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One-Month Content Calendar

An editable 30-slot plan: audience need, objective, angle, format, hook, CTA, owner, status and metric, with instructions and a worked example.

For: Small business owners and marketing teams who publish regularly and want a clear monthly plan instead of improvising every day.

Level: Beginner Version 1.0 · 2026-09-21

Why a monthly calendar?

Improvised posting burns time every day on "What do we post today?", and usually ends up with content about what the business wants to say rather than what the audience needs. A monthly calendar moves that thinking into one session at the start of the month and ties every post to a need, an objective and a metric, so at the end of the month you know what worked and why.

This resource comes with a downloadable, editable spreadsheet (an Excel file) with thirty slots, eight filled with invented examples and the rest blank for you. It also has a "Summary" sheet that counts slots by status and objective automatically, and a "Lists" sheet suggesting consistent values for the columns.

The columns

Column	What goes in it
Day	Day of the month (1 to 30). Change it to a date if you prefer.
Audience need	The question, wish or worry the post answers, in the audience's words rather than yours.
Objective	Only one: awareness, engagement, store visit, order, loyalty (or your own list).
Angle	The specific idea you will use to address the need: behind the scenes, Q&A, comparison, story, how-to.
Format	Short video, photo, carousel, story, live, text with image.
Hook	The first line or shot that makes someone stop.
Call to action	What you ask the reader to do next; it must serve the objective.
Owner	One person who delivers the post ready to publish.
Status	Idea, in progress, ready for review, approved, published.
Metric	The number that tells you whether the post met its objective (it depends on the objective).

Column	What goes in it
Result after publishing	An extra column to log the actual number a few days after publishing, for the end-of-month comparison.

Steps to build the calendar

1. **Set two or three objectives for the month:** for example, introducing a new item and growing orders for family occasions. Every post should serve one of them or build general trust.
2. **Collect audience needs:** review recurring questions in messages and comments, and what sales or front-desk staff hear. Write at least ten needs in the audience's words.
3. **Spread objectives across the month:** do not make every post a sales ask. A common balance is to let awareness and trust-building posts come before order posts, but the right mix depends on your business, so test and measure.
4. **Choose an angle and format for each slot:** the same need can be addressed from different angles. Vary formats within what the team can actually produce; three good posts a week beat seven weak ones.
5. **Write the hook and call to action early:** they are the hardest part, and writing them in the calendar forces a clear idea before shooting or designing.
6. **Assign owners and deadlines:** one owner per slot. Set the review deadline at least two days before the publishing date.
7. **Set a metric per slot and log the result:** an awareness post is measured by views or saves; an order post by order messages. At month end, compare results by angle and format, not only post by post.

Keep two or three slots a month flexible for things you cannot predict: a question that suddenly spreads, a local occasion, an item that sells out. A calendar is a working plan, not a contract.

End-of-month review

Set aside an hour at the end of the month, before building next month's calendar, and use the "Result after publishing" column to answer these questions:

1. **What actually went out?** How many of the thirty slots reached "Published"? If far fewer than planned, the problem is usually production capacity rather than ideas, so plan fewer slots next month.
2. **Which angles met their objective?** Compare posts with the same objective against each other, not an awareness post against an order post. Look for a pattern across several posts before drawing a conclusion.
3. **Which needs did we miss?** Review new questions that arrived in messages this month and add them to the needs list.
4. **What do we repeat, and what do we stop?** Pick two angles to repeat in a different format, and one angle to stop or change completely.

Remember that a single post's results depend on many factors outside the content, such as timing and platform changes, so rely on repeated patterns more than on individual numbers.

Single-slot template

If you plan on paper or in a document instead of the spreadsheet, use this for each day:

Content calendar slot		
Day: []	Owner: []	Status: []
Audience need: []		
Objective: [awareness / engagement / visit / order / loyalty]		
Angle: []		
Format: []		
Hook: []		
Call to action: []		
Metric: []	Result after publishing: []	
Review deadline: []	Publish date: []	

Example: a sweets shop's first week

Illustrative example

"Al Sunbula Sweets" is an invented sweets shop in Tripoli. Objectives for the month: more WhatsApp orders for family occasions, and a stronger relationship with regular customers. The team: Reem (content and filming) and Samer (replies and design).

The first eight slots in the spreadsheet show how needs turn into posts:

- **Day 1:** the need "What's new?" becomes a behind-the-scenes video of the knafeh being prepared; objective awareness; metric watch-through rate.
- **Day 2:** "How much should I order for ten guests?" becomes a quantity-guide carousel; objective order; metric order messages. It is the first order post, and it follows an awareness post.
- **Day 3:** hesitation about new items becomes a story poll on a new maamoul flavour; objective engagement.
- **Day 4:** hygiene concerns become a kitchen tour; objective loyalty and trust.
- **Days 5 to 8:** a gift for a visit, frequent questions, the story of the first recipe, and a stamp card for regulars.

Note that four of the eight slots are still at "Idea"; that is normal at the start of the month. The "Summary" sheet shows this count automatically, so the team knows how many slots need work this week.

Common mistakes

- **Mistake:** starting from "what we want to say" instead of "what the audience needs". **Fix:** fill the audience-need column first, from real messages and comments.
- **Mistake:** loading one post with several objectives. **Fix:** one objective per slot, with a call to action that serves it.
- **Mistake:** an ambitious calendar the team cannot produce. **Fix:** start with the number of slots your time allows, and leave the rest blank or flexible.
- **Mistake:** measuring every post by likes. **Fix:** choose the metric by objective, and log the actual result.
- **Mistake:** writing statuses in different ways ("done", "ready", "finished"). **Fix:** use the values in the "Lists" sheet so the summary counters work.

Calendar completion checklist

- ☐ I set two or three objectives for the month.
- ☐ I collected at least ten needs from real audience questions.
- ☐ Each slot has a need, one objective, an angle and a format.
- ☐ I wrote the hook and call to action for every planned slot.
- ☐ Each slot has one owner and a review deadline.
- ☐ Statuses use the standard values.
- ☐ Each slot has a metric that fits its objective.
- ☐ I kept two or three slots flexible.
- ☐ I set a date at month end to review results by angle and format.

About the author — Mohamad Charafeddine is an entrepreneur from Tripoli, Lebanon: founder of the Passion digital marketing agency, president of Takaful Youth Association, and founder of digital platforms. He trains individuals and teams in applied AI and marketing.

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