

SciencePOD editorial calendar template for publishers

JANUARY			
CONTENT /FORMAT	Medium	Collateral Use	Campaign/Event/Project
<p>Q&A interview with new Editor in Chief of <i>J of HCO</i> 500 words</p> <p>2 x Tweets based on Q&A interview</p> <p>Press Release (PR) announcing launch of new section in <i>Intl J of H & Dev</i>. [Requires interview with section editor and EIC for background and quotes], 800 words</p>	<p>Email mailing Q&A Interview with photo</p> <p>Media distribution of PR & JHP News Post</p>	<p>Journal Home Page (JHP) News post Social media (SM) post w/link SM post w/pull quote</p>	<p>Promotion of change in <i>J of HCO</i>, Meet the editor campaign</p> <p>Launch of section in <i>Intl J of H & Dev</i></p>
<p>3 x Infographics, one for each Data and Methodologies journal to be promoted, introducing journals and illustrating steps in submission process and benefits of submission</p>	<p>Email mailing to drive submissions</p> <p>Infographics</p>	<p>How-to guide for individual journal home pages One-page leaflet for book fair Poster for book fair SM post</p>	<p>Data and Methodologies journals campaign</p>
<p>Curation from list of priority journals for published material/authors to spotlight</p> <p>2 x 500-word HighlightsPlus based on recently published research papers from list of priority journals, including author quotes</p>	<p>Website Journal Home Page Topic Landing Page (potential) Blog Page</p>	<p>SM post for Highlight Plus SM post of pull quote or excerpt from Highlight Plus SM or author engagement with Highlight Plus SM co-promotion of Highlight Plus with partners</p>	<p>Regular/Ongoing campaign for Life Sciences Journals promotion and author services</p>

FEBRUARY			
CONTENT /FORMAT	Medium	Collateral Use	Campaign/Event/Project
<p>Podcast interview with three EIC OA Physics journals on topic of Open Science, 10 min</p> <p>Introductory text for Podcast (search optimised/SEO) 500-words</p> <p>2x Tweets introducing podcast, one with quote</p> <p>1x LinkedIn message on open science and intro to podcast</p>	<p>Website YouTube Channel Newsletter (with hyperlink)</p>	<p>Email general mailing with hyperlink to podcast SM linking to podcast SM pull quote and link to podcast</p>	<p>Open Access (OA) journals promotion</p>
<p>Curation of selected articles for <i>Physics and Astronomy Review</i> made available for a period of time (number TBD)</p> <p>A cover story for curated collection of articles selected made available for a period of time, including insights from EIC on significance of articles and their availability, 600-words'</p> <p>Cover story translation (localisation) into selected languages, 600-words</p>	<p>Website JHP News page SM posts announcing availability of articles</p> <p>Targeted email to audience in specific countries</p>	<p>Targeted email mailing to segmented audience (authors, university depts, orgs)</p>	<p>Regular/Ongoing campaign for Life Sciences Journals promotion and author services</p>
<p>Curation from list of priority journals for published material/authors to spotlight</p> <p>2 x 500-word HighlightsPlus based on recently published research papers from list of priority journals, including author quotes</p>			<p>Regular/Ongoing campaign for Life Sciences Journals promotion and author services</p>

MARCH			
CONTENT /FORMAT	Medium	Collateral Use	Campaign/Event/Project
<p>6 x simple infographics for selected biochemistry journals highlighting journal unique selling points</p>	<p>JHP SM – Twitter Email campaign to targeted audiences</p>	<p>For display and distribution at London Book Fair</p>	<p>'London Book Fair Making authors shine campaign'</p>
<p>Text for series of 10 Instagram posts: Profiles in Science (HumansofNY style), photo and micro interview with selected authors introducing their research and key findings recently published in selected biochemistry journals, up to 2000 characters + images (secured from authors)</p>	<p>SM – Instagram SM – FB and Twitter Website and JHP announcement of Profiles in Science Instagram series & link</p>	<p>Integrate into info and assets for display/distribution at London Book Fair</p>	<p>London Book Fair Making authors shine campaign'</p>
<p>5 x Q&A interviews 'Happy author stories' for five biochemistry journals 500 words</p>	<p>JHP SM post Email mailing targeted</p>	<p>Integrate into info and assets for display/distribution at London Book Fair</p>	
<p>Text for email invitation + image suggestion/selection for London Book Fair 300 words</p>	<p>Email mailing targeted to specific authors</p>		
<p>Curation from list of priority journals for published material/authors to spotlight</p> <p>2 x 500-word HighlightsPlus based on recently published research papers from list of priority journals, including author quotes</p>			<p>Regular/Ongoing campaign for Life Sciences Journals promotion and author services</p>

