Automating Tweets Using Sitecore – AI-SocialSync

Category: Sitecore XP – Usage of open AI sync with twitter

Team 48 – Weekend Warriors

Module Overview:

AI Social sync is an innovative Sitecore module that leverages artificial intelligence to dynamically generate engaging content for social media platforms like Twitter.

By integrating OpenAI's advanced language models, this module enables marketers, content creators, and businesses to easily create relevant, timely, and high-quality posts directly from the Sitecore CMS.

Key Features:

- **AI-Powered Content Generation:** Using OpenAI's powerful language models, **Ai Social Sync** generates optimized, human-like Twitter posts based on the given texts and pre-defined prompts.
- **Seamless Sitecore Integration:** Content creation and management are handled entirely within Sitecore, making it easy to publish AI-generated tweets alongside your regular content.
- **Customizable Content Styles:** Customize the tone, style, and type of content (e.g., hashtags, emojis, etc.) to align with your brand voice and marketing goals.

How It Works:

- **AI-Driven Content Generation:** OpenAI analyzes the trending topic and generates compelling social media content tailored to that topic.
- **Publishing:** Users can review and publish the AI-generated content directly to Twitter or other integrated platforms.

Steps for Developers to Use the Plugin

Step 1: Download and Install the Package in the given sequence

Path: 2025-Weekend-Warriors\docs\item-packages

- CorePreviewButton-1.0.zip
- Master-Feature-Templates-1.0.zip
- Master-Data-Folder-1.0.zip

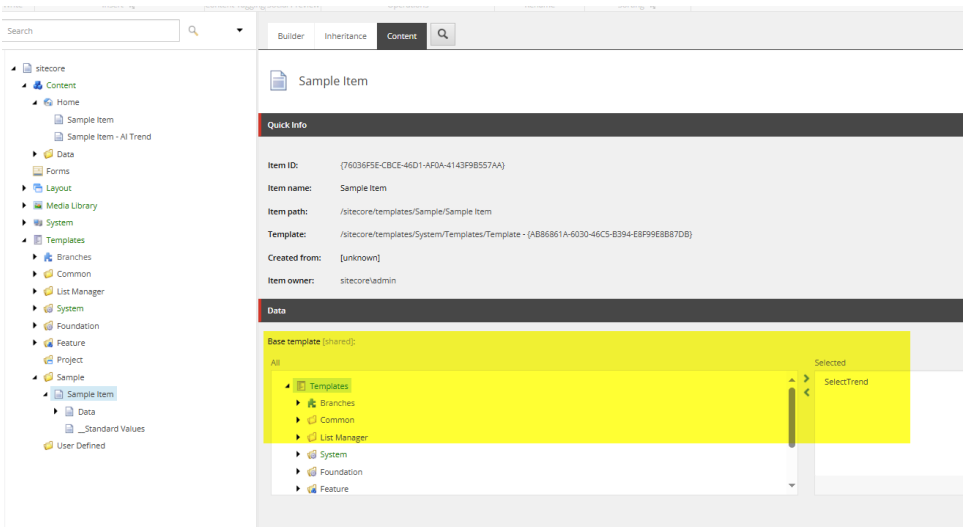
Step 2: Configure API Keys and Credentials

1. **Open Configuration File**:
    - Navigate to \2025-Weekend-Warriors\src\Feature\AISocialSYnc\App_Config\Include\z.AISocial.config.
2. **Add API Keys and Credentials**:
    - Enter the API keys and credentials for the social media platforms and OpenAI.

```
<configuration>
  <sitecore>
    <commands>
      <command name="socialpreview:open" type="AISocialSync.Models.SocialPreviewCommand,AISocialSync"/>
    </commands>
    <settings>
      <setting name="Twitter.ConsumerKey" value="**********" />
      <setting name="Twitter.ConsumerSecret" value="**********" />
      <setting name="Twitter.AccessToken" value="**********" />
      <setting name="Twitter.AccessTokenSecret" value="**********" />
      <setting name="Twitter.ApiUrl" value="https://api.twitter.com/2/tweets" />
      <setting name="OpenAI.ApiUrl" value="https://api.openai.com/v1/chat/completions" />
      <setting name="OpenAI.ApiKey" value="**********" />
    </settings>
  </sitecore>
</configuration>
```

