

# My New editorial calendar

## Purpose of an editorial calendar

An editorial calendar puts a content strategy into actionable steps. It simplifies the website publishing process by defining when content is published and reviewed. It also assigns people responsible to eliminate any confusion about who is publishing.

## My goals

- 1.
- 2.
- 3.

## My primary audience

- 1.
- 2.
- 3.

Content	Who?	When?
Ex. Publish new blog article on website	Greg	Monthly, 1st Tuesday of the month