

Daily Content Generator for Instagram and LinkedIn

An automated workflow built on [Make.com](#) that searches for the latest AI news and generates ready-to-post LinkedIn content and Instagram reel scripts daily.

Prerequisites

- Make.com account (free tier works)
- OpenAI API key (\$5 min charge to use OpenAI Assistant)
- Gmail account connected to Make.com

Overview

This workflow automatically:

- Search for the most important AI news from the past 4-5 days
- Parses news data (title, summary, URL)
- Generates an Instagram reel script (150 words)
- Creates a LinkedIn post with proper formatting
- Emails everything to you in a clean HTML format

Workflow Architecture

Webhook Trigger → OpenAI Assistant (News Search) → Tools (Compose String) →

JSON Parser → OpenAI Assistant (Content Generation) → Gmail (Send Email)



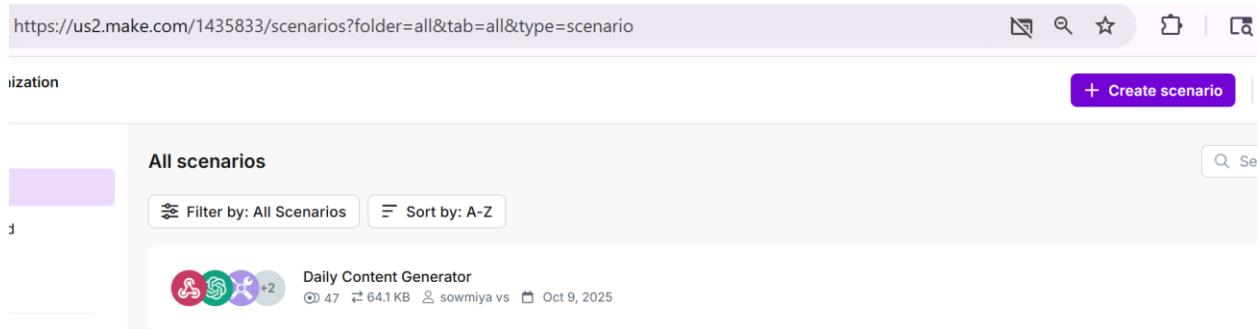
Cost Estimate

- Make.com: Free tier (1,000 operations/month)
- OpenAI API: ~\$0.02-0.05 per run (varies by model)
- Gmail: Free

Step-by-Step Setup

1. Create New Scenario

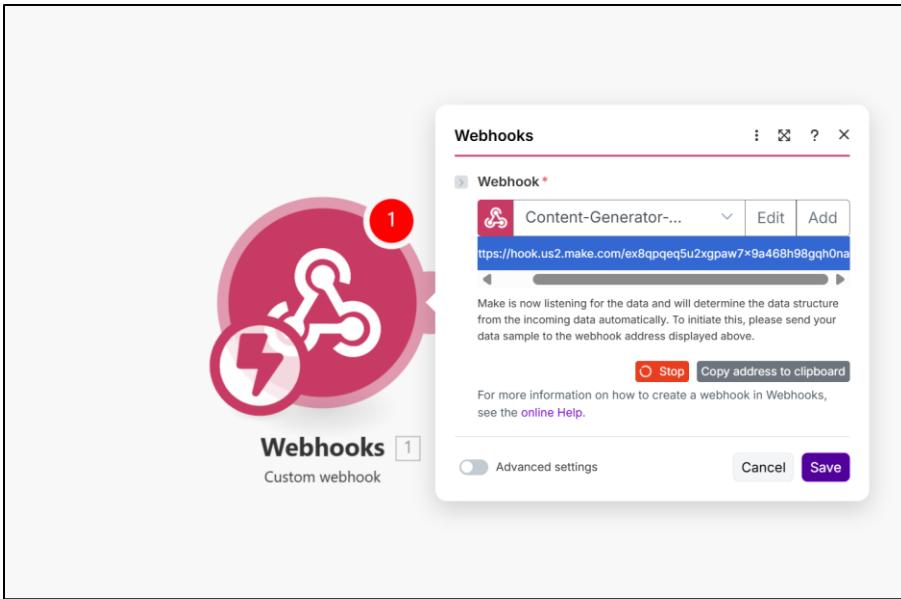
1. Log into Make.com
2. Navigate to **Scenarios** → **Create a new scenario**
3. Name it: "Daily LinkedIn Content Generator"



The screenshot shows the Make.com interface for managing scenarios. At the top, there's a navigation bar with icons for search, star, and other functions. Below it, a header bar displays the URL: <https://us2.make.com/1435833/scenarios?folder=all&tab=all&type=scenario>. The main content area is titled 'All scenarios' and includes filters for 'All Scenarios' and sorting by 'A-Z'. A single scenario card is visible, titled 'Daily Content Generator', which was created by 'sowmiya vs' on 'Oct 9, 2025'. The card also shows statistics: 47 steps and a file size of 64.1 KB.

