"Vibe Automating" in Zapier using ChatGPT

AI News to LinkedIn Post Automation

Overview

The "Vibe Automation" project focused on streamlining the process of curating and distributing AI-related news through an intelligent automation system. Leveraging tools like Zapier, Claude 3.5, and Google Sheets, the project transformed a manual, multi-step process into an efficient, task and token-optimized workflow capable of gathering, evaluating, summarizing, and distributing daily AI news to a LinkedIn audience.

Key Objectives

- **Reliable News Sourcing:** Automate the collection of news from curated AI-focused RSS feeds, ensuring the delivery of timely and relevant content.
- **Human-Centered Scoring:** Articles were evaluated based on their industry significance, business relevance, and tech innovation, with a particular focus on human-centered AI topics such as UX, ethics, explainability, and compliance.
- **Task Efficiency:** Minimize the monthly Zapier task usage while ensuring the workflow remained efficient and scalable, with a maximum limit of 750 tasks per month.
- **LinkedIn Distribution:** Automatically summarize top articles in a natural, engaging voice suitable for LinkedIn posts, ready for manual review and publishing.

Implementation Details

- **RSS Feeds & Article Scraping:** The automation pulled AI news from a set of selected, curated RSS feeds using **Zapier's RSS by Zapier integration**. Each morning, the system collected the latest articles, ready for processing.
- **Scoring & Relevance Filtering:** Leveraging **Claude 3.5**, the system evaluated each article based on predefined relevance criteria, with

human-centered factors like UX, ethics, and compliance given higher priority. The content was rated and filtered to ensure quality and relevance.

- **Summarization:** Once filtered, the articles were processed into concise summaries. Claude 3.5 was utilized for natural language generation, ensuring a human-like, engaging tone suitable for LinkedIn.
- **Google Sheets Integration:** Relevant articles, after being evaluated and summarized, were stored in **Google Sheets** for tracking and future reference. Articles that were duplicates or did not meet the human-centered AI relevance criteria were discarded.
- **Efficiency Refinement:** Over time, we refined the workflow to ensure that tasks were optimized within the constraints of Zapier's task limits. We achieved a balance between functionality and cost efficiency.

Challenges

- **API Integration:** A key challenge was managing the API interactions between Zapier and Claude, especially ensuring that article scoring, summarization, and the generation of the LinkedIn post functioned seamlessly across the system.
- **Content Relevance:** Defining relevance criteria for human-centered AI content posed challenges, as the landscape of AI news evolves rapidly. Maintaining a consistent and meaningful relevance scoring system required ongoing fine-tuning.
- **Task Efficiency:** Striking the right balance between task usage in Zapier and the system's complexity was difficult, especially considering the task limit. Optimizing the number of tasks while maintaining a high-quality output required deep knowledge of Zapier's capabilities and limits.

Key Learnings

- **Automation Scalability:** One of the key learnings was the importance of designing workflows that can scale efficiently while respecting task limits. The project highlighted how well-designed

automations can drastically reduce manual effort without compromising quality.
- **Formatting Compatibility:** The text needed to be reformatted multiple times to be parsed by both Zapier and Claude. The dates also had to be standardized so we could work only with articles published in the last day.
  Data-Driven Decision Making: The scoring system, refined through multiple iterations, demonstrated how leveraging data can improve the precision of content selection and enhance the relevance of distributed news.
- **Human-Centered AI Application:** This project underscored the importance of integrating human-centered AI principles into automation systems, ensuring the content not only reflects technical excellence but also resonates with human interests, ethics, and values.
- **Cross-Disciplinary Collaboration:** Effective collaboration across different teams was crucial to ensure that the project addressed both technical and content-related challenges. Engaging content experts, product managers, and AI specialists throughout the process ensured that the end result met both the business goals and the audience's needs.

Conclusion

The "Vibe Automation" AI News project exemplifies how AI-driven automation can be harnessed to streamline content curation, scoring, and distribution processes while maintaining human-centered principles. By utilizing a mix of Zapier, Claude, and Google Sheets, the system not only saved valuable time but also provided personalized, relevant content in an efficient manner. This project serves as a prime example of how AI can enhance business operations, promote thought leadership, and optimize workflows across the AI and product development landscapes.