



*Content  
Calendar  
Inspiration*

Grass Roots Media

# A whole lot of content love!

Content calendars aren't just for social media agencies like Grass Roots Media. This is for ANYONE who is in charge of their social media.

You...  
need ....  
a...  
content...  
calendar!

It doesn't need to be complicated. After all, this is to help you make your social media content manageable. You need to be invested in what content you're providing your audience and understand what objectives it's helping you achieve.

Like Marie Kondo's crazy tidying up techniques, we believe a content calendar will clear space in your brain, improve online aesthetics and reduce your stress levels.

\*Disclaimer: none of the above statements are scientifically proven, but our whole team unanimously agrees from A LOT of experience.

I started using content calendars in 2014 and it allowed me to do the following:

- Incorporate a range of great content — we use a **4:1:1 strategy**
- Tie specific marketing campaigns into the content for that month
- Be transparent with my whole team
- Bring my team on the content journey
- It builds trust with your audience
- Align the content with the wider business goals so I could prove social media worth as a marketing tool!

In short? Content calendars help you control your social media rather than it controlling you. This Content Calendar workbook will help give you content inspiration for your accounts while leaving some days free for you to plan your own content ideas. It'll allow you to feel in control of your posts and hopefully relieve a little of that content stress you've been carrying. If you need a little extra help, make sure to reach out to us via our socials or email [info@grassrootsmedia.co.nz](mailto:info@grassrootsmedia.co.nz).

Facebook: [GrassRootsMediaNZ](#)  
Instagram: [grassroots\\_media](#)  
LinkedIn: [Grass Roots Media](#)

**"Plan your work for today and every day, then work your plan" Margaret Thatcher.**

# FEB 2022

MON	TUES	WED	THURS	FRI	SAT	SUN
	01	02	03	04 Fact	05	06 Share your goals
07 Cross-channel promotion	08	09 A day in the life photo	10	11	12	13 Comment on another pages post
14	15 Tool or Resource	16	17 Live Video	18	19 Ask the audience a question	20
21 Share an interesting post	22	23 Behind the scenes	24	25 Educational post	26	27 Poll
28 FAQ						

# FEB 2022

MON

TUES

WED

THURS

FRI

SAT

SUN

---

01

02

03

04

05

06

---

07

08

09

10

11

12

13

---

14

15

16

17

18

19

20

---

21

22

23

24

25

26

27

---

28

---