



CREATIVE DELIVERY

Content calendar planner

A monthly planning worksheet for connecting business goals, content themes, formats, owners, reviews, publishing dates, and measurement.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

You need a content plan that is more than a list of post ideas.

WORK THROUGH THE CHECKLIST

- ☐ 01 **Set the month's goal**

- ☐ 02 **Choose themes**

- ☐ 03 **Map formats and channels**

- ☐ 04 **Assign owners**

- ☐ 05 **Set approval dates**

- ☐ 06 **Plan measurement**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.