



Thanks for downloading the membership site content calendar template. Hope you enjoy it!

If you haven't started your membership site yet, no worries! Get started for free with a SubHub [14-day free trial](#).

And if you need help getting started, we've got you covered. Books a free call for advice, tips, a live demo, or to enquire about our affordable design and set-up service.

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Membership Site Content Calendar Template

Instructions: This content calendar template is designed to help you plan and organize content for your membership site. Adjust the categories, frequency, and themes to fit your needs.

Monthly Overview

- **Theme of the Month:** (e.g., Productivity Hacks, Mindfulness, Business Growth)
- **Key Focus Areas:** (e.g., new course module, expert interview, community challenge)
- **Promotions & Announcements:** (e.g., special offers, live Q&A, upcoming events)
- **Engagement Goals:** (e.g., increase forum participation, boost comments on posts)

Weekly Content Breakdown

WEEK	CONTENT TYPE	TOPIC/TITLE	FORMAT
1	Blog Post		Text
	Video		Video
	Live Event		Webinar/Live Zoom
2	Exclusive Resource		PDF/Worksheet
	Discussion		Forum Post
3	Expert Interview		Podcast/Video
	Social Media Challenge		Facebook post
4	Member Spotlight		Case study/Testimonial
	Bonus Content		Checklist

Daily & Recurring Engagement Activities

- **Motivation Monday:** Share an inspiring quote, tip, or success story.
- **Tuesday Tips:** Provide actionable advice or quick wins.
- **Wednesday Workshop:** Host a live training or Q&A.
- **Thursday Threads:** Encourage discussions in the community forum.
- **Friday Wins:** Highlight member achievements and progress.
- **Weekend Bonus:** Offer a surprise resource or behind-the-scenes content.

Tracking & Metrics

- **Most Engaged Content:** (Track likes, comments, shares)
 - **Popular Discussion Topics:** (Monitor recurring questions and interests)
 - **Subscriber Growth:** (Track new sign-ups and cancellations)
 - **Retention Rate:** (Assess member engagement and renewal trends)
 - **Feedback & Suggestions:** (Collect input from members on desired content)
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Final Notes:

- Adjust the frequency of content based on member preferences and engagement levels.
 - Repurpose existing content in new formats to maximize value.
 - Stay flexible—monitor analytics and feedback to refine your strategy.
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Bonus: Use tools like Trello, Notion, or Google Sheets to keep your content plan organized!