

FREE ACKPOST TEMPLATE

# Multi-Brand Content Matrix

A weekly grid for tracking content across multiple brands, owners, destinations, statuses, and approval deadlines.

TYPE

**Spreadsheet**

CATEGORY

**Multi-brand**

BEST FOR

**Portfolio teams and agencies**

## What this includes

Brand rows

Platform columns

Status keys

Owner map

## Matrix setup

Rows are brands. Columns are platforms and campaign moments. Each cell tracks topic, owner, due date, approval state, and publish time.

## Why it helps

The matrix makes overload visible. If one creator owns every urgent post, the system will fail even if the calendar looks complete.

## Weekly review

Use the matrix to spot neglected brands, missing platform coverage, and crowded approval windows.

### 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.