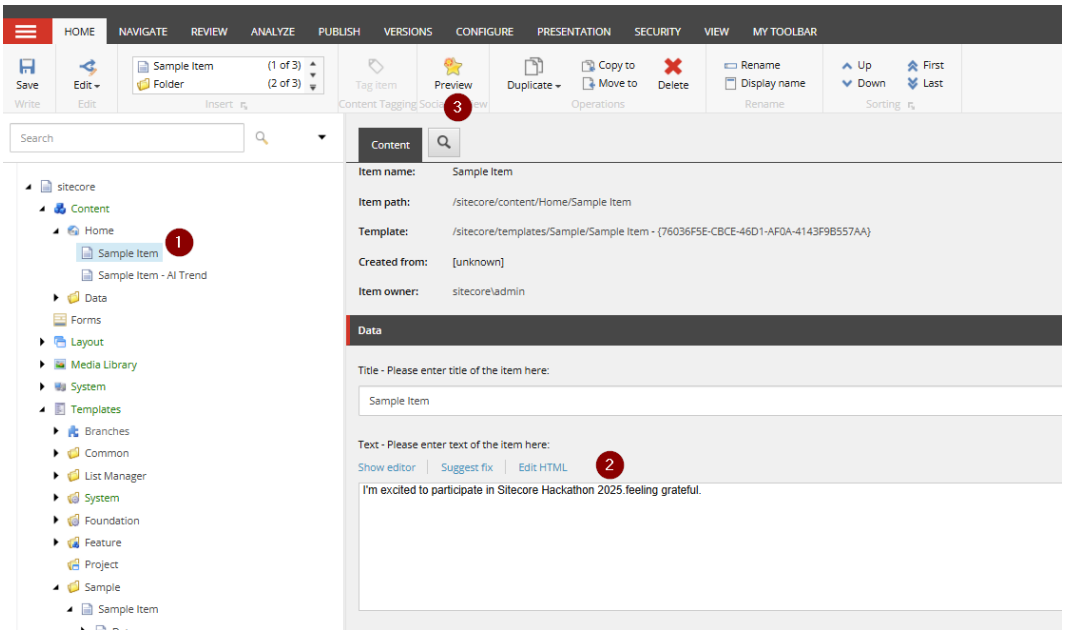
Step 3: Use the Plugin

1. **Open Content Editor**:
    - Switch back to the **Master** database.
    - Open the Content Editor.
    - For the page item where we want to enable content generation from AI , Add **SelectTrend** template as a **Base Template.**

