



# Template: Content Calendar Creation Checklist

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Based on Article: "Creating a Content Calendar: Best Practices for Automation"

A practical checklist for building a robust content calendar with automated scheduling.

## Checklist Items:

- 1. Secure necessary accounts**  
Ensure you have access to all required accounts, including your CMS, social scheduler, and analytics tools.  
Reference Section: Prerequisites & What You'll Need
- 2. Establish team roles**  
Define the team roles necessary for content creation and scheduling, including editorial owner, publishing admin, and analytics owner.  
Reference Section: Prerequisites & What You'll Need
- 3. Create service accounts**  
Set up service accounts and securely store API keys and secrets in a vault to manage access.  
Reference Section: Step-by-step setup
- 4. Identify content pillars**  
Choose 3–5 key content pillars that align with business goals and audience needs to guide your content strategy.  
Reference Section: Step-by-Step: Designing Your Content Calendar Structure
- 5. Map content to channels**  
Assign each content pillar to specific channels and establish a publishing cadence for consistent content delivery.  
Reference Section: Step-by-Step: Designing Your Content Calendar Structure
- 6. Define standard metadata for automation**  
Determine the required and optional metadata fields for each piece of content to streamline your automation processes.  
Reference Section: Step-by-Step: Designing Your Content Calendar Structure
- 7. Create repurposing rules**  
Decide how to convert existing content into micro-posts and other formats to maximize the usage of each asset.  
Reference Section: Step-by-Step: Designing Your Content Calendar Structure
- 8. Validate API/webhook connections**  
Test your API and webhook integrations to ensure they properly handle content delivery and scheduling.

**9. Monitor performance metrics**

Set up analytics to measure the effectiveness of your content across different channels, adjusting strategies as needed.

Reference Section: Step-by-Step: Designing Your Content Calendar Structure

**10. Automate posting schedule**

Use the configured CMS and social scheduler to automate the publishing of content according to your calendar.

Reference Section: Step-by-Step: Designing Your Content Calendar Structure