

LinkedIn content calendar

A simple planning grid to help one ambassador plan a week or a month of LinkedIn posts, so the sharing is steady rather than sporadic. Print it, or copy it into a spreadsheet, and fill in a row per post.

How to use this calendar

The aim is not to post more. It is to post with intent, on a rhythm you can actually keep.

Two terms, in plain words. A **content pillar** is simply one of the few recurring themes you post about, so your audience learns what you stand for. A **hook** is the opening line of a post, the bit visible before a reader taps "see more". Get the hook right and the post earns the read.

1. **Pick your themes first.** Choose two or three topics you genuinely know well and want to be known for. Fill the "Content pillar" column from these, so your feed stays focused rather than scattered.
2. **Set a realistic rhythm.** Two to four posts a week is the sweet spot on LinkedIn, and posting every single day actually reduces reach (van der Blom Algorithm Report, 2026). Plan for consistency you can sustain, not a sprint you will abandon.
3. **Write the hook before anything else.** The first line decides whether the rest gets read, because LinkedIn hides the remainder behind a "see more" link. Draft that opening line in the "Hook" column.
4. **Give every post one job.** Use the "Call to action" column to decide what you want a reader to do: comment, share a view, book a call, or simply think differently.
5. **Track status honestly.** Idea, drafted, scheduled, posted. A quick glance down the last column tells you whether the week is on track.

Format guide

Different formats earn different engagement on LinkedIn. Vary them, but lean on what performs.

FORMAT	TYPICAL ENGAGEMENT
Document (carousel)	6.60%
Video	5.60%
Image and text	3.20%
Text only	2.00%

Engagement rates from the van der Blom Algorithm Report (2026).

A steady month

A workable shape for four weeks, using three pillars. Adjust to your own themes.

- **Pillar 1, your core expertise.** Roughly half your posts. This is what you want to be known for.
- **Pillar 2, an adjacent theme.** Around a third. It broadens your reach without losing focus.
- **Pillar 3, the human side.** The remainder. A lesson learned, a behind the scenes moment, a question to your network.

Staying with two or three themes over a rolling ninety days builds recognisable authority and keeps posts working for longer (van der Blom Algorithm Report, 2026).

B2B Ambassadors content calendar template. 12 September 2026. A joint programme by LadyBugz Marketing and Unlimited People Consulting. Questions or a tailored version for your team: hello@b2bambassadors.com. Figures are credited inline and reflect published research as at 2026.