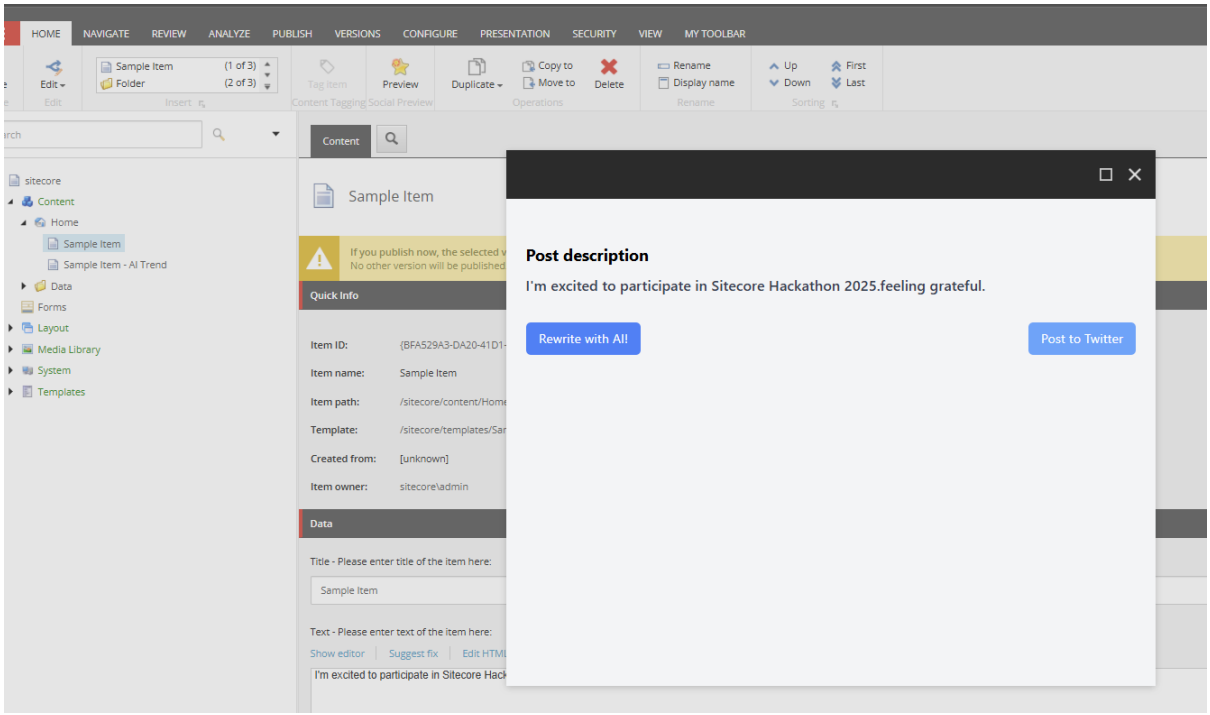


Scenario1: Content Regeneration of simpler text.

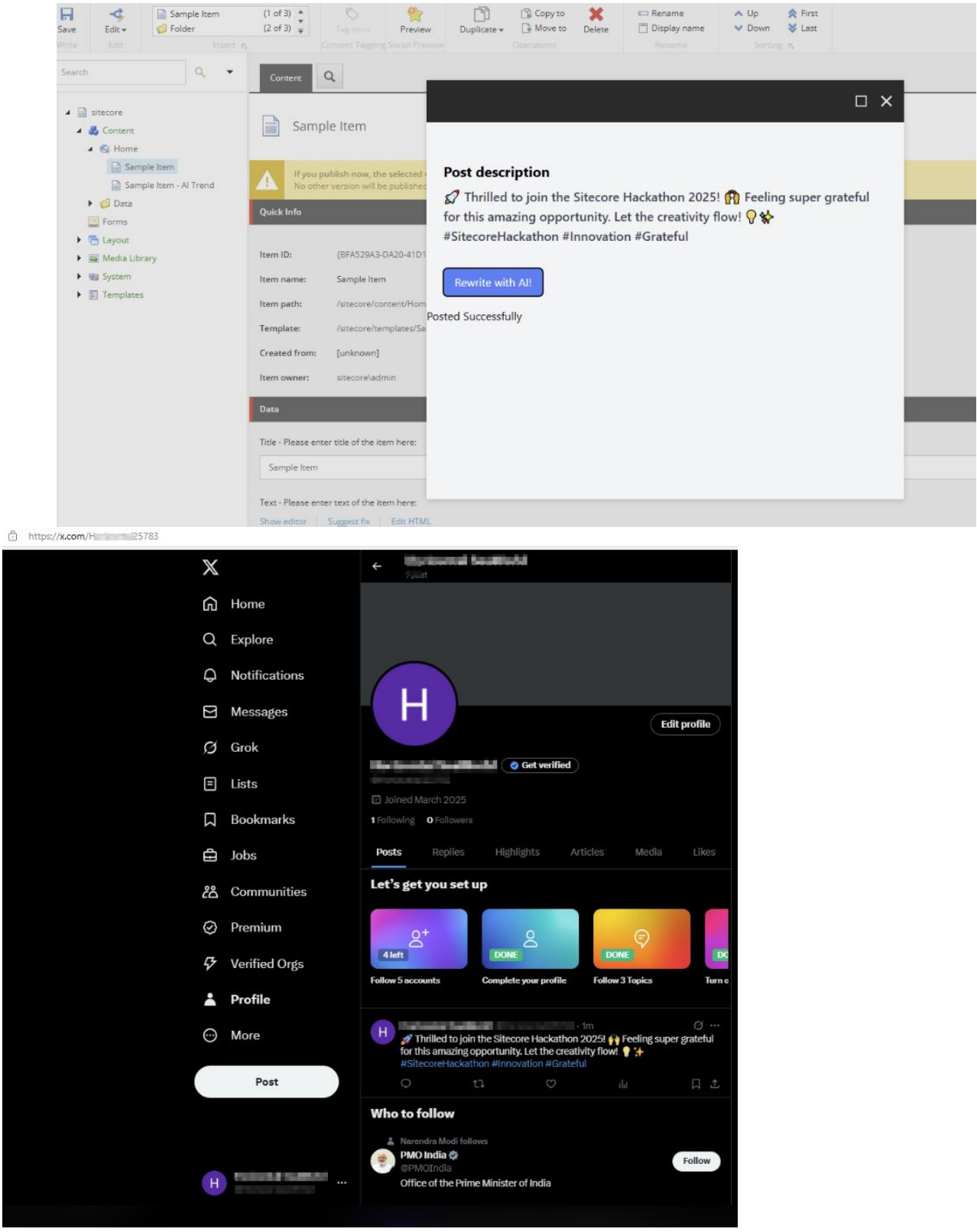
1. **Select a page item for example Sample Item**:
    - Do authoring as per below screenshot and click on Preview.



