Content planning template

Planning your content is essential. The objective, meaning and audience of your content drives all other decisions about what you write, how you write it, where you publish it and ultimately, how it's received. Use this document to think through your own or other's content ideas. Also make sure you check back through this document at the editing phase – has the content met the brief?

Provide a brief overview of what you want to communicate.

Who is this content aimed at?

Why do you want to communicate this? What's driving this idea? *Why now? Does it help achieve a specific team, department or organisational goal?*

What do you want people to think/feel/do? *For example, do you want people to sign up to a course? And be specific – how many people do you want to sign up to the course?*

What are the key messages you want to communicate? *What are the key things you want people to take away?*

When do you want to publish?

What format will it be in? Is it a news article, blog, video, infographic, etc?

What channel/s will you publish it on?

How will you measure if this content had the desired effect? *For example, can you measure if people signed up for the course?*

Who needs to approve this? *Sign off processes can hold things up – be clear who needs to sign this off up front and make sure they're aware.*