



## Article Submission Checklist

Possible Titles

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Content Format, and Best Day/Date to Post

- Blog post \_\_\_\_\_  
*Where is this article being published?*
- Newsletter \_\_\_\_\_  
*Is this content being included in our email marketing plan?*
- Email List \_\_\_\_\_  
*Is this content being included in our email marketing plan?*
- Video Podcast \_\_\_\_\_  
*Can a webinar or video podcast be made for this content?*

Author: \_\_\_\_\_

Associated campaign: \_\_\_\_\_

Keywords and Hashtags: \_\_\_\_\_

Call to action: \_\_\_\_\_

Related Content Suggestions:  
\_\_\_\_\_  
\_\_\_\_\_

Status (e.g. in development, scheduled, published): \_\_\_\_\_

### ***Bonus Tips for an effective editorial calendar:***

- Dedicate and schedule time to maintain each outlet. Scheduling the time will help ensure you remain consistent.
- Schedule time to analyze your results. I recommend at the very least Weekly, but this will depend on your own business.
- Analyze the best time to post per outlet. When is your target audience online? THAT is the peak time for the posts to be published.
- Ensure your outlet (Facebook, Google +, YouTube, Instagram, LinkedIn) is relevant to your business. Use Targeting where possible.
- Automate your posts by scheduling some in advance. For example, On Monday schedule all posts for the following week based on your content schedule. Ensure you screen for replies, comments, and mentions. Social Media Engagement is VERY important.
- Control access to the social media account. Ensure you trust and can depend on mature administrators to post on your behalf. Posts should be speaking in your Brand's "voice."
- Know who has access to your social media accounts to avoid missteps.