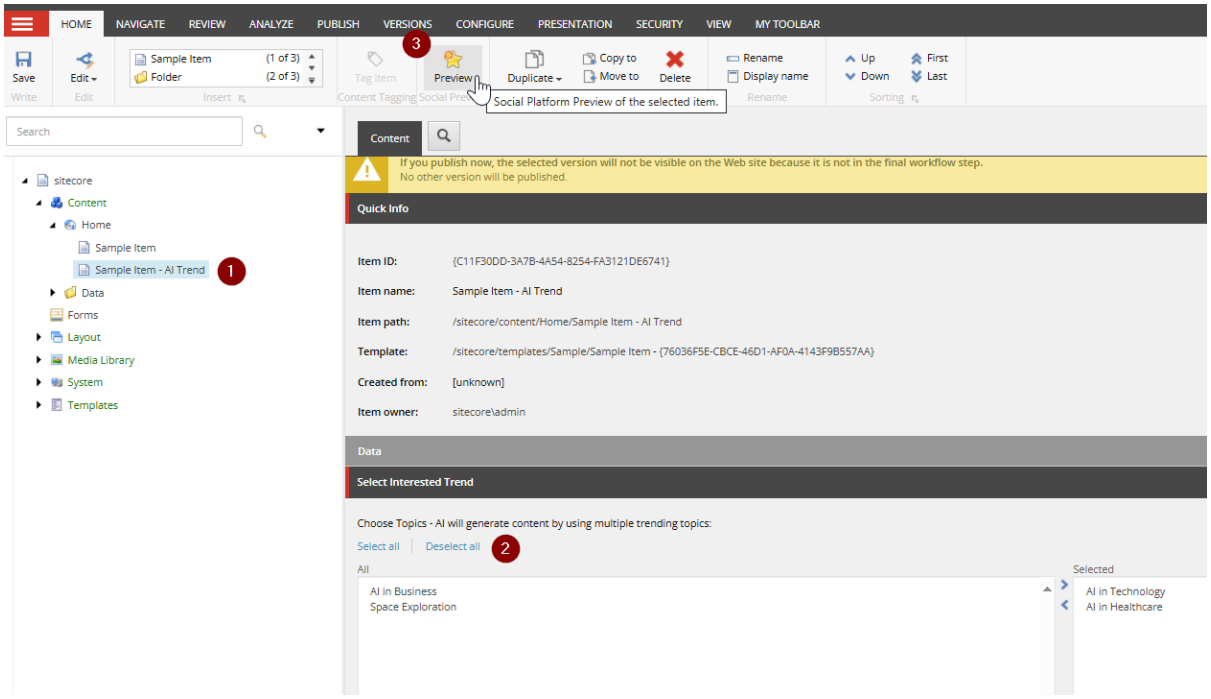
2. **Click the Social Preview Button and regenerate the text**:
    - The dialog will open, It will display the Text description as a content.
    - Click on **Rewrite with AI!** Button to regenerate the text content.

