

THE SECRET TO BEATING SOCIAL MEDIA ALGORITHMS

The Unplug and Play content calendar



How to use the Unplug and Play content calendar

Why this format will work for you

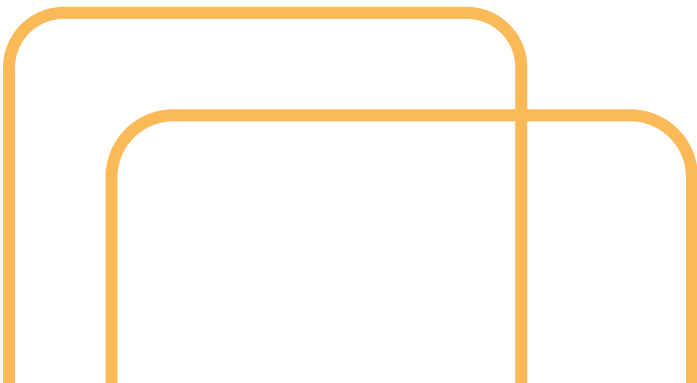
The c+p calendar works. Plain and simple. Our calendar is meant to inspire and organize in equal parts.

Like all good design, we aim to bring form and function. Think of this as a 'bullet journal' meets 'editorial calendar'. It's not fancy. In fact, its simplicity is what makes it great.

We've done the research, the analysis and the legwork to ensure this template is going to get your content noticed by your target audiences.

As an aside - before you start plugging away on creating your editorial calendar, you need a system in place. The system we employ when it comes to content delivery is called the 4 Cs - consistency, cyclicity, creativity and course of action (BTW we love alliteration. If you've been following our work for a while, you'll have noticed that). And we actually have a handy video explaining this system, along with lots of other useful hacks, in our video vault.

With this Unplug and Play content calendar we're giving you our science; now all you need to do is infuse this with some right brain creativity, and voila - you've got yourself a winning analogue calendar for your digital content.



How to use the Unplug and Play content calendar

The difference between this calendar and many other calendars is that we've put the formulas in here for you.

The basic concept:

5 days = 5 blocks to fill with content

x 20 = 4 in each sheet (one sheet = one month)

Each sheet will provide you with the right balance of content - yours and other people's. It brings together all forms of content. And it brings it together under the right mix of our six categories:

1. Creative property
2. Repurpose opportunity
3. Video content
4. Audio content
5. Tips, tricks and hacks
6. Home base - industry and stuff you know about

Now let's make this easy for you.

Your goal is to push out 5 pieces of content each week. 4 curated pieces and 1 original piece.

That's right. To start with, you only need one original piece a week. We told you this was simple!

If you have need to create more, then great, just up the ratio.

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To start, print out the regular version of the calendar. You'll find it has icons on it, pre-balanced in 6 categories that maximize what you have and create the right balances in terms of format. People ask us a lot how to keep up with algorithm changes and the resulting lack of reach. This is how you do it.

Balanced, powerful content, consistently.

Get a cup of coffee or alternative bevvie. Get a few different coloured pens and start doodling. At this stage, you're putting in the ideas. I.e, Megan, a life coach, began with #MachoMondays to spotlight and reach out to male clients, and to help female clients learn from it/develop empathy. What would your creative property be? It doesn't have to be alliterative; it doesn't have to be on a Monday!

If your creative property is on a different day, mark the top with the letters of the week appropriately. Now it is **M T W T F**. If your creative property is on a Wednesday, title the top **W T F M T**, if on Thursday, it would be **T F M T W**.

First fill in the audio and video spaces on your calendar. Then move on to the other categories. And so forth. Doodle as you like. Make it fun. Do it over coffee with a friend if that helps.



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Once you're done, you have a few options:

- A. Do it yourself. Choose a day of the week, allocate 1 hour. Find and schedule pieces for the week. Repeat.
- B. Hand it over to a virtual assistant to execute for you. Oversee and approve everything for the first couple of weeks.
- C. Find an outsource resource if this is not really for you. This upfront planning helps you look into a broader range of price points in a partner.

Don't forget to acknowledge and respond to all engagement at a fixed time. Set 15 minutes a day. You can check out our video on how to do that [here](#).

And, if you are doing any inorganic or paid social advertising, make sure you add them onto this template to see how you can compliment your organic output. Further feel free to super impose any email marketing campaigns to help you cross promote.




















Now go ahead, get started!

Oh and we'd love to hear from you. Did you try our Unplug and Play content calendar? Tell us what you think.

You can find other free resources in our freebies library here at [cp.digital](#)

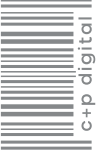
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-  Creative property
-  Tips and tricks
-  Home base/industry
-  Create
-  Curate
-  Repurpose opportunity
-  Audio content
-  Video content

Ninja Edition!



-  Creative property
-  Tips and tricks
-  Home base/industry
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-  Video content