

FREE ACKPOST TEMPLATE

Monthly Content Calendar

A four-tab planning system for monthly campaigns, scheduled posts, content repository, and performance review.

TYPE

Spreadsheet

CATEGORY

Planning

BEST FOR

Agencies and multi-brand teams

What this includes

Monthly overview

Publishing schedule

Content repository

Performance review

When to use this

Use this calendar when your team needs one shared view of campaigns, channels, approvers, and proof links. It is designed for teams managing more than one brand or client.

Recommended tabs

Overview captures monthly campaigns and goals.

Schedule tracks each post by brand, channel, date, status, owner, approver, and proof URL.

Repository stores evergreen captions, creative links, and source assets.

Performance records reach, engagement, clicks, and notes for the next planning cycle.

Operating rule

Every scheduled post should have a brand, destination, owner, status, and approval state before it reaches the calendar. If one of those fields is missing, the post stays in draft.

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.