

THE COMMUNICATIONS TIME BUDGETER

EDITORIAL CALENDAR PLANNING FOR ONE-PERSON TEAMS

*another free resource for stretched-thin, do-it-all,
mission-minded communicators from your friend at Collective Reach*

how to use this guide

Editorial calendars are about more than what you're going to say and when. No matter whether you're using a color-coded spreadsheet, dedicated software or a paper calendar covered in highlighter (and buried under a stack of papers on your desk), if you don't include your personal capacity to execute the calendar in your planning process, it's gonna grow cobwebs (or make you feel like a failure.)

So this calendar is a little different. The end product can be adapted into whatever tool works best for you, but I find an analog approach to your digital content strategy is a nice place to get started (without all the clutter and distractions.)

Feel free to use this every month. If you find it useful, be sure to share (and check out other free resources at collective-reach.com.)



Happy Posting!

Reanna
Founder, Collective Reach

P.S. What works for me might not work for everyone. I'm always looking to improve my resources. Did this worksheet help you? Is it missing something? Did it generate new ideas? I'm dying to know! Email me at reanna@reannak.com with any questions, comments, suggestions or complaints.

**This is a completed example budget to help you
figure out how to use this.
You can download the blank version at
collective-reach.com/resources/**

FEELING OVERWHELMED?
get more done with someone who gets you.

You can DIY, but you can't do it all.

If you're finding even your highest priorities insurmountable and need to find someone to help with your workload, consider Collective Reach. From editorial calendars and content creation to project planning, branding and print design, I can expand your capacity so you can extend your reach.

Contact me at reanna@reannak.com or visit collective-reach.com to learn more.

month: FEBRUARY 2019

what's your priority communications objective this month?

Big picture: If you have a communications plan, review it for your high-level goals/strategies/objectives. If you could work on *only one* objective this month, what would take priority? Feel free to brainstorm a few (but really, the goal here is to identify the ONE THING that needs to happen even if nothing else does, in case you get too busy to do everything you'd like to do):

- **Getting eight new volunteering groups to sign up for shifts this quarter.**
- **Getting all volunteer shifts filled for community health fair on 3/15.**
- **Increasing attendance at this quarter's community leaders breakfast.**

high-level content planning

<i>Any events this month (or that you need to prepare for next month)?</i>	<i>Key themes</i>
<ul style="list-style-type: none">• Volunteer mixer, February 22• Community health fair March 15• Community Leaders breakfast February 27	<ul style="list-style-type: none">• We love our volunteers/volunteer appreciation. (Valentine's/love theme)• Give from the heart. Volunteer.
<i>Related calls to action</i> <ul style="list-style-type: none">• Attend the mixer (new & existing volunteers)• Sign up to volunteer at the community health fair (new & existing volunteers)• Attend the community leaders breakfast (health care leaders at local hospitals; associate board; board)	<i>Related calls to action</i> <ul style="list-style-type: none">• Share why you volunteer• Sign up for our volunteer newsletter• Read about our volunteers: how they help, why they do it and the impact of their contributions.

jot down any headlines or ideas that come to mind.

- **Feature existing volunteer groups - interview style articles**
- **#whylvolunteer or #iheartvolunteering**
- **Interview staff about how volunteers make a difference in their areas of work (video?)**
- **Get Associate Board to Tweet/reach out to their network on our behalf to get more young corporate volunteers**
- **Preview of agenda/speakers for February community leaders breakfast**

month: FEBRUARY 2019

channels

Prioritize your communications channels.

<p>PRIORITY A</p> <p><i>If I have time for NOTHING ELSE, I will focus on:</i></p> <p><i>(Hint: For many orgs, this is your blog and/or e-newsletter—the main source or home for the content you create, that you can share through other channels. This doesn't have to be identical each month, but the more consistency you can maintain within your primary channel, the more legitimacy you will build for your organization's brand.)</i></p>	<p>PRIORITY B</p> <p><i>If I have 2-3 hours a week, I will also...</i></p> <p><i>(This is your “bread and butter” social channel/s, where most of your existing followers/supporters interact with you. Often Facebook, Twitter, or Instagram. Consider how you'll share the content you produce in Priority A, and how you'll engage with your followers. This section could also include additional content in your primary channel/s that doesn't clear the bar for Priority A.)</i></p>	<p>PRIORITY C</p> <p><i>If I have 4-5 or more hours a week, I will try...</i></p> <p><i>This is where you can get more experimental. For example, increasing activity/engagement in less frequented channels (Youtube? Pinterest?), participating or hosting an interactive activity (Facebook/Instagram Live? Twitter Chat?), creating a graphic or video, doing some audience research (surveys, setting up better analytics) or experimenting with paid online advertising on social/Google.</i></p>
<ul style="list-style-type: none"> • Blog • E-newsletter 	<ul style="list-style-type: none"> • Twitter • Facebook • LinkedIn • Blog 	<ul style="list-style-type: none"> • Produce 3-4 one-minute videos of staff explaining impact of volunteers • Infographic of volunteer impact last year • Associate board email with Tweeting campaign, suggested Tweets & schedule.
<p><i>What will success look like at this level (activity & engagement goals)?</i></p> <ul style="list-style-type: none"> • One blog post (first Tuesday of the month) - at least 500 views by end of month • One e-newsletter (second Thursday of the month) to main contact list - open rate above 25% 	<p><i>What will success look like at this level (activity & engagement goals)?</i></p> <ul style="list-style-type: none"> • Two Tweets/week (at least 50 engagements) • Four Facebook posts/week (at least 500 engagements total over the month) • One LinkedIn Post for the month • One extra blog post (Third Tuesday of the month) - at least 300 views by the end of the month 	<p><i>What will success look like at this level (activity & engagement goals)?</i></p> <ul style="list-style-type: none"> • 1,000 total video views (any channel-FB/Youtube/Instagram) • Share infographic across channels, measure engagement to determine if we should do more of these. • 10 associate board members tweeting on our behalf during campaign; 100 total tweets, find 3-5 new volunteers as a result

