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Creating Content Calendars

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Step 1: Buy a calendar

Daily Calendars are best
Weekly Calendars are ok
Don't go with monthly calendars – not enough space

Using online calendars is difficult to visualize using this system and easier to ignore.

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Step 3: List Content Types

and create a reference card -- - color code or create abbreviations

Short Text (a paragraph-ish) [PAR]
Short Text (quotation) [QUO]
Long Text (story) [STO]
Photo (single) [PIC]
Photos (gallery) [GAL]
Short Video (< 10s) [SVID]
Video (10-60s) [LVID]
Webcast/Live Video [LIVE]
Event Invitation/Registration [EVENT]
Petition/Advocacy [ADV]
Poll/Survey [SUR]
Sign-up/More Info [ACQ]

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Step 4: Fill out the calendar.

But don't worry about the content type – unless you already know it. (Don't pause and spend a lot of time on one day)

- Holidays
- Key staff birthdays or work anniversaries
- Key historical events for your organization/movement/etc. (#throwbackthursdays)
- Organizational Big Events
  - Tickets go on sale in 1 week
  - Tickets now on sale
  - Honorees announced/profiled
  - Sponsorship (available/recog.)
- Outreach Events

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Step 5: Think through content strategy models

How will you create the content?

- Video
- Video Still
- Photo
- Quote Art Generator (ex. Canva)
- Graphic Design
- Photography
- "Content Crew" – volunteers who get a 20% discount to your events in exchange for taking and sharing photos and social content / influencers
- Writers / Content Contributors

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Step 6: Assign each content day a strategy type

…and fill your calendar out with content timeline planning – ex. "filming schedule" etc.

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Step 7: Incidental Posts

What to post when there's nothing else to post…

- Partner Agency Events
- Community News and Events
- Related News Stories (consider the source!)
- Fundraising News/Campaigns
- Re-shares of previous content
- Volunteer Opportunities
- Other Channels (once a month)
  - Follow us on Twitter!
- Did You Know?

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Considerations…

- Video Captures are Great Still Photos
- Designing a poster/invitation
  - What about the Facebook Cover Photo? Email design?
  - Take your press release, then write the story you WISH the newspaper would write and blog it!
- Survey (about once a month) – with info going into your prospect/donor database
- Attend other AFPEEPS workshops!

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