

ART THERAPY RESOURCES



CONTENT CALENDAR PREP

Creating a content calendar for marketing

Key Action Points for Art Therapists

WHY A CONTENT CALENDAR MATTERS

A content calendar helps you:

- Reduce mental load and decision fatigue
- Protect professional and personal boundaries
- Build client trust and visibility
- Normalize the role of therapist as educator and advocate

STRATEGIC FOUNDATIONS

Start with Alignment

Ask yourself:

- What are my core clinical values?
- Who am I speaking to?
- What does my content say about my approach?

Clarify Your Goals:

- Increase referrals
- Educate your community
- Destigmatize mental health
- Promote events or services

Stay Ethical & Grounded:

- Reflect on ACA Code of Ethics
- Never share identifiable client info
- Prioritize compassion, safety, and responsiveness

STAYING SUSTAINABLE

Avoid Burnout with Smart Practices:

- Batch + Bank: Store drafts, quotes, and ideas
- Repurpose: Turn blogs into reels, quotes, or newsletters
- Limit & Automate: Post once a week if that's realistic
- Detach from Outcome: Focus on service, not likes

BUILDING YOUR CONTENT SYSTEM

Tools You Can Use:

- Google Sheets or Notion: Organize posts
- Canva: Create branded visuals
- Meta Business Suite / Buffer: Schedule posts
- Mailerlite: Send newsletters

Monthly Planning Routine (2 hrs):

- Brainstorm themes (30 min)
- Write 3–4 drafts (60 min)
- Design visuals (30 min)
- Schedule and review (30 min)

Template Ideas:

- "Monday Mindfulness Tip"
- "Art Prompt of the Week"
- "Therapist's Perspective"
- "Behind the Scenes"

BLOG POST LINK: <https://arttherapyresources.com.au/content-calendar>