***Hint: Don't overload yourself!** Priority A is truly the bare minimum you can do to maintain consistency when you're swamped elsewhere. What does that realistically look like for you and your team? If that's one blog post for the month, so be it. Set the bar where you know you can clear it, and build your way up from there in the second and third sections. Not only is this useful for managing your own schedule, it's a great tool to bring to your manager to help visualize your workload and help them see what is reasonably doable and what might need to shift to achieve what they'd like.

editorial budget for: FEBRUARY 2019

Now that you have your events, themes, CTAs and channels figured out, map out your editorial calendar. Whether you're up to your neck in other projects or blessedly free to experiment, you'll know exactly what to tackle and when. You can use this sheet as a reference if you use software to map out your content, or post this on the wall above your computer monitor. Congratulations on being realistic, well-prepared and kind to yourself.

key themes/hashtags: • **We <3 our volunteers/volunteer appreciation/attend volunteer mixer 2/15**
#volunteerlove #whyivolunteer #thankstovolunteers

Week of...	PRIORITY A	PRIORITY B	PRIORITY C
2/1 - 2/8	<ul style="list-style-type: none"> • Publish blog post: Why we love our volunteers • Draft e-newsletter: Volunteer from the heart 	<ul style="list-style-type: none"> • Tweets (2)/ Facebook (4) Intro theme of We love our volunteers", share blog post, share volunteer mixer registration link (T/F/LI) 	<ul style="list-style-type: none"> • Video interview staff for #thankstovolunteers. "Thanks to volunteers, we can _____." • Share first video • Email associate board with Tweeting instructions
2/9-2/15	<ul style="list-style-type: none"> • Send e-newsletter 	<ul style="list-style-type: none"> • Tweets (2)/ Facebook (4) Mixer reminder, reshare blog post, share e-newsletter article, ask people to share why they volunteer 	<ul style="list-style-type: none"> • Share second #thankstovolunteers video • Associate board Tweets • Create & publish infographic (for mixer + social)
2/16-2/22		<ul style="list-style-type: none"> • Blog post: Why I volunteer (interview with corp. volunteer group members) • Tweets (2)/ Facebook (4) -blog post, mixer photos, #thankstovolunteers 	<ul style="list-style-type: none"> • Share third #thankstovolunteers video • Share infographic from mixer
2/23-2/28	<ul style="list-style-type: none"> • Plan March editorial budget; begin drafting blog post; five minute evaluation 	<ul style="list-style-type: none"> • Tweets (2)/ Facebook (4) #thankstovolunteers, #whyivolunteer, volunteer impact stats, blog post reshares 	<ul style="list-style-type: none"> • Share fourth #thankstovolunteers video • Post videos on blog & link to Youtube channel

five-minute evaluation

Schedule a few minutes into your calendar on the last workday of the month to reflect on your "What will success look like?" for whichever priorities you were able to execute. What worked, and what didn't? What does this tell you? Factor your findings into next month's plan. The more you do this, the more information you'll have to help you become more effective and efficient in your communications, even if you don't have a lot of time to track analytics otherwise.

What worked?	What didn't?
<ul style="list-style-type: none"> • 1,000 impressions on "Why we love our volunteers" post. • 50 Tweets with #whyivolunteer hashtag. Created private Twitter list of volunteer leads to keep in touch with. • 25 mixer attendees including 5 new volunteers. 	<ul style="list-style-type: none"> • Not enough time for infographic. Need 2-3 weeks lead to gather & org stats. Use Canva for design? • Associate board uses Instagram more than Twitter. • Instagram ad with video for future volunteer campaigns?