CONTENT PLANNING CALENDAR TEMPLATE

CATEGORY / CONTENT TITLE	STATUS	DESCRIPTION	THEME	OWNER / AUTHOR	GRAPHIC DESIGNER	EDITOR	DRAFT DUE DATE	EDITING DUE DATE	PUBLISH DATE	LINK	JANUARY			FEBRU
BLOG											**TRAFFIC**	**CTR**	**CONVERSION**	**TRAF**
Content Title	Not Started													
Content Title	In Progress													
Content Title	Published													
VIDEO											**VTR**	**CTR**	**SHARES**	**VT**
Content Title	On Hold													
Content Title	Overdue													
Content Title	In Progress													
PODCAST											**TRAFFIC**	**ENGAGEMENT**	**CONVERSION**	**TRAF**
Content Title	Published													
Content Title	Needs Update													
Content Title	Needs Review													
SOCIAL MEDIA											**TRAFFIC**	**ENGAGEMENT**	**CONVERSION**	**TRAF**
Content Title	Archived													
Content Title	Not Started													
Content Title	Published													
OTHER											**TRAFFIC**	**ENGAGEMENT**	**CONVERSION**	**TRAF**
Content Title	Needs Review													
Content Title	Needs Update													
Content Title	In Progress													