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How to build an editorial calendar for your church

By Eric Seiberling

An editorial calendar is a way to drive the planning and coordination of your communication efforts. It can help increase awareness of your church to your community, drive consistency of your communication efforts and allow coordination of your content creation efforts.

It is a seven-step process:

1. **Create a calendar for a quarter.** Thirteen weeks provides a big-picture view of your efforts. (A calendar can be created for the whole year as well.) [Click here](#) for the blank template used in the screencast.
2. **Fill in the sermon schedule with the title and scripture.** Working ahead of time not only allows worship to be in sync with the sermon but also helps communication efforts for the church. Meet a few times a year to build a calendar with enough lead time to get

the work done. For example, meet in early January to build the April to June calendar.

3. **Add major holidays and local community events.** It shows that the church is plugged into the broader world and helps you take advantage of local events and opportunities.
4. **Add major church events.** Add the big outreach events that you want to invite your community to attend. Focus on three or four during a 13-week period to stay focused. Publicizing too much only dilutes your efforts.
5. **Create a recipe for an event and add them to the calendar.** This includes the materials your church will need to create and timing. Keep it simple.

The example in the screencast used the following recipe.

- a. Social Media and Email
 - i. Event Announcement (2 weeks before the event)
 - ii. 1 great reason to come (1 week before the event)
 - iii. 48-hour reminder (2 days before the event)
 - b. Printed Material
 - i. Large Format Poster (2-3 weeks before the event)
 - ii. Invite Handout (Sunday before event)
6. **Create a regular posting schedule, and fill in the calendar.** Research shows emails perform best on Tuesday and Facebook posts on Thursday.

Here is a schedule example:

- a. Monday: Celebrate/thank you post, or blog post from pastor, upcoming events, etc.
 - b. Tuesday: Ask a question related to the upcoming sermon topic.
 - c. Wednesday: Service story about parishioner or ministry
 - d. Thursday: Event announcement or 48-hour reminder
 - e. Friday: Invite people to attend Sunday worship (with sermon series or scripture picture)
7. Produce the materials and schedule the posts.

If you have any questions, post a comment below or contact me at eric@brokensheep.com.