Content Calendar Starter - user guide

Baoobaoo | Revised 6 November 2026 | Excel workbook

Exactly what this purchase contains

Baoobaoo-Content-Calendar-Starter.xlsx
This three-page user guide
LICENSE.txt

This ZIP includes one workbook, not both editions. 60 topic slots generate up to 180 channel task rows. Channels: Blog, Email and LinkedIn.

The job this workbook does

Enter a core topic once, choose its owner and target date, then review a fixed row for each channel. Record publishing status and your own impressions, clicks and leads. The dashboard recalculates from those task rows. This is an offline planning and tracking workbook. It does not write content, publish posts, fetch analytics or send reminders.

Start with the included example

Open a copy in Microsoft Excel and enable automatic calculation. Do not enable macros: none are required. The four sample topics produce 12 tasks. The sample dashboard shows 6 published tasks, 8,490 impressions, 539 clicks and 44 leads. These are fictional examples, not results achieved by a customer. Overdue counts depend on today and will change.

What to edit

On Topics, edit B:H in rows 4:63. Keep the numeric Topic IDs in column A. On Tasks, edit G:K: status, actual published date and the three performance counts. Keep all other task columns as formulas. The owner is recorded on Topics; Tasks has no separate owner field.

One topic, 3 planned tasks

Work in a duplicate file for this exercise. First clear Topics B4:H63 and Tasks G4:K183. Do not delete rows, columns, sheets or the Topic IDs.

1. Enter a concrete topic

In Topics row 4 enter: Core topic = How we pack a small order; Pillar = Proof; Audience question = What arrives in the parcel?; Primary CTA = View the packing checklist; Owner = Sam; Target date = a real Excel date ten days from today; Topic status = Draft.

2. Turn the queue into a real plan

Tasks rows 4:6 now contain 3 channel rows. The first planned date equals the topic target date, and the following channels are one day apart. The suggested formats are prompts only. You still write, review and publish each item yourself. Choose a target date whose following days suit your schedule; this version has no per-channel date override.

3. Test the reporting before using your own data

Dashboard Generated tasks should now be 3. Set Tasks G4 to Published, I4 to 1,000, J4 to 50 and K4 to 2. The dashboard should show 1 published task, 1,000 impressions, 50 clicks, 2 leads and 5.0% overall CTR. Change G4 to Draft: Published returns to 0. Counts are manually entered, not imported from a social account.

4. Try a missing date

Clear Topics G4. Planned dates become blank and each active task shows MISSING DATE. They are not counted as overdue. Enter a valid date to restore the schedule. A past planned date with any status other than Published counts as overdue, including Paused. Completion is based on status, not the published-date field alone.

Reset, check and use safely

Start your own plan

Duplicate the original workbook. Clear only Topics B4:H63 and Tasks G4:K183. Generated tasks, Published, Overdue and performance totals should become 0. Keep the formulas and Topic IDs. Save, close and reopen the file before entering your real plan.

Keep topics and metrics together

Each topic slot owns a fixed group of channel rows. Do not sort individual columns or insert/delete rows: that can detach entered results from their topic. When replacing or deleting a topic, clear that topic's corresponding task inputs G:K as well. Metrics attached to blank topic rows are excluded from the dashboard, but clearing them prevents stale results if you reuse the slot.

Check your inputs

Use a unique topic per slot, a real positive Excel date, and non-negative whole-number performance counts. A lead means whatever consistent definition your team chooses; the workbook does not validate lead quality. CTR is total clicks divided by total impressions. With no impressions it displays 0.0%, meaning no rate is available from recorded impressions. Do not interpret that as measured performance.

Capacity and compatibility

This edition has 60 topic slots and 3 fixed channels. Last topic row 63 reaches task row 183. Keep the Lists sheet and dropdown values intact. Microsoft Excel was tested. Google Sheets import, other spreadsheet apps, mobile spreadsheet editing and Excel version-specific behavior were not independently verified.

When a free file is enough

If you only need a list of titles, owners and dates, use a free Baoobaoo workbook or a free calendar from Smartsheet. This paid file adds this specific topic-to-channel queue, linked status and KPI totals, and the worked self-check above. Free alternatives can also provide dashboards. No sales, traffic or time-saving outcome is promised.

Use and redistribution are governed by LICENSE.txt. Questions: use the contact link on baoobaoo.com. AI assisted drafting; no external professional endorsement is claimed.