



Content Planning Template

Basic Information

- Channel Name:
- Content Strategy Goal: Define the overarching goal of your content (e.g., increase subscribers, enhance brand awareness, educate audience).
- Target Audience: Detail the specific demographics and interests of your audience.

Content Calendar

Date	Video Title	Topic/Theme	Keywords	Target Audience	Status (Planning/Filming/ Editing/Published)	Notes
YYYY/MM/DD	The Ultimate Guide to...	Tutorial on [topic]	[Relevant Keywords]	Beginners	Planning	Guest Collaborator: [Name]
YYYY/MM/DD	Daily Vlog: [Specific Event]	Personal Vlog	[Event], [Location]	General Audience	Filming	Include call to action
YYYY/MM/DD	How to Master [Skill]	Educational Content	[Skill], How to	Intermediate	Editing	Collaboration with [Brand]
YYYY/MM/DD	[Product Name] Review	Product Review	[Product], Review, Honest	Tech Enthusiasts	Published	Link to product in description

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Pre-Production

- Research: List topics that require preliminary research or data gathering.
- Scriptwriting: Assign responsibility for scriptwriting and set deadlines.
- Storyboarding: Plan the visual flow of your videos.

Production

- Filming Schedule: Set specific dates and times for filming each piece of content.
- Equipment List: Detail the equipment needed for each session (cameras, lights, microphones).
- Location Details: Confirm locations, including any permissions needed for filming.

Post-Production

- Editing: Assign editing tasks along with the required completion dates.
- Graphics and Animations: Plan creation of any additional visual elements.
- Review and Feedback: Schedule review periods for feedback and revisions.

Distribution and Promotion

- Upload Schedule: Determine when each video will be published.
- Social Media Promotion: Plan posts for social media to promote each video.
- Newsletter Mentions: Schedule mentions in email newsletters if applicable.

Monitoring and Optimization

- Performance Tracking: Utilize tools like YouTube Analytics to monitor video performance.
- Adjustments: Note any strategic changes made based on performance data.

Notes and Additional Tasks

- Collaborations: Keep track of any collaborative efforts and partner details.
- Special Campaigns: Note any time-specific campaigns or themed content series.



Instructions for Use

1. Fill Out Basic Information: Define the foundational aspects of your channel and content goals.
2. Utilize the Content Calendar: Plan out your content across the calendar, detailing every aspect from topic to publication status.
3. Coordinate Production Phases: Clearly outline tasks and responsibilities for each phase of content production.
4. Plan for Distribution: Ensure every video has a promotional plan to maximize visibility.
5. Track and Optimize: Regularly review video performance and make adjustments to your strategy as necessary.