

How to Create a Content Calendar to Save Time

By Tyler Babiy (T Squared Social)

Building a content calendar is essential for creating consistency and maximizing the value of your tourism marketing efforts. In this webinar, you will learn practical steps to develop a content calendar that not only saves time but also ensures clarity and

long-term success. With insights from marketing professionals, you will discover how to streamline your content creation process and align it with your broader tourism goals.

Identify Your Content Pillars

Content pillars are the foundation of your calendar. They keep your brand consistent and prevent the feeling of starting from scratch every time you post. Think of pillars as the main categories your audience will recognize you for. They should cover the essentials of your brand, plus the areas you want to grow in.

The key steps to creating a calendar are

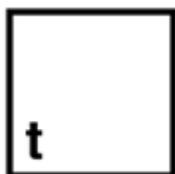
- Identify your content pillars.
- Establish a posting frequency (e.g., number of posts per week).
- Decide where the content will be published and on which platform.
- Determine the content type needed for each post (photo, video, etc.).

When choosing 3–5 pillars, ask yourself

- What questions do new followers always ask?
- What topics are most relevant to my audience?
- What unique perspective does my organization bring?

Examples of content pillars for tourism or local organizations

- Hours & Location: Practical info that makes visiting easy.



- History & Education: Sharing your story, traditions, or behind-the-scenes facts.
- Events & Launches: New programs, seasonal activities, and campaigns.
- Visitor Info & Reviews: Highlighting experiences from guests.
- Community Impact: Showcasing local partnerships and positive change.

Checklist for Content Pillars

- Select 3–5 themes that align with your mission.
- Write a 1–2 sentence purpose for each theme.
- Ensure a mix of informational, engaging, and promotional content.
- Review pillars twice a year to confirm they still reflect your brand.

Pro Tip: The more focused your pillars are, the easier it becomes to brainstorm new content ideas and ensure consistency across platforms.

Map Out a Month of Content

Once you know your pillars, the next step is to turn them into a visual calendar. This makes your content less overwhelming and ensures variety from week to week. Instead of scrambling for ideas, you'll see a clear roadmap.

Types of Content

- **Photography:** Most versatile format. Capture once, reuse multiple ways (feed posts, stories, ads).
- **Video:** Builds trust, tells stories, and drives the highest engagement. Great for events or staff features.
- **Graphics:** Lower engagement but high clarity. Best for announcements or reminders.
- **Shared Content:** Collaborations, reposts, and curated articles that expand your reach.

Steps to Build a Monthly Calendar

1. Start with a blank 4-week grid.
2. Place holidays, seasonal moments, and industry events first.
3. Assign a content pillar to each week (ex: "Week 1 Community Impact").
4. Layer in content types for balance (ex: photo + video + graphic).
5. Create repeatable content series, such as "Tip Tuesday" or "Behind-the-Scenes Friday."

Checklist for Monthly Planning:

- Mark all holidays and local events on your grid.
- Place 1–2 posts per week under each pillar.
- Balance photos, videos, graphics, and shared posts.
- Confirm you have all needed assets (images, copy, links) before the month begins.

Pro Tip: Reuse and repurpose content. One photo from an event can become multiple posts across weeks.

Annual Content Review & Planning

Your monthly calendar should connect to the bigger picture. A strong annual plan ensures your posts support your long-term goals and align with seasonal campaigns.

Key Steps for Annual Planning

- *Define Quarters (Q1–Q4):* Identify key events, launches, and seasonal highlights.
- *Plan Ahead:* Begin planning 2–3 months before big events. For example, if a festival is in June, start preparing content in March.
- *Batch Content:* Capture and store seasonal assets early. Photograph your gardens in the summer

so you can use those images for next year's launch campaigns.

Live Content Checklist

- List key events and who will be featured.
- Decide if posts will go out live or with a delay.
- Prepare backup content in case of cancellations.
- Schedule reminder posts leading up to each event.

Annual Review Checklist:

- Build a "Year-at-a-Glance" calendar with quarterly goals.
- Mark deadlines for launches, promotions, and seasonal highlights.
- Assign responsibilities for capturing seasonal photos and videos.
- Review analytics quarterly and adjust strategy.

Pro Tip: Consistency beats volume. It's better to post 3 times a week all year than 7 times a week for one month and then burn out.

Resource Management

A calendar is only useful if your team has the systems to carry it out. Resource management ensures that roles are clear and nothing slips through the cracks.

Delegate Roles

- **Creator:** Captures visuals, writes drafts, and develops concepts.
- **Approver:** Reviews content weekly, provides edits, and ensures deadlines are met.
- **Analyzer:** Tracks performance metrics, compares results, and suggests improvements.

Approval Process

- Schedule a standing weekly review meeting.
- Set a clear deadline for final approvals (ex: one week before posting).
- Keep all assets in one shared folder or platform.

Essential Tools

- **Photo Editing:** Lightroom for simple, consistent edits.
- **Graphic Design:** Canva for easy templates that match your brand.
- **Content Planning:** Meta Business Suite for scheduling 2–4 weeks ahead.



Resource Management Checklist:

- Assign roles for content creation, approval, and analysis.
- Create a shared folder for visuals and captions.
- Plan posts at least 2 weeks in advance.
- Track performance monthly and refine strategy.

Pro Tip: Save time by building a “content bank.” Keep a folder of evergreen photos, quotes, and graphics you can drop into your calendar anytime.

Quick Reminders

- *Be relatable:* Ground your content in real human experiences.
- *Stay consistent:* Use repeatable content series.
- *Work ahead:* Batch and bank content when possible.
- *Start simple:* Don’t overcomplicate. Build slowly and sustainably.



ABOUT THE AUTHOR

Tyler Babiy

Tyler is a social media strategist and content creator with over a decade of experience working with tourism organizations across Saskatchewan and beyond. With a background in photography, design, and marketing, Tyler brings a creative yet highly organized approach to every project. Known for building efficient systems that help teams work seamlessly together, Tyler is also the owner of T Squared Social, a Saskatoon-based marketing company specializing in content strategy and training.

