Building in Public Content Calendar Template

	Distribution	Content		Other
Date	Channel	Content Topic	Content Format & Goal	Notes

Tips for using this template:

- Adapt the content topics and formats to your specific goals and target audience.
- Be realistic about your capacity and start with a manageable posting schedule.
- Use scheduling tools to automate content publishing and save time.
- Track your results and adjust your strategy based on what's working well.
- Don't be afraid to experiment with different Content types and approaches.

By consistently creating and sharing valuable content, you can effectively build in public and reap the benefits of transparency, community engagement, and accelerated growth for your SaaS business.

BIP Content Calendar Template Example

| Date | Distribution | Content | | Other |
	Channel	Content Topic	Content Format & Goal	Notes
Nov 27, 2024	Twitter	Announce new feature launch (e.g., "Introducing our new integration with [tool]! Here's how it will help you [benefit]")	Short thread with visuals Goal: Attract users	Include a link to a blog post or landing page with more details. Use relevant hashtags (e.g., #newfeature #SaaS #productivity).
Nov 28, 2024	Blog	Share a behind-the-scenes look at the development process of the new feature (e.g., "Building [feature name]: Challenges and triumphs")	Blog post with images/video Goal: Educate and build trust	Highlight the problem you solved, the technical challenges you faced, and the lessons learned.
Dec 1, 2024	LinkedIn	Share an insightful article on a topic related to your SaaS (e.g., "The future of [industry] and how [your SaaS] is shaping it")	Article with data and visuals Goal: Establish thought leadership	Tag relevant influencers or industry leaders.
Dec 4, 2024	Indie Hackers forum	Start a discussion about a challenge you're facing (e.g., "Seeking advice on improving user onboarding for [your SaaS]")	Forum post Goal: Solicit feedback and engage with the community	Be open to different perspectives and actively participate in the discussion.
Dec 7, 2024	Twitter	Share a customer success story (e.g., "[Customer name] increased their productivity by X% using [your SaaS]! Here's how:")	Tweet with customer quote and link to case study Goal: Demonstrate value and social proof	Tag the customer (with their permission).
Dec 11, 2024	YouTube	Publish a short video tutorial on how to use a key feature of your SaaS	Video tutorial with screen recording and voiceover Goal: Educate and attract users	Optimize the video title and description for search.
Dec 14, 2024	Blog	Reflect on your progress and share key milestones achieved (e.g., "One month since launch: Lessons learned and what's next")	Blog post with data and visuals Goal: Showcase progress and build excitement	Include a call to action (e.g., sign up for a free trial).