

# How to Create

## a Content Calendar

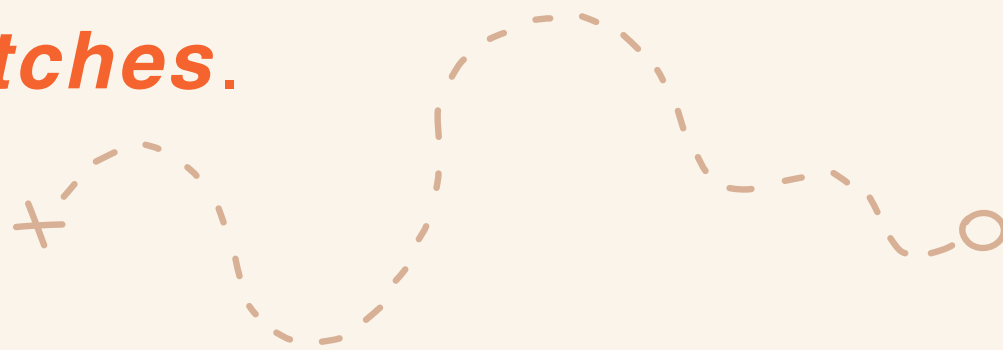


# Quick & Easy

***A social media***

# ***content calendar***

removes the daily stress of scrambling for ideas by allowing you to ***strategically plan*** and ***create your posts in batches.***



By ***mapping out*** your ***schedule*** in advance, you ensure ***consistent delivery*** that keeps your audience ***engaged*** and keeps your organisations ***favoured*** by platform ***algorithms.***



[@digitalkindnessuk](https://www.instagram.com/digitalkindnessuk)



# Plan and Outline

Start by identifying the key themes and topics you want to cover for the month. Download our editable content calendar by clicking [here](#)

The image shows a screenshot of a content calendar interface with several annotations. At the top left, a list of content types is shown: Welcome Post, Informational, Poll, and Collaboration. An arrow points from the 'Informational' type to a sample post: 'Hello and welcome to our Facebook page.' Another arrow points from the 'Poll' type to a sample poll: 'Want to make the internet a more inclusive place? Here's your sign to start adding Alt Text to your posts!'. To the right, three date input fields are shown, each with the placeholder 'dd/mm/yyyy'. Below this, a dark red navigation bar contains the following columns: 'Social Media' (with a dropdown arrow and a calendar icon), 'Content type' (with a dropdown arrow), 'Channels' (with a dropdown arrow), 'Details' (with a dropdown arrow), 'Status' (with a dropdown arrow), and 'Post date' (with a dropdown arrow). A handwritten note 'Columns' is written next to the 'Content type' column. Below the navigation bar, two lists of options are shown. The first list, under 'Channels', includes: LinkedIn Personal, Instagram, Facebook, Facebook/Instagram, Stories, All channels, and LinkedIn Business. The second list, under 'Status', includes: New, In progress, Under review, Published, Suspended, Paused, and Scheduled. In the bottom right corner, there is a Polaroid-style graphic with a campfire and the text: 'What do marshmallows and campfires have to do with social media?'. At the bottom of the page, there are three logos: 'Digital Kindness CONNECTING CAUSES' (with a heart icon), 'COMMUNITY FUND' (with a hand icon), and the Twitter handle '@digitalkindnessuk'.

# Create & Schedule



 Digital Kindness  
CONNECTING CAUSES

## Empowering Edinburgh's Volunteers



**READ THE CASE STUDY**

TESTIMONIAL HERE >

Review from Google Reviews:  
A charity making a real difference by spreading kindness, positivity, and support in today's digital world ★.

*Columns*

Image ▾ Image 2/Notes ▾ Tr Notes ▾

@nationallotterygoodcauses

*Sheets*

Key Dates ▾ Collaborators ▾

**KIND words**

"Thank you so much to Digital Kindness for such a wonderful training. Coming in, I honestly didn't know what to expect, but I'm leaving feeling genuinely happy and inspired. The training was delivered in such a kind and friendly atmosphere, and it opened my eyes to new ways I can improve my work, changes that I know will make a huge difference. Thank you for your support and for offering to stay in touch; it truly means a lot."

World Kindness Day/ Spread Positivity Campaign





# Digital Kindness

CONNECTING CAUSES



## KINDset /'kand.set/ noun

1. A deliberate frame of mind focused on empathy, collaboration, and uplifting others online.

2. The practice of using one's digital presence to celebrate and amplify the positive contributions of fellow communities and organisations.

*"By sharing their platform with other charities, they demonstrated a true KINDset."*



Planting  
Seeds of  
Digital  
Kindness

[@digitalkindnessuk](https://www.instagram.com/digitalkindnessuk)



COMMUNITY  
FUND