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Blotato: The AI-Powered Workflow That Posts for You While You Sleep

Build once, publish everywhere — how n8n, AI, and native nodes automate X and LinkedIn posts from Sheets, Airtable, or Webhooks (Tutorial)

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Adham Khaled

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Blotato is a self-running social media workflow built on n8n that connects accounts, listens to a simple trigger, rewrites copy for each network, and publishes natively to X (Twitter) and LinkedIn with minimal ongoing effort.

Sub-title: Connect accounts, pick a trigger (Google Sheets, Airtable, or Webhook), auto-generate platform-native posts, and publish to X and LinkedIn — hands-free.

The old way is over

Manual cross-posting across tabs is being replaced by composable automations that connect triggers, transformation steps, and publisher nodes in a single visual workflow.

n8n's official nodes for X and LinkedIn support creating posts directly, making hands-free distribution realistic for solo creators and small teams.

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What is Blotato

Blotato is a modular n8n workflow: a trigger ingests content, an AI step adapts it per platform, and publisher nodes post to X and LinkedIn with native operations and fields.

The same pattern can be scheduled or called on-demand, so content can be posted at fixed times, on form submissions, or when a spreadsheet row appears.

Architecture overview

- Trigger: Google Sheets Trigger, Airtable Trigger, or Webhook to start the workflow on new data or incoming requests.
- Transform: AI-driven post shaping using n8n's AI-enabled templates referenced in the X and LinkedIn docs pages to produce platform-specific text.
- Publish: X node (Tweet) and LinkedIn node (Post) to publish natively, with parameters for text and media.
- Orchestrate: Schedule Trigger for recurring runs, or Webhook response for synchronous flows and debugging.

Step 1 — Connect accounts

In n8n, add the X (formerly Twitter) node and authenticate; the node supports core operations like Create/Reply Tweet, Delete, Search, Like, Retweet, and more for automation flexibility.

Add the LinkedIn node and authenticate; choose Post As person or organization and supply the appropriate identifiers and fields for text and media categories.

Note on LinkedIn organizations: posting to a company page typically requires verified organizational access or community management permission in LinkedIn.

Note on X media: X is migrating media upload to a v2 endpoint that requires the media.write scope; workflows that upload images or video must include this scope during OAuth.

Step 2 — Pick a trigger

Google Sheets Trigger: start the workflow when a new row is detected, ideal for calendared content or collaborative copy entry.

Airtable Trigger: listen for new or updated Airtable records to initiate publishing, helpful for air-gapped editorial tables or client approvals.

Webhook: expose a secure endpoint for pushing content from any system; use test and production URLs to iterate safely before activation.

Step 3 — Shape copy per platform

Use an AI step to tailor tone, length, and structure for each network; the X and LinkedIn docs reference multi-platform AI content templates that are a great starting point for platform-native phrasing.

Keep platforms distinct: emphasize short, high-skim posts for X and more context-forward, professional phrasing for LinkedIn using separated prompts and fields per branch.

Example system prompts (paste into an AI node connected to each branch):

X style:

- *Maximize scannability and punch.*
- *1 hook line + 1 value line + CTA.*
- *Avoid hashtags unless essential.*
- *No links unless provided.*

LinkedIn style:

- *Lead with a clear takeaway.*
- *2–4 concise sentences of context.*
- *Optional bullets (max 3).*
- *Professional tone; no slang.*

These prompts align with the AI-powered templates referenced in the X and LinkedIn node pages and can be adapted to match brand voice.

Step 4 — Publish natively

X node: use the Tweet → Create operation and map the transformed text, optionally attach media; ensure the OAuth scope supports media if images or video are included.

LinkedIn node: use Post → Create; set Post As (Person or Organization), map text, and choose the appropriate media category when including images or URLs.

Step 5 — Orchestrate and schedule

Use the Schedule Trigger to run at fixed times with friendly presets or a cron expression; this node replaced the legacy Cron node in newer n8n versions.

Leverage the Webhook node and the Executions view to test and inspect payloads, then switch from test URL to production URL for reliable, headless operation.

Optional accelerators

Template inspiration: n8n's gallery includes multi-platform AI content generators and publishers that show useful patterns for branching, templating, and post assembly.

Examples exist for X auto-posting and form-based submission patterns if a quick-start blueprint is helpful before customizing Blotato.

Practical checklist

- LinkedIn company pages: verify organizational permissions before posting as an Organization to avoid API errors.
- X media uploads: confirm media.write scope is present in OAuth when attaching images or video to tweets.
- Scheduling: prefer Schedule Trigger over deprecated Cron; use cron expressions for precise timing windows.

Minimal schema (example)

A simple Google Sheet or Airtable table can include columns like platform, body, image_url, scheduled_at, and approved, which map cleanly to trigger filters and node fields in n8n.

Webhook-driven flows can pass the same fields in JSON and receive a synchronous confirmation using Respond to Webhook plus the standard Webhook node.

Why this feels different

Blotato doesn't copy-paste; it reshapes content for each channel and publishes via native operations, so a tweet looks like a tweet and a LinkedIn post reads like LinkedIn.

This reduces manual tab-hopping while keeping the nuance that audiences expect on each platform, pairing automation with platform fidelity.

Who benefits

Creators, solo entrepreneurs, and small agencies get a practical way to scale distribution without hiring a full content operations team or buying heavyweight suites.

With one setup and clear prompts, posts can fan out across platforms while staying on-brand and on-schedule.

A message from our Founder

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