

# Video content calendar

Plan recordings, clips, review dates and publication without a forced posting quota.

| WHEN                                      | FOR                           | UPDATED    |
|-------------------------------------------|-------------------------------|------------|
| When scheduling the next production cycle | Creators and production teams | 2026-10-05 |

## 01 Use the working sheet

3 CHECKS

- ☐ Start with a copy of this sheet.  
The editable workbook includes instructions, clearly labelled MOCK examples and blank rows for your actual work.
- ☐ Record the source timestamp or recording identifier before writing the decision.  
An exact reference lets another reviewer find the same moment rather than guessing which cut you mean.
- ☐ Keep the verification note with the decision.  
Close the item only after checking the exported version, not just the edit instructions.

## 02 Working table

4 OF 12 COLUMNS

| Recording id | Audience problem | Main point | Source file |
|--------------|------------------|------------|-------------|
|              |                  |            |             |
|              |                  |            |             |
|              |                  |            |             |
|              |                  |            |             |
|              |                  |            |             |
|              |                  |            |             |

The Excel version has all 12: Recording id, Audience problem, Main point, Source file, Planned recording date, Review date, Publish date, Channel, Format, Call to action, Owner, Status. Its rows marked MOCK only show the format.

### Next Plan outputs around one recording.

Use the same source footage for the episode and its shorts, then schedule publication after review.

[Edit this recording in Studio](https://studio2.itskaivalya.com/signup?src=resource-video-content-calendar)

30 free editing minutes when you sign up

<https://studio2.itskaivalya.com/signup?src=resource-video-content-calendar>

SCAN TO OPEN