

EDITORIAL CONTENT PLANNING

Editorial content spans a wide range of genres from traditional press releases and opinion pieces, through to blogs and infographics. When constructing your editorial calendar, ensure you plan for several content types which suit a variety of platforms or channels. Keep in mind that the same release where possible, should be repurposed to suit each format so it works harder for you. This is your opportunity to demonstrate your knowledge and expertise through engaging, well produced and carefully thought out information so rather than focussing on 'just getting something done', make sure you are confident that what you are putting together, aligns with your goals.

Press Release

A press release is an official statement delivered to members of the news media for the purpose of providing information, an official statement, or making an announcement.

Opinion Piece

An opinion piece is an article, usually published in a newspaper or magazine, that mainly reflects the author's opinion about a subject.

Blog

A blog is a discussion or informational website published on websites consisting of discrete, often informal diary-style text entries.

Infographics

Infographics are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.

Whitepaper

A white paper is an authoritative report or guide that informs readers concisely about a complex issue and presents the issuing body's philosophy on the matter. It is meant to help readers understand an issue, solve a problem, or make a decision.

Advertorial

A newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article.

EDITORIAL TOPICS

There are many different editorial topics that can help you formulate your calendar. Similar to how different content types are relevant to medium or channel, it may be that different topics are relevant to different media outlets. For example, company news may be relevant for local media whereas product news may be more suited to industry media.

Company News

Company news consists of updates from organisations. This could be an annual report, important milestone, an accreditation or award, safety record, environmental credentials, or other operational updates.

Product News

It is important to identify the products that will play an important part to your commercial and editorial drive. This content may be focussed on new product or service announcements, but they can go further than this, showcasing case studies, or highlighting how a product or service is better suited to meet the needs of consumers, industry guidelines or legal requirements.

Information/Service

In Business to Business, this typically takes the form of providing guidance to a problem or recent event, but it can also form part of showcasing your market insights, or providing 'how to' guides so people understand the intended use of your product.

Advocacy

Whether you are seeking political or legislative change, advocacy is used to generate public support for a recommendation of a particular cause or policy. The most widespread example of this is seen in the environmental space, particularly climate change, whereas businesses generally develop advocacy plans to suit their commercial interests.

Industry Views

Often businesses or brands will position themselves as the voice of industry. This is achieved through thought-leadership content that demonstrates a superior understanding of the market or customer. It can be presented as an analysis of a market change or provide suggested solutions to an industry problem.

EDITORIAL CONTENT CALENDAR

	Company News	Product News	Information/Service	Advocacy	Industry Views
July					
August					
September					
October					
November					
December					
January					
February					
March					
April					
May					
June					