



FM

FLOWMATRIX.DEV

Premium Workflow

A practical guide – step by step

Social Media Scheduling

Automate social media scheduling: create content with AI, get editorial approval and publish across channels on schedule.

MARKETING & CONTENT

ADVANCED

ABOUT 2 HOURS SETUP

OVERVIEW

Social Media Scheduling

Automate social media scheduling: create content with AI, get editorial approval and publish across channels on schedule.

CATEGORY	DIFFICULTY	DURATION
Marketing & Content	Advanced	About 2 hours setup

What you use it for

Teams that need to run multiple social channels consistently.

Tools in this workflow

Make · OpenAI API · Buffer · Notion

How to implement it

1

Collect content ideas in Notion

Collect creative ideas for content in Notion to create a central database. Use Notion's various features to categorize and prioritize your ideas.

WHAT YOU NEED TO DO

1. Create a new database in Notion with the title 'Content Ideas'.
2. Add columns for 'Title', 'Category' and 'Priority'.
3. Enter at least five ideas with corresponding categories and priorities.

CHECK AT THE END

- ☐ At least five ideas entered into the database.
- ☐ Each idea is categorized and prioritized.

RESULT

A organized database with content ideas is created in Notion.

2

Generate and shorten posts with AI

Use the OpenAI API to generate engaging social media posts and shorten them. This automated solution helps save time and create high-quality content.

WHAT YOU NEED TO DO

1. Create an API key in the OpenAI dashboard
2. Send a request to the Chat Completions endpoint with the 'gpt-4o-mini' model.
3. Use the 'messages' structure to generate a post.
4. Shorten the generated post to a maximum of 280 characters.

CHECK AT THE END

- ☐ API key successfully created.
- ☐ Post successfully generated and shortened.

RESULT

A engaging and shortened social media post is created.

3

Get editorial approval

Ensure that all created content is reviewed and approved by an editor before publication. This ensures the quality and consistency of messages.

WHAT YOU NEED TO DO

1. Share the generated post with the editor via Notion.
2. Add a comment field for feedback.
3. Wait for the editor's approval or feedback.

CHECK AT THE END

- ☐ The post has been shared with the editor.
- ☐ Feedback or approval has been received.

RESULT

The post is editorially approved.

LINKS

Editorial Approval Prozess: <https://www.contentmarketinginstitute.com/2020/03/editorial-approval-process/>

4

Schedule posts in Buffer

Use Buffer to plan and automatically publish your approved posts. With Buffer, you can select the best times for publication.

WHAT YOU NEED TO DO

1. Mention yourself at Buffer or create an account
2. Link your social media account to Buffer.
3. Plan the approved post for publication at an optimal time.

CHECK AT THE END

[] Your social media account is connected to Buffer.

[] The post is planned for publication.

RESULT

The post is planned for publication in Buffer.

5

Review performance regularly

Regularly analyze the performance of your published posts to discover which content works best. This review helps you continuously optimize your strategy.

WHAT YOU NEED TO DO

1. Open the Analytics dashboard in Buffer.
2. Check engagement and reach metrics.
3. Notate the top-performing and underperforming posts for optimization.

CHECK AT THE END

- ☐ Analytics dashboard reviewed.
- ☐ Performance data noted.

RESULT

The performance of posts has been analyzed and documented.

LINKS

Social Media Performance Analyse: <https://sproutsocial.com/insights/data/social-media-metrics/>

Recommended Tools & Resources

All tools in this workflow with their official website.

Make

<https://www.make.com/en/register?ref=flowmatrix>

Official URL

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

Buffer

<https://buffer.com/?ref=flowmatrix>

Official URL

Notion

<https://www.notion.so/?ref=flowmatrix>

Official URL

Full version as Premium PDF

All steps, tools and resources as a PDF – €4.99.

[Buy now – €4.99](#)