

# CAT JOHNSON CO



## Content Calendar Instructions

Hi there!

There are three ways to use the content calendar template:

1. Open [this link](#) and click File > Make a Copy to use the template in your Google Drive
2. Upload the attached calendar into your favorite spreadsheet tool
3. Create a pdf of your calendar to work on offline by clicking File > Download > PDF

### NOTES:

This calendar is set up for biweekly content. If you want more rows, Control click (right click on PC) then select add row.

I've included a handful of events and seasons you may want to include in your calendar. If not, simply delete them.

Use the Notes section for any additional notes or messages for collaborators.

In the left column, add important dates or events you want to create content around.

Confirm the type of content, the headline and the publication date.

Determine aligned organizations and people you can leverage to boost your reach.

Determine your keyword phrase(s).

Determine your Call to Action (CTA).

Once you've published your content, click the Done box and start sharing your content across your social media and email channels.

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**NEXT STEP:** To do a deeper dive into creating and using a content calendar in your coworking content marketing, see the virtual training: [How to Create a Content Calendar for Your Coworking Space \(and Why You Should\)](#)