

Monthly Content Calendar Template

Learning with SDP

Instructions: Fill in the Type and Topic for each posting day. Leave blank for non-posting days. Use the legend below to color-code your post types.

EDUCATIONAL (~40%)

PERSONAL (~30%)

PROMOTIONAL (~30%)

Month: _____ Platform(s): _____ Goal posts/week: _____

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____
Week 2	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____
Week 3	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____
Week 4	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____	Type: _____ Topic: _____ Scheduled: ____

Batch Session Notes (your 2-hour monthly planning block)

Batch date: _____ Time blocked: _____ to _____

Photos to take/find: _____

Topics to research: _____

Promotions/events this month: _____

Scheduling tool I'll use: _____

30 Post Ideas for Authors

Genre-Neutral Prompts | Use with the 3-Type Post Rotation

How to use this list: During your monthly batch session, pick ideas from each section to fill your Content Calendar. Customize to your genre and voice.

EDUCATIONAL Posts (~40% of your content)

Goal: Provide value that makes readers want to follow you even between book releases.

1	Share a writing tip that changed how you approach your genre
2	Explain a trope in your genre and why readers love it
3	Recommend 3 books every [genre] fan should read
4	Bust a myth about the writing or publishing process
5	Share your research process for a scene or setting
6	Explain how you name your characters
7	Tell readers what a typical writing day looks like for you
8	Share a fascinating fact you learned while writing your book
9	Post about your genre's history or evolution
10	Explain the difference between two similar sub-genres in your niche

PERSONAL Posts (~30% of your content)

Goal: Help readers feel like they know you. People buy from authors they like and trust.

1	Show your writing space or desk setup
2	Share what you are currently reading (and what you think so far)
3	Post about a song that fits your current WIP's mood
4	Show the notebook, sticky notes, or planning system you use
5	Share a photo of your bookshelf organized by color, genre, or mood
6	Tell the story of how you became a writer
7	Share a writing win, no matter how small
8	Post about what you do when you have writer's block
9	Show your 'writing fuel' — coffee, tea, snacks, playlist
10	Share a photo of your pet supervising your writing session

PROMOTIONAL Posts (~30% of your content)

Goal: Move readers toward a clear action. Never more than 2 promotional posts in a row.

1	Share your book cover with a 2-sentence pitch
2	Post a quote or excerpt from your book (with permission graphic)
3	Share a 5-star review (screenshot or pull quote format)
4	Announce a price drop, sale, or limited-time deal
5	Post about a book award nomination or win
6	Share your book's Goodreads or Amazon page link with a call to action

7	Announce an upcoming event (signing, festival, virtual reading)
8	Remind followers your book makes a great gift for [occasion]
9	Share a before/after: first draft line vs. final published line
10	Post your author newsletter signup link with a clear benefit statement

Your Post Idea Notes

Add your own ideas here as they come to you during the month:
