**Editorial Calendar**

A typical editorial calendar outlines content two to three months in advance and will incorporate important themes throughout the year, such as national events or designation months that recognize volunteers or mentors. However, the calendar should be treated as a living document.

**EXAMPLE:** Editorial calendar

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Post** | **Link or Image** | **Owner** | **Status** | **Notes** | **Measurement** |
| May 9 | Copy about a recent mentoring event | Photo of the event | Social media manager | Complete |  | 4 retweets |
| May 14 | Timely post linking to news story on mentoring | Link | Social media manager | Complete | News story picked up via Google Alerts on May 13 | 3 likes; 2 follower comments |
| May 16 | Copy about executive director’s new blog post commenting on recent developments in mentoring | Link to blog post | Executive director to provide copy | Scheduled |  |  |