activity log, so you can see who changed what's in the calendar. Screenshot of an article's editorial with the help of Monday.com. (Source: Monday.com) Google Calendar Google Calendar is perfect for bloggers who need everything on one calendar. This is how you plan your days, weeks, meetings and meetings, so why not plan your blog posts that way too? The only downside is that I didn't find a great way to add checklists to this unless you add a bullet list to the description of each event in the calendar. This is what your Google calendar might look like if you are posted twice a week in your blog. CoSchedule CoSchedule is popular with bloggers thanks to its free headline analyzer (I use this tool to help me write blog names). It also offers an editorial calendar that is pretty reliable. CoSchedule can automatically publish in WordPress for you, it has a calendar view and you can tag each task with color to see the progress on-look. However, I found the learning curve to be a bit disappointing, so I gave it up. You might like it if you have the patience to figure it out, however. Editorial calendar in CoSchedule. (Source: CoSchedule) The bottom line Key to using an editorial calendar is finding something that works for you. If you use paper consistently, by all means, use paper. However, if you are constantly creating blog content using that digital editorial calendar, it's easy to do on the go. You can check the timeline, add ideas on the fly, and even tag a team member on the map for visibility. Visibility. social media editorial calendar template 2019. social media editorial calendar excel template. social media editorial calendar template 2020

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