



Skills in 60: Build an Editorial Calendar for Social Media Channels

This in-depth short course will show you how to develop integrated editorial content calendars and establish a robust production and publishing strategy across all your social channels. The video lessons will guide you on how to plan, create, distribute and analyze your editorial calendar for long term success; if you have any questions on the materials, please email support@mediabistro.com.

Lesson 1: Planning and Organizing Your Brand

In this lesson, you will learn how editorial calendars give brands the space to focus on the personal interactions that matter via social media. You will learn what qualities make a content calendar work best, how to organize all potential content and setup your team, as well as what ultimately makes thinking ahead successful for social media.

Lesson 2: Developing a Content Management Studio

Social media enables brands to reach consumers at all stages of the purchasing funnel. In lesson 2, you will learn the importance of developing and maintaining a content creation production strategy and asset library so your team can create and share content to consumers at all levels of the brand journey.

Lesson 3: Publishing and Distributing Your Content

Social media is just one piece of the communications puzzle. In lesson 3, you will learn how to anticipate the best channels for your audience, how to create publishing systems that work, where to leverage other communications assets on social media and how to use paid social media options to maximize your calendar.

Lesson 4: Analyzing The Results and Developing Insights for the Future

Now that you've created and distributed your content calendar, how do you measure what's working? In this lesson, we will discuss goal and target setting for editorial content, how to create reports people will read and the best way to test the new social media platforms of tomorrow.