

# **TAKE CHARGE OF YOUR EDITORIAL CALENDAR**

**Generate More Powerful Content**

# YOU WILL LEARN:

- Why someone needs to manage your editorial calendar
- How to improve the design of your editorial calendar to get better content
- Evaluation tools you should use to find the best distribution channels
- Why tailoring your content to stakeholders' needs produces business results

# AN EDITORIAL CALENDAR IS NOT A DEMOCRACY

Like an orchestra  
needs a conductor,  
an editorial team  
needs a leader.



# GOOD CALENDAR DESIGN = BETTER CONTENT

Just as musicians need a musical score to be on the same page, the editorial team needs an editorial calendar.

Mozart  
Sinfonia Concertante in Eb  
for Violin and Viola  
K. 364

Allegro maestoso.

Oboi.  
Corni in Es.  
Violino principale.  
Viola principale.  
(Arceada un mezzo tono più alto.)  
Violino I.  
Violino II.  
Viola I.  
Viola II.  
Violoncello.  
Contrabasso.



[www.viola-in-music.com](http://www.viola-in-music.com)

# EVALUATION TOOLS

- Who is your audience?
- What is your goal?
- What channels are most popular with your audience's age group and demographic?
- What is your budget?

# TAILORED CONTENT = BUSINESS RESULTS

- Stakeholders can be your content ambassadors
- Make it mutually beneficial
- Stay connected and follow up
- Offer to write/produce content for them

# INTEGRATED EDITORIAL AND PROMOTION PLAN

## Internal Partners

Recruit help from internal partners such as PR, communications, community outreach, legal, and IT. They are all allies in your efforts.

## External

Gain momentum from your digital community  
For example, the more email subscribers you gain, the more website visits you can drive with newsletters.

# CONTENT

Channel	Weeks 1-3	Weeks 4-6	Weeks 7-8
YouTube Video			
External Website			
Internal Website			
Partner Channels			



# PROMOTION

Channel	Weeks 1-3	Weeks 4-6	Weeks 7-8
Email Newsletter			
Press Release			
Facebook			
Twitter			
Co-Marketing Partners: Partner links, social posts, joint email			
Internal Communications: Intranet, employee newsletter			

### BSBW's 2014 Topics and Integrated Marketing Calendar

2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
<b>BSBW Promotion Windows</b>	<b>Quarter 1</b>			<b>Quarter 2</b>			<b>Quarter 3</b>			<b>Quarter 4</b>			
Promotion Period	<b>Promo 1</b>	<b>Promo 2</b>	<b>Promo 3</b>	<b>Promo 4</b>		<b>Promo 5</b>	<b>Promo 6</b>		<b>Promo 7</b>		<b>Promo 8</b>		
Promotion Topic	Restaurant Food Safety	Addiction	Teens and Depression	End of Life: The Conversation		Teen Driving	Bullying		TBI - Sports & Concussions		Long Distance Caregiving		
Promotion Time Frame	Mon 1/13 to Fri 2/14	Mon 2/17 to Fri 3/21	Mon 3/24 to Fri 4/18 Note: extend social to Fri 4/25	Mon 4/21 to Fri 5/30 Note: start social Mon 4/28		Mon 6/2 to Fri 6/27	Mon 7/7 to Fri 8/29		Mon 9/1 to Fri 10/31		Mon 11/3 to Fri 12/26		
Content Type	Extension Topic	Extension Topic	Extension Topic	New Topic		Extension Topic	New Topic		Extension Topic		Extension Topic		
Partner Focus / Opportunity	Ben Vaughn, Food Network	Hazelden	NAMI	The Conversation Project		CDC and NSC	PACER		Rush Medical Center		AARP		
<b>Promotion Tactics by Channel</b>													
<b>BSBW Promotion Channels</b>													
Social & Online Advertising Campaigns	12												
Google Network / YouTube Advertising	2												
PRN Press Releases	8												
Subscriber Email Comms.	43												
Newsletters	6	Issue 1	NA	Issue 2	Issue 3		NA	Issue 4		Issue 5		Issue 6	
News Alerts	24	Issue 1-2	Issue 3-4	Issue 5-6	Issue 7-8	Issue 9-10	Issue 11-12	Issue 13-14	Issue 15-16	Issue 17-18	Issue 19-20	Issue 21-22	Issue 23-24
Pinterest Trends - Email	4												
Quarterly Email Announcements to Subscribers	4						Join BSBW's Social Community!			Engagement Feedback Survey			BSBW's Most Popular Story in 2014
<b>HCSC Integration</b>													
<b>BSBW Recruitment via HCSC</b>													
BAM (Blue Access Members)	3												
BlueStar (Non-BAM Members)	1												
Blue For You (Indiv, Retail Insured)	1												
<b>Other HCSC MarCom</b>													
Lifetimes E-Articles	Pregnancy Risks	Food Safety	Addiction	D. Violence	STDs/Molly	End of Life	Teen Driving	Bullying	TBI/Amy	Sports/Conc	Teen Depression	Caregiving	
<b>HCSC Lobby and Web Sites</b>													

# YOUR CALENDAR

Any volunteers with a piece of content we can make an editorial calendar for?

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