

TEMPLATE FROM SYVERA STUDIO

30-Day Content Calendar Template

A simple monthly content calendar template that takes the guesswork out of what to post, when, and where , designed for small marketing teams who don't have time to overthink it.

Most businesses post randomly. The ones that grow consistently post strategically. This template helps you plan an entire month of content across your blog, email, and social channels , so you stop scrambling on Monday mornings.

How to use this template: Print pages 2-3 and fill in by hand, or use them as a structure for a digital spreadsheet (Google Sheets, Notion, Airtable). Plan one month ahead, refine weekly, post consistently.

Step 1 , Define Your Content Pillars

Pillars are recurring themes you return to consistently. Pick 4-5 that align with your business. Examples below , write yours in the boxes.

Pillar 1	
Pillar 2	
Pillar 3	
Pillar 4	
Pillar 5	

Examples by industry:

- **SaaS:** Product updates, customer wins, industry insights, behind-the-scenes, how-to guides
- **E-commerce:** Product highlights, lifestyle content, customer photos, tips, promotions
- **Services:** Case studies, expertise content, behind-the-scenes, team, FAQs

Step 2 , Map Your Weekly Rhythm

A predictable rhythm is far easier to maintain than ad-hoc posting. Assign a content type to each weekday and stick to it.

Day	Content Type	Platform(s)
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Step 3 , Plan the Month

Below is a 4-week planning grid. Fill in your content idea for each day, or use this as a structure for your own digital calendar.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
W1							
W2							
W3							
W4							

Tips for Staying Consistent

- **Plan in batches.** Spend one focused afternoon planning the whole month.
- **Schedule everything.** Use Buffer, Hootsuite, or Meta Business Suite to schedule posts ahead of time.
- **Track what works.** Note your top 3 posts each month and create more like them.
- **Refine, don't restart.** Don't abandon your calendar , refine it monthly based on results.
- **Quality over quantity.** 3 great posts per week beat 7 average ones.

Need help running your content?

Book a free 30-minute call. We'll show you exactly how we'd structure your content for compounding growth.

syverastudio.digital/book-a-free-consultation