



TEMPLATES / FREE PDF

Weekly Content Calendar

A printable planning sheet for topics, channels, owners, and publishing dates.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Plan the week around a purpose

Use the calendar as a coordination tool. A blank slot is better than a post with no useful purpose.

1 Choose the week's focus

Connect the plan to one current objective or audience need. Identify any confirmed announcements that must be included.

2 Balance the content

Combine helpful answers, stories from your work, and relevant invitations. Adjust the mix to the audience rather than a fixed formula.

3 Reserve preparation time

Plan the work before the publish date: assets, drafting, fact-checking, and approval. A scheduled slot is not proof that the content is ready.

4 Keep room for change

Leave capacity for timely updates and responses. Recheck the plan when business priorities or audience needs change.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



02 / Use each calendar entry consistently

Record enough information that a teammate can understand the post and complete the next action without a separate meeting.

1

Topic and purpose

Write a working title and the point of the post. Include the audience question or intended next step.

2

Channel and format

Choose where the post belongs and what form it takes. Adapt creative and copy to each destination.

3

Owner and status

Name the person doing the next action. Use clear statuses such as draft, in review, approved, and scheduled.

4

Date and follow-up

Record the date, time zone, and response owner. After publication, note a useful observation for the next planning session.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Week beginning and objective

● Monday: topic / channel / owner / status

● Tuesday: topic / channel / owner / status

● Wednesday: topic / channel / owner / status

● Thursday: topic / channel / owner / status

● Friday / weekend / follow-up notes