APRIL			
CONTENT	Medium	Collateral Use	Campaign/Event/Project
<p>Curation of recent research on meningitis (three research articles)</p> <p>Feature story on Meningitis, based on selected research articles and interviews/quotes from authors 1500 words + SEO</p> <p>2 x infographics to accompany feature article</p>	Website, special features post JHP	SM, including Twitter cards w/infographics Author engagement	World Meningitis Day Meningitis Awareness Month
<p>Press Release for anniversary celebration for a flagship journal (30 years), 800-words including interview</p>	Media distribution News page JHP	SM pull quotes from PR	Anniversary of <i>Int J of Clin Infect Dis</i>
<p>Curation from list of priority journals for published material/authors to spotlight</p> <p>2 x 500-word HighlightsPlus based on recently published research papers from list of priority journals, including author quotes</p>			Regular/Ongoing campaign for Life Sciences Journals promotion and author services

MAY			
CONTENT	Medium	Collateral Use	Campaign/Event/Project
<p>Series of 10 x SM posts and cards with pull quotes and selected images highlighting recently published research in selected journals – 180 to 240 characters + images</p> <p>Infographics (previously produced)</p>	SM Twitter, LinkedIn, FP Printed versions for distribution at Book Expo	Email mailing Newsletter CTA	Book Expo America
<p>Landing page content on (e.g) genome editing and CRISPR + SEO of all contents</p> <ul style="list-style-type: none"> ➤ 5 x Highlight Plus stories based on selected papers in specified journals with quotes from authors 500-600 words, including author quotes ➤ 5 x Infographics for landing page based on selected papers in specified journals ➤ Introductory Text for to landing page topic, 500 words 	Website, new landing page on specific topic of popular interest	SM posts for landing page SM posts for each Highlight SM posts for each infographic Author engagement Email mailing	Journal promotion based on trends in science/general audience interest
<p>Curation from list of priority journals for published material/authors to spotlight</p> <p>2 x 500-word HighlightsPlus based on recently published research papers from list of priority journals, including author quotes</p>			Regular/Ongoing campaign for Life Sciences Journals promotion and author services
<p>Curation for digests/Highlights of priority Journals in Medicine</p> <p>3 x 300-word digests/Highlights based on recently published research papers from list of priority journals</p>	Website Journal Home Page Topic Landing Page (potential) Blog Page	SM post for Highlight Plus SM post of pull quote or excerpt from Highlight Plus SM or author engagement with Highlight Plus SM co-promotion of Highlight Plus with partners	Regular/Ongoing campaign Journals in Medicine promotion and author services

JUNE			
CONTENT	Medium and Format	Collateral Use	Campaign/Event/Project
<p>Video (animation and script) 2.20 mins announcing launch/introducing new journal – giving rationale, what it covers, for whom, editorial vision, team, services and support and publishable content + call to action</p>	Use across all SM channels JHP	In preparation for next book fair	New journal launch Book Fair
<p>'Great Minds' Introduction/Blog for selected list of articles from prize-winning/influential author, made openly available for a period of time, with interview with selected co-authors 700-800 words</p>	JHP Blog	SM posts for intro piece to selected articles SM posts with mention of interviewed/quoted authors Author engagement	'Great minds' campaign to highlight journal's prestige and importance Author services
<p>'Best of Life Sciences' webpage</p> <p>Introductory text for 'Best of Life Sciences' page 300-words for website and email</p> <p>Re-purpose collection of Life Sciences Highlight Plus into a 'Best of' collection</p>	Website General section and JHP	SM posts for 'Best of' Reissue SM posts for each Highlight Plus Email campaign Re-engagement with author	'Best of Life Sciences' campaign
<p>Curation for digests/Highlights of priority Journals in Medicine</p> <p>3 x 300-word digests/Highlights based on recently published research papers from list of priority journals</p>	Website Journal Home Page Topic Landing Page (potential) Blog Page	SM post for Highlight Plus SM post of pull quote or excerpt from Highlight Plus SM or author engagement with Highlight Plus SM co-promotion of Highlight Plus with partners	Regular/Ongoing campaign Journals in Medicine promotion and author services