



CLUB COMMUNICATIONS CALENDAR

SAMPLE WEEK				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Social Media	Website Update	Social Media		Social Media
WEEK 1				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Social Media	Local Advertising	Social Media		Social Media
WEEK 2				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Social Media	Press Release	Social Media		Social Media

HOW TO USE THIS PLANNER
Open Your Club Content Bank to reference a detailed list of themes, topics and ideas
Identify the content themes and posts that relate to your offering and target audiences
Schedule activities (from Activities box below) for that theme cross that week or
Use empty fields under each day to add notes: setup Instagram, Promote Open Day, Match photos etc
Follow other sports clubs and organisations for opportunities and ideas that would work for your club.

ACTIVITIES
Website Update
Social Media
Local Advertising
Press Release
Print Advertising / Local Newspaper

WEEK 3				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Social Media	Local Newspaper	Social Media		Social Media
WEEK 4				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Social Media	Website Update	Social Media		Social Media
WEEK 5				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 6				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 7				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

ACTIVITIES
Website Update
Social Media
Local Advertising
Press Release
Print Advertising / Local Newspaper

WEEK 8				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 9				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 10				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 11				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 12				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

ACTIVITIES
Website Update
Social Media
Local Advertising
Press Release
Print Advertising / Local Newspaper