



Template: Data-Driven Content Calendar Checklist

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Based on Article: "Crafting a Data-Driven Content Calendar for Social Media Integration"

A practical checklist to help marketing teams build a data-driven content calendar for social media integration.

Checklist Items:

1. Confirm Analytics Access

Ensure you have access to website analytics (GA4) and social analytics tools to gather performance data.

Reference Section: What You'll Need (Prerequisites)

2. Audit Existing Content

Export the last 30-90 days of site data and social performance metrics to evaluate current content effectiveness.

Reference Section: Step 1 — Audit Existing Content and Social Performance

3. Match and Attribute Content

Link social post metrics to website performance via UTM parameters or canonical URLs for accurate attribution.

Reference Section: Step 1 — Audit Existing Content and Social Performance

4. Create Scores for Performance

Establish normalized scores for traffic, engagement, and conversion to prioritize content actions effectively.

Reference Section: Step 1 — Audit Existing Content and Social Performance

5. Define Content Action Plans

Decide whether to refresh, repurpose, or archive content based on performance scores and relevance.

Reference Section: Step 1 — Audit Existing Content and Social Performance

6. Set Up Editorial Calendar

Organize a shared editorial calendar in Google Sheets or Notion to schedule and track content status.

Reference Section: What You'll Need (Prerequisites)

7. Create Audience Persona Documentation

Compile detailed buyer personas that reflect your target audience's intent and pain points for effective content targeting.

Reference Section: What You'll Need (Prerequisites)

8. Organize Media Asset Library

Ensure that all media assets are easily accessible with appropriate usage rights and attributions for quick content creation.

Reference Section: What You'll Need (Prerequisites)

9. Integrate Automation Tools

Consider using AI content automation tools like Scaleblogger.com to enhance content mapping and scheduling efficiency.

Reference Section: Step 1 — Audit Existing Content and Social Performance