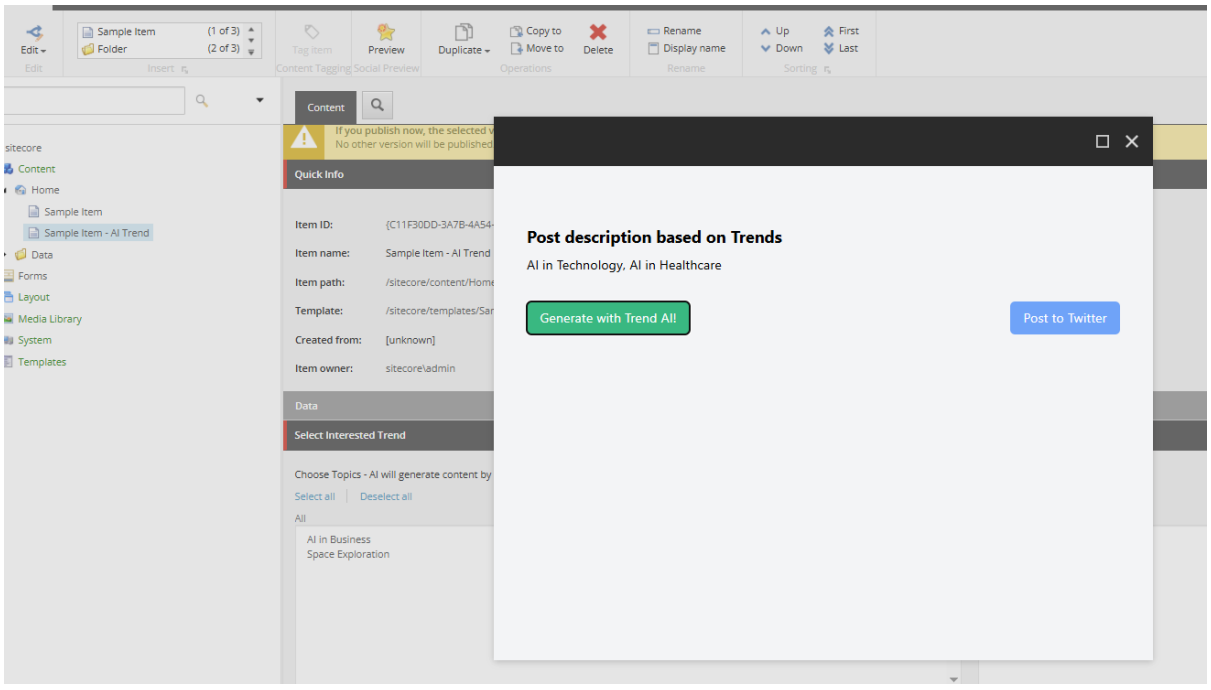


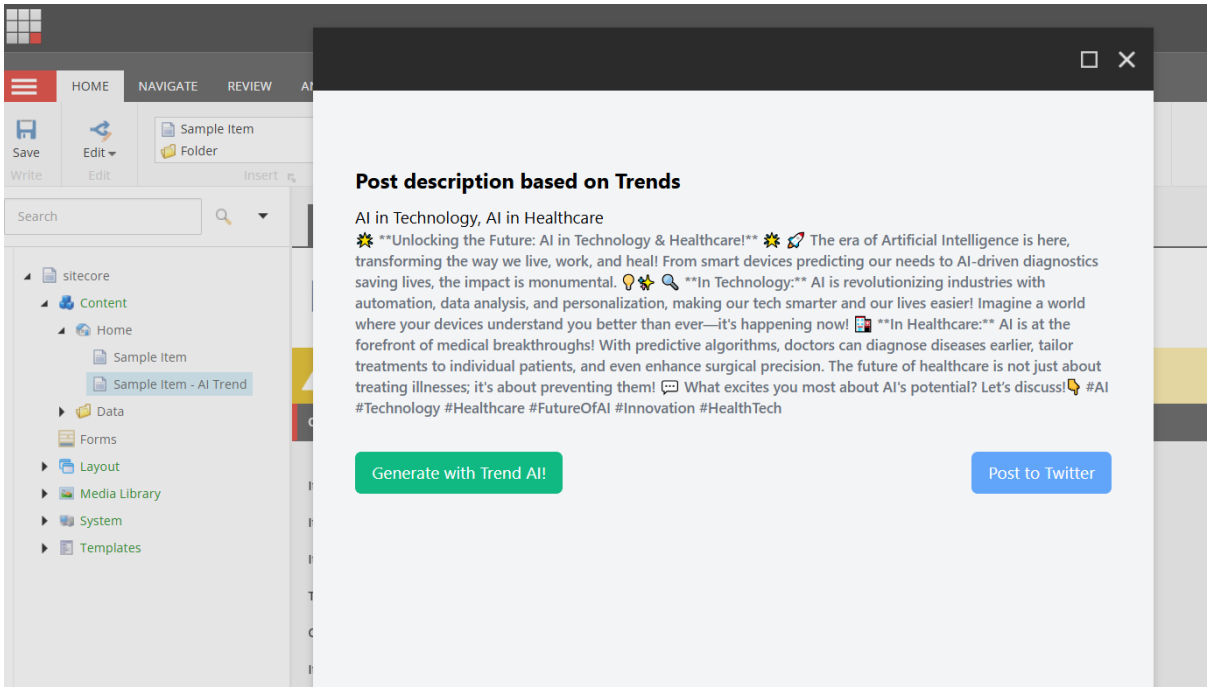
3. **Post to Social Media**:
    - Review the preview and click the **Post** button for the desired platform.



Scenario2: Content generation based on selected trending.


HOME
NAVIGATE
REVIEW
ANALYZE
PUBLISH
VERSIONS
CONFIGURE
PRESENTATION
SECURITY
VIEW
MY TOOLBAR
Save
Edit
Sample Item (1 of 3)
Folder (2 of 3)
Tag item
Preview
Duplicate
Copy to
Move to
Delete
Rename
Display name
Up
Down
First
Last
3
Social Platform Preview of the selected item.
Search
Content
If you publish now, the selected version will not be visible on the Web site because it is not in the final workflow step.
No other version will be published.
Quick Info
Item ID: {C11F30DD-3A7B-4A54-8254-FA3121DE6741}
Item name: Sample Item - AI Trend
Item path: /sitecore/content/Home/Sample Item - AI Trend
Template: /sitecore/templates/Sample/Sample Item - {76036F5E-CBCE-46D1-AF0A-4143F9B557AA}
Created from: [unknown]
Item owner: sitecore\admin
Data
Select Interested Trend
Choose Topics - AI will generate content by using multiple trending topics:
Select all
Deselect all
2
All
AI in Business
Space Exploration
Selected
AI in Technology
AI in Healthcare
sitecore
Content
Home
Sample Item
Sample Item - AI Trend
1
Data
Forms
Layout
Media Library
System
Templates


Post description based on Trends
AI in Technology, AI in Healthcare
Generate with Trend AI!
Post to Twitter


HOME
NAVIGATE
REVIEW
Save
Edit
Sample Item
Folder
Search
sitecore
Content
Home
Sample Item
Sample Item - AI Trend
Data
Forms
Layout
Media Library
System
Templates
Post description based on Trends
AI in Technology, AI in Healthcare
Unlocking the Future: AI in Technology & Healthcare! The era of Artificial Intelligence is here, transforming the way we live, work, and heal! From smart devices predicting our needs to AI-driven diagnostics saving lives, the impact is monumental. **In Technology:** AI is revolutionizing industries with automation, data analysis, and personalization, making our tech smarter and our lives easier! Imagine a world where your devices understand you better than ever—it's happening now! **In Healthcare:** AI is at the forefront of medical breakthroughs! With predictive algorithms, doctors can diagnose diseases earlier, tailor treatments to individual patients, and even enhance surgical precision. The future of healthcare is not just about treating illnesses; it's about preventing them! What excites you most about AI's potential? Let's discuss! #AI #Technology #Healthcare #FutureOfAI #Innovation #HealthTech
Generate with Trend AI!
Post to Twitter