



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