Editorial Calendar

|  |  |  |  |
| --- | --- | --- | --- |
| **What should be published?**  Think project milestones, communication objectives and audiences | **Where should we publish?**  The best channel according to your goals and type of content (website, newsletter, social media etc.) | **Who is responsible?**  Designate the person/team in charge of implementation | **When should it be published?**  Think where in the world is your audience and how does that time zone impact your publishing schedule? When are your internal resources available to publish content? When is your website traffic high or highly engaged? |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |