

Blog and Social Editorial Calendar for 2016

A sample schedule for posting 2 articles and 30 social media posts per month

| Title or Activity | Start draft by | Prep to post | Post Date (Mondays for best traffic) |
|------------------------------|-------------------|--------------|--------------------------------------|
| January | | | |
| 30 Social media posts | Jan 4 - Feb 2 | | 1/day via HootSuite |
| 1. Article title | Wed 1/7 | Fri 1/9 | Mon 1/12 |
| 2. Article title | Mon 1/19 | Fri 1/23 | Mon 1/26 |
| February | | | |
| 30 Social media posts | Feb 2 - March 1 | | 1/day via HootSuite |
| 3. Article title | Mon 2/2 | Fri 2/6 | Mon 2/9 |
| 4. Article title | Mon 2/16 | Fri 2/20 | Mon 2/23 |
| March | | | |
| 30 Social media posts | March 2 - April 4 | | 1/day via HootSuite |
| 5. Article title | Mon 3/2 | Fri 3/6 | Mon 3/9 |
| 6. Article title | Mon 3/16 | Fri 3/20 | Mon 3/23 |
| April | | | |
| 30 Social media posts | April 5 - May 2 | | 1/day via HootSuite |
| 7. Article title | Mon 4/6 | Fri 4/10 | Mon 4/13 |
| 8. Article title | Mon 4/20 | Fri 4/24 | Mon 4/27 |
| May | | | |
| 30 Social media posts | May 3 - May 31 | | 1/day via HootSuite |
| 9. Article title | Mon 5/4 | Fri 5/8 | Mon 5/11 |
| 10. Article title | Mon 5/18 | Fri 5/22 | Mon 5/25 |
| June | | | |
| 30 Social media posts | June 1 - July 4 | | 1/day via HootSuite |
| 11. Article title | Mon 6/1 | Fri 6/5 | Mon 6/8 |
| 12. Article title | Mon 6/15 | Fri 6/19 | Mon 6/22 |
| July | | | |
| 30 Social media posts | July 5 - Aug 1 | | 1/day via HootSuite |
| 13. Article title | Mon 7/6 | Fri 7/10 | Mon 7/13 |
| 14. Article title | Mon 7/20 | Fri 7/24 | Mon 7/27 |
| August | | | |
| 30 Social media posts | Aug 2 - Aug 29 | | 1/day via HootSuite |
| 15. Article title | Mon 8/3 | Fri 8/7 | Mon 8/10 |
| 16. Article title | Mon 8/17 | Fri 8/21 | Mon 8/24 |
| September | | | |
| 30 Social media posts | Sep 6 - Oct 3 | | 1/day via HootSuite |

From: [A Simple 7-Step Content Marketing Plan](#) - on AttentionMachines.com
Free to use and adapt for your business

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|------------------------------|----------------|-----------|---------------------|
| 17. Article title | Mon 9/7 | Fri 9/11 | Mon 9/14 |
| 18. Article title | Mon 9/21 | Fri 9/25 | Mon 9/28 |
| October | | | |
| 30 Social media posts | Oct 4 - Oct 31 | | 1/day via HootSuite |
| 19. Article title | Mon 10/5 | Fri 10/9 | Mon 10/12 |
| 20. Article title | Mon 10/19 | Fri 10/23 | Mon 10/26 |
| November | | | |
| 30 Social media posts | Nov 1 - 30 | | 1/day via HootSuite |
| 21. Article title | Mon 11/2 | Fri 11/6 | Mon 11/9 |
| 22. Article title | Mon 11/16 | Fri 11/20 | Mon 11/23 |
| December | | | |
| 30 Social media posts | Dec 1 - 31 | | 1/day via HootSuite |
| 23. Article title | Mon 12/7 | Fri 12/11 | Mon 12/14 |
| 24. Article title | Mon 12/21 | Wed 12/23 | Mon 12/28 |