**SciencePOD editorial calendar template**

**for scholarly publishers**

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| **JANUARY** |  |  |  |
| **CONTENT /FORMAT** | **Medium** | **Collateral Use** | **Campaign/Event/Project** |
| **Q&A Interview** with new Editor in Chief of *J of HCO* 500 words  **2 x Tweets** based on Q&A interview  **Press Release (PR)** announcing launch of new section in *Intl J of H & Dev*. [Requires interview with section editor and EiC for background and quotes], 800 words | Email mailing  Q&A Interview with photo  Media distribution of PR & JHP News Post | Journal Home Page (JHP) News post  Social media (SM) post w/link  SM post w/pull quote | Promotion of change in *J of HCO*  Launch of section in *Intl J of H & Dev* |
| **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 | Email mailing to drive submissions  Infographics | How-to guide for individual journal home pages  One-page leaflet for book fair  Poster for book fair  SM post | Data and Methodologies journals campaign |
| **Curation** from list of priority journals for published material/authors to spotlight  **2 x 500-word HighlightsPlus** based on recently published research papers from list of priority journals, including author quotes | 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 for Life Sciences Journals promotion and author services |
| **FEBRUARY** |  |  |  |
| **CONTENT/FORMAT** | **Medium** | **Collateral Use** | **Campaign/Event/Project** |
| **Podcast** interview with three EiC OA Physics journals on topic of Open Science, 10 min  **Introductory text for Podcast** (search optimized/SEO) 500-words  **2x Tweets** introducing podcast, one with quote  **1x LinkedIn message** on open science and intro to podcast | Website  YouTube Channel  Newsletter (with hyperlink) | Email general mailing general campaign with hyperlink to podcast  SM linking to podcast  SM pull quote and link to podcast | Open Access (OA) journals promotion |
| **Curation of selected articles** for *Physics and Astronomy Review* made available for a period of time (number TBD)  **A cover story** for curated collection of articlesselected made available for a period of time, including insights from EiC on significance of articles and their availability, 600-words‘  **Cover story translation** (localisation) into selected languages, 600-words | Website  JHP  News page  SM posts announcing availability of articles  Targeted email to audience in specific countries | Targeted email mailing to segmented audience (authors, university depts, orgs | Regular/Ongoing campaign for Life Sciences Journals promotion and author services |
| **Curation** from list of priority journals for published material/authors to spotlight  **2 x 500-word HighlightsPlus** based on recently published research papers from list of priority journals, including author quotes |  |  | Regular/Ongoing campaign for Life Sciences Journals promotion and author services |
| **MARCH** |  |  |  |
| **CONTENT/FORMAT** | **Medium** | **Collateral Use** | **Campaign/Event/Project** |
| **6 x simple infographics** for selected biochemistry journals highlighting journal unique selling points | JHP  SM – Twitter | For display and distribution at London Book Fair | ‘London Book Fair  Making authors shine campaign’ |
| **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, upto 2000 characters + images (secured from authors) | SM – Instagram  SM – FB and Twitter  Website and JHP announcement of Profiles in Science Instagram series & link | Integrate into info and assets for display/distribution at London Book Fair | London Book Fair  Making authors shine campaign’ |
| **5 x Q&A interviews** ‘Happy author stories’ for five biochemistry journals 500-words | JHP  SM post  Email mailing targeted | Integrate into info and assets for display/distribution at London Book Fair |  |
| **Text for email invitation + image suggestion/selection** for London Book Fair 300 words | Email mailing targeted to specific authors |  |  |
| **Curation** from list of priority journals for published material/authors to spotlight  **2 x 500-word HighlightsPlus** based on recently published research papers from list of priority journals, including author quotes |  |  | Regular/Ongoing campaign for Life Sciences Journals promotion and author services |
| **APRIL** |  |  |  |
| **CONTENT** | **Medium** | **Collateral Use** | **Campaign/Event/Project** |
| **Curation** of recent research on meningitis (three research articles)  **Feature** story on Meningitis, based on selected research articles and interviews/quotes from authors 1500 words + SEO  **2 x infographics** to accompany feature article | Website, special features post  JHP | SM, including Twitter cards w/infographics  Author engagement | World Meningitis Day  Meningitis Awareness Month |
| **Press Release** for anniversary celebration for a flagship journal (30 years), 800-words including interview | Media distribution  News page  JHP | SM pull quotes from PR | Anniversary of *Int J of Clin Infect Dis* |
| **Curation** from list of priority journals for published material/authors to spotlight  **2 x 500-word HighlightsPlus** based on recently published research papers from list of priority journals, including author quotes |  |  | Regular/Ongoing campaign for Life Sciences Journals promotion and author services |
| **MAY** |  |  |  |
| **CONTENT** | **Medium** | **Collateral Use** | **Campaign/Event/Project** |
| **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  **Infographics** (previously produced) | SM Twitter, LinkedIn, FP  Printed versions for distribution at Book Expo  Re-print one-page infographics on unique selling points of journals for distribution | Email mailing  Newsletter CAT | Book Expo America |
| **Landing page content** on (e.g) genome editing and CRISPR + SEO of all contents  **5 x Highlight Plus** stories based on selected papers in selected journals with quotes from authors 500-600 words, including author quotes  **5 x Infographics** for landing page based on selected on selected papers in selected 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 |
| **Curation** from list of priority journals for published material/authors to spotlight  **2 x 500-word HighlightsPlus** based on recently published research papers from list of priority journals, including author quotes |  |  | Regular/Ongoing campaign for Life Sciences Journals promotion and author services |
| **Curation for digests/Highlights of** priority Journals in Medicine  **3 x 300-word digests/Highlights** based on recently published research papers from list of priority journals | 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** |
| **Video (animation and script)** 2.30 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 | Use across all SM channels  JHP | In preparation for next book fair | New journal launch  Book Fair |
| Introduction to 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 | 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 |
| ‘Best of Life Sciences’ Campaign  Introductory text for ‘Best of Life Sciences’ page 300-words for website and email  Re-purpose collection of Life Sciences Highlight Plus into a ‘Best of’ collection | 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 |
| **Curation for digests/Highlights of** priority Journals in Medicine  **3 x 300-word digests/Highlights** based on recently published research papers from list of priority journals | 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 |