

Notion Integration Guide for Reels Tracking System

Databases: Reels, Sources, Production \ **Features:** Auto engagement scoring, median stats, content approval flow, one-way publishing to production.

⚙️ Setup Tips (Before You Start)

Tip	Why it matters
Create all databases within the same workspace	So relations and buttons work seamlessly
Paste formulas as plain text, then click each property name inside formula editor to turn them into property tokens (🔗)	Otherwise Notion won't recognize them correctly

📁 Database 1: Sources

Create a new database → Name it: Sources

Property	Type	Details
Title	Title (default)	Name of the creator/account
Username	Text	@handle or similar
URL	URL	Link to Instagram or similar
Status	Select	Example: Active / Sleeping
Reels	Relation	Related to Reels, allow multiple pages, Two-way: ON
Number of Reels	Formula	<code>prop("Reels").length()</code>
Median Views	Rollup	From Reels → Views → Median
Median Likes	Rollup	From Reels → Likes → Median
Median Comments	Rollup	From Reels → Comments → Median

Hidden helper formulas (used for rollups back to Reels):

Property	Type	Formula
Med Views #	Formula	<code>toNumber(prop("Median Views"))</code>
Med Likes #	Formula	<code>toNumber(prop("Median Likes"))</code>
Med Com #	Formula	<code>toNumber(prop("Median Comments"))</code>

Hide these columns from default views.

Database 2: Reels

Create a new database → Name it:

Property	Type	Details
Title	Title	—
Author	Relation	Related to <input type="text" value="Sources"/> , 1 page only, Two-way: ON
Type	Select	(e.g., Reel / Story / Post)
Category	Select	(e.g., Education / Trending)
URL	URL	Link to video
Views	Number	—
Likes	Number	—
Comments	Number	—
Date	Date	When the content was published
Parsed Date	Date	When it was parsed
Duration	Number	Seconds
Caption	Text	Raw text
Content	Text	Processed summary or notes
Translation	Text	Translated caption or content
Review	Status	Options: Pending, Approved, Declined
Approve	Button	See config below
Decline	Button	See config below
Age (days)	Formula	<code>dateBetween(now(), prop("Date"), "days")</code>

Hidden Rollups (from Sources)

Property	Type	Config
Med View (src)	Rollup	Relation: <input type="text" value="Author"/> , Property: <input type="text" value="Med Views #"/> , Show original
Med Like (src)	Rollup	Relation: <input type="text" value="Author"/> , Property: <input type="text" value="Med Likes #"/> , Show original
Med Com (src)	Rollup	Relation: <input type="text" value="Author"/> , Property: <input type="text" value="Med Com #"/> , Show original

Hidden Formula: Engagement Score

```
round(
  (
    prop("Views") / max(prop("Med View (src)"), 1) +
    prop("Likes") / max(prop("Med Like (src)"), 1) +
    prop("Comments") / max(prop("Med Com (src)"), 1)
  ) / 3,
  2
)
```

Public Formula: Engagement Tag

```
if(
  prop("Age (days)") < 2,
  if(prop("Engagement Score") >= 0.6, "🕒 Early hot", "-"),
  if(prop("Engagement Score") >= 1.2, "🔥 Hot", "-")
)
```

Hidden Relation: Production

- Type: Relation
- Related to:
- Limit: 1 page only
- Two-way: ON

Button: Approve

Field	Value
Action 1	Edit property → <input type="text" value="Review"/> = <input type="text" value="Approved"/>
Action 2	Add page to → Database: <input type="text" value="Production"/> Template: <input type="text" value="Reels"/> (see below)
—	Reels = This page

Field	Value
—	Project Name = This page's Title
—	Content = This page's Translation
—	Source = This page's URL

Button Conditions (Visibility): \ = AND is empty

Button: Decline

| Action | Edit property → = | | Visibility | Only if = |

Database 3: Production

Create a new database → Name it:

Property	Type	Details
Project name	Title	Manual or from button
Reels	Relation	Related to <input type="text" value="Reels"/> , No limit, Two-way: ON
Content	Text	Pulled from Reels: Translation
Source	URL	From Reels: URL

You can add more production-specific fields (status, deadline, editor, etc.)

Template in Production (used by Approve button)

1. Click **New template** in
2. Name:
3. Leave , , and blank – the button will populate them

Final Check

1. Link a sample reel to a source → make sure rollups and score populate
2. Click **Approve** → reel should:
3. Change status to Approved
4. Appear in with correct fields
5. Be linked back to original Reels

6. Click **Decline** → status updates and button disappears



What's next?

- Set up **Schedule Trigger** in n8n to update data every few hours
 - Use **Notion Trigger** to sync performance stats to Production
 - Add filters to hide Declined or outdated reels
-