



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