

## Task Name: LinkedIn Post Automation using Gumloop

### Project Overview:

**Project Name:** LinkedIn Post Automation using Gumloop

**Platform:** Gumloop (No-Code Automation)

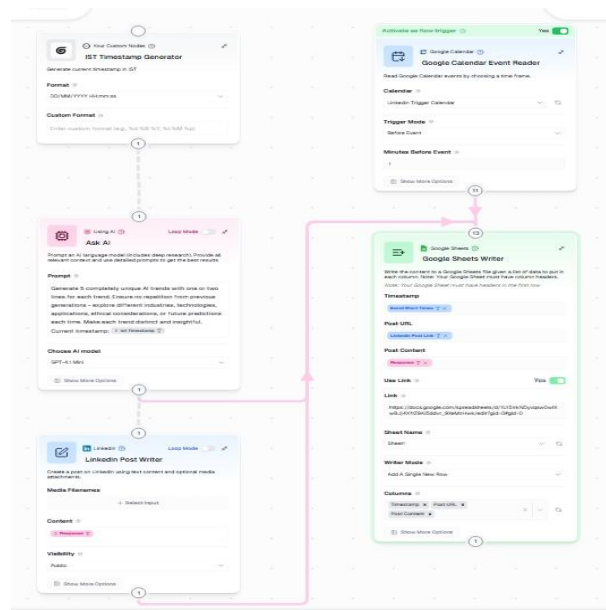
**Purpose:** Automatically generate and post unique AI trends to LinkedIn daily at a scheduled time

### What This Workflow Does:

This automation workflow:

- Triggers automatically every day at **1:45 PM IST (input by user)** via Google Calendar
- Generates **5 unique AI trends** with 1-2 lines each using AI
- Posts the content automatically to **LinkedIn**
- Logs every post with **timestamp, URL, and content** to Google Sheets
- Ensures **no repetition** - each day's trends are completely unique

### Workflow Architecture:



## **Flow Components (5 Nodes):**

### **1. Google Calendar Event Reader (Trigger)**

- Type: Trigger Node
- Purpose: Initiates the workflow daily
- Trigger Time: 1:44 PM (1 minute before event)
- Event Schedule: 1:45 PM daily recurring

### **2. IST Timestamp Generator (Custom Node)**

- Type: Custom Node
- Purpose: Captures current timestamp in Indian Standard Time
- Output: Formatted timestamp string
- Used in: AI prompt context

### **3. Ask AI**

- Type: AI Processing Node
- Purpose: Generates 5 unique AI trends
- Model: Standard AI (GPT-based)
- Output: Formatted text with 5 trends (1-2 lines each)

### **4. LinkedIn Post Writer**

- Type: Integration Node
- Purpose: Publishes content to LinkedIn profile
- Authentication: Manually by user
- Visibility: Public posts

### **5. Google Sheets Writer**

- Type: Data Logger Node
- Purpose: Records all posts for tracking
- Columns: Timestamp | Post URL | Post Content
- Mode: Add new row per execution

## What Each Step Does:

### Triggers:

- **Google Calendar Event Reader** acts as the trigger that initiates the entire workflow when a calendar event occurs at 1:45 PM daily

### Actions:

- **IST Timestamp Generator:** Creates a timestamp in Indian time zone
- **Ask AI:** Processes the prompt and generates creative AI trend content
- **LinkedIn Post Writer:** Takes the generated content and posts it to LinkedIn profile
- **Google Sheets Writer:** Logs all information (timestamp, post URL, content) for record-keeping

### Connections:

The nodes are connected in a linear sequence:

- **Timestamp → Ask AI:** Timestamp is included in the AI prompt for context
- **Ask AI → LinkedIn Post Writer:** Generated content flows to LinkedIn for posting
- **Calendar → Google Sheets:** Event start time is logged as the timestamp
- **LinkedIn → Google Sheets:** Post URL is captured for tracking
- **Ask AI → Google Sheets:** Generated content is stored for reference

## Problem It Solves:

As a professional or content creator, maintaining a consistent LinkedIn presence requires:

- Daily time investment (15-20 minutes for research, writing, posting)
- Creative effort to generate unique content regularly
- Risk of missed posts due to busy schedules
- Manual tracking of published content

**Summary:**

This Gumloop workflow solves the challenge of consistent LinkedIn content creation by automating the entire process—from trigger to posting to logging—saving time, ensuring reliability, and maintaining content quality through AI-generated unique insights.