

FREE ACKPOST TEMPLATE

Content Pillar Planner

A planning worksheet for defining content pillars and mapping them to platforms, formats, and campaign goals.

TYPE

Framework

CATEGORY

Strategy

BEST FOR

Content strategists

What this includes

Pillar definition

Audience need

Platform fit

Format map

Pillar design

Define each pillar by audience problem, business goal, examples, formats, and platforms.

Balance rule

A healthy calendar usually mixes education, proof, product, community, and timely commentary.

Monthly planning

Assign each post to a pillar so the team can see if one theme is dominating the calendar.

How to use this resource

Make a copy of the structure, adapt the fields to your team, and review it during your weekly publishing meeting. If a field does not help a real decision, remove it. If a repeated mistake keeps happening, add a field that makes the risk visible.