

1 Month Example Editorial Calendar

Use this example calendar to gain inspiration for your school's own content (or create your own!)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>Content Type: How-To Guide</p> <p>Title: "How to Ace Your College Application Essay"</p> <p>Target Audience: High school students, College applicants</p> <p>Description: A detailed guide on writing a compelling college application essay, including tips from admissions officers.</p>		<p>Content Type: Alumni Success Story</p> <p>Title: "From Classroom to Boardroom - Jane Doe's Journey"</p> <p>Target Audience: Current students, Alumni, Donors</p> <p>Description: A feature on an alumna who has achieved significant success in her career, highlighting the impact of the school's education.</p>		<p>Content Type: Campus Life Highlight</p> <p>Title: "A Day in the Life at [School Name]"</p> <p>Target Audience: High school students, College applicants, Parents</p> <p>Description: A visual and narrative tour of a typical day on campus, showcasing student life, facilities, and extracurricular activities.</p>
	<p>Content Type: Educational Resource</p> <p>Title: "Top 10 Online Resources for Academic Success"</p> <p>Target Audience: Current students, Lifelong learners</p> <p>Description: A curated list of online resources to help students excel in their studies.</p>		<p>Content Type: Webinar Clip</p> <p>Title: "Highlights from 'Future of Education' Webinar"</p> <p>Target Audience: Lifelong learners, Donors</p> <p>Description: Key takeaways and clips from a recent webinar discussing trends in education.</p>	<p>Content Type: Testimonial Quote</p> <p>Title: "Why [School Name]? Hear from Our Students"</p> <p>Target Audience: High school students, College applicants, Parents</p> <p>Description: Compelling quotes from current students and alumni about their experiences and why they chose the school.</p>
<p>Content Type: Event Footage</p> <p>Title: "Recap of the Annual Science Fair"</p> <p>Target Audience: Current students, Parents, Donors</p> <p>Description: Video highlights and interviews from the annual science fair.</p>	<p>Content Type: Real-Time Sports Game Content</p> <p>Title: "Live Updates from the Big Game"</p> <p>Target Audience: Current students, Alumni, Parents</p> <p>Description: Real-time updates and highlights from an important sports event.</p>		<p>Content Type: Live-Streamed Lecture</p> <p>Title: "Join Our Live Lecture on Modern Economics"</p> <p>Target Audience: Lifelong learners, Donors</p> <p>Description: Information and link to a live-streamed lecture delivered by a renowned faculty member.</p>	
	<p>Content Type: Alumni Success Story</p> <p>Title: "Alumni Spotlight - John Smith's Tech Startup"</p> <p>Target Audience: Current students, Alumni, Donors</p> <p>Description: A feature on an alumnus who founded a successful tech startup, including insights and advice for aspiring entrepreneurs.</p>	<p>Content Type: Webinar Clip</p> <p>Title: "Insights from 'Innovations in Teaching' Webinar"</p> <p>Target Audience: Lifelong learners, Donors</p> <p>Description: Key takeaways and clips from a recent webinar on innovative teaching methods.</p>		<p>Content Type: Graduation Ceremony</p> <p>Title: "Watch the 2024 Graduation Ceremony Live"</p> <p>Target Audience: Current students, Parents, Alumni, Donors</p> <p>Description: Live-stream details and highlights from the upcoming graduation ceremony.</p>

By following this editorial calendar, we aim to provide valuable, engaging content that resonates with your diverse audiences. Our goal is to support you in building a strong sense of community, showcase the impact of your school's education, and help you attract new students and supporters to your school.