

# Tearfund Content Calendars

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**tearfund**

*Following Jesus where the need is greatest*

# Top Tips for Content Calendars

**Number 1:** Limit edit access of your content calendar to a few key planning people - there's nothing worse than 100 owners editing a spreadsheet!

**Number 2:** Make it fun, easy and enjoyable for teams to request a spot on your content calendar - make sure they know they're in safe hands!

**Number 3:** Agree priorities with all your key stakeholders upfront - that way everyone knows where they stand and you don't have to make priority calls on a case by case basis.

# Tearfund Homepage Calendar

**IMPORTANT NOTE: 1 SPOT MUST BE RESERVED FOR EDITORIAL (2 SPOTS FOR PROMOTION)**

	MAIN SPOT				SECOND SPOT				THIRD SPOT			
	England	Wales	Scotland	Nthn Ireland	England	Wales	Scotland	Nthn Ireland	England	Wales	Scotland	Nthn Ireland
29-May	2016 Case Study	2016 Case Study	2016 Case Study	Cycle of Hope	BCDO	BCDO	Spring Sessions	Cycle for Freedom	Editorial Story: Advocacy	Prayer	BCDO	2016 Case Study
5-Jun	2016 Case Study	2016 Case Study	2016 Case Study	Cycle of Hope	Facebook Live	Facebook Live	Spring Sessions	Cycle for Freedom	Editorial Story: Dodging bullets	Editorial Story: Dodging bullets	Editorial Story: Dodging bullets	2016 Case Study
12-Jun	Advocacy Campaign	Advocacy Campaign	Advocacy Campaign	Advocacy Campaign	2016 Case Study	2016 Case Study	2016 Case Study	Cycle for Freedom	Editorial Story: Trafficking theme	Editorial Story: Trafficking theme	Editorial Story: Trafficking theme	Cycle of Hope
19-Jun	Refugee Week	Refugee Week	Refugee Week	Advocacy Campaign	2016 Case Study	2016 Case Study	2016 Case Study	Refugee Week	Advocacy Campaign	Advocacy Campaign	Advocacy Campaign	Cycle of Hope

We balance organisation wide promotions and regional promotions (shown in red)

# Tearfund Homepage Calendar Template

IMPORTANT NOTE: 1 SPOT MUST BE RESERVED FOR EDITORIAL (2 SPOTS FOR PROMOTION)												
	MAIN SPOT				SECOND SPOT				THIRD SPOT			
	England	Wales	Scotland	Nthn Ireland	England	Wales	Scotland	Nthn Ireland	England	Wales	Scotland	Nthn Ireland
29-May												
5-Jun												
12-Jun												
19-Jun												

# Contact me for more info

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