2. Add Webhook Trigger

1. Add **Webhooks** module
2. Select **Custom webhook**
3. Click **Add** and name it (e.g., content-generator-trigger)
4. Copy the **webhook URL** for testing
5. Save the webhook



3. Add OpenAI Assistant for News Search

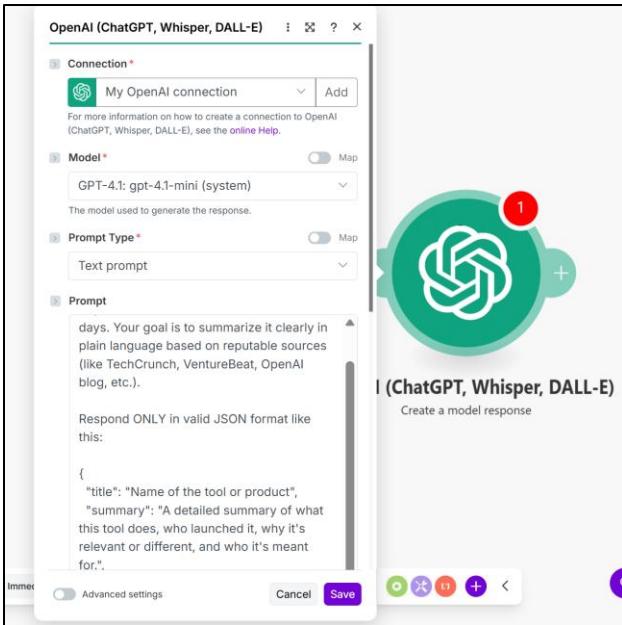
1. Add **OpenAI (ChatGPT, Sora, DALL-E, Whisper)** module
2. Select **Generate a response**
3. Connect with your OpenAI API key
4. Configure the module:
 - o **Model:** gpt-nano or gpt-4o
 - o **Role:** user
5. **Message:** Attach a custom prompt to find and analyze the most important AI tool or product launched in the last 4-5 days. Summarize it based on reputable sources and Respond ONLY in valid JSON with these fields:

```
{
```

```
  "title": "Product/Tool Name",
  "summary": "Brief description of what it does and why it matters",
  "url": "https://source-url.com"
```

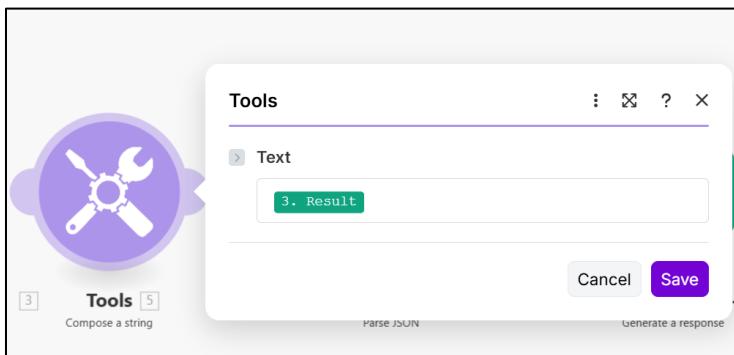
```
}
```

6. Save and test the module



4. Compose JSON String

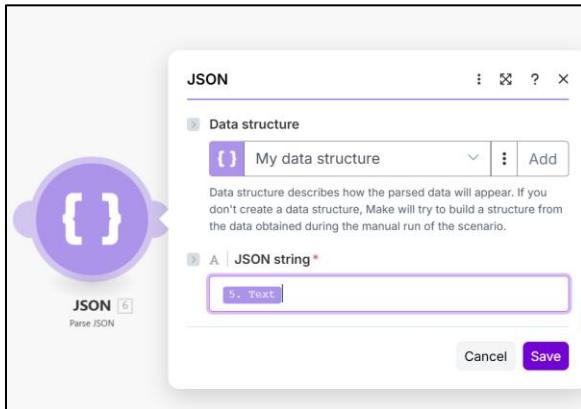
1. Add the **Tools** module
2. Select **Compose a string**
3. Map the output from OpenAI Assistant (step 3)
4. This ensures the response is properly formatted as JSON



5. Parse JSON

1. Add **JSON** module
2. Select **Parse JSON**
3. Create data structure with three fields:
 - o title (Text)

- summary (Text)
 - url (Text)
4. Map the composed string from step 4
5. This creates reusable variables: {{title}}, {{summary}}, {{url}}



6. Generate Content with OpenAI Assistant

1. Add another **OpenAI (ChatGPT, Sora, DALL-E, Whisper)** module
2. Select **Generate a response**
3. Configure:
 - **Model:** gpt-nano or gpt-4-turbo or gpt-4o
 - **Role:** user
 - **Message:**

You are a top-tier content creator. Based on the AI news below, create engaging social media content.

NEWS TITLE: {{title}}

SUMMARY: {{summary}}

URL: {{url}}

Generate the following in clean HTML format:

```
<h2>{{title}}</h2>
<p>{{summary}}</p>
<p><a href="{{url}}">{{url}}</a></p>
```

<h3> 🎬 Instagram Reel Script</h3>

<p>[Write an engaging 150-word script for an Instagram reel. Include hooks, key points, and a call-to-action. Use emojis naturally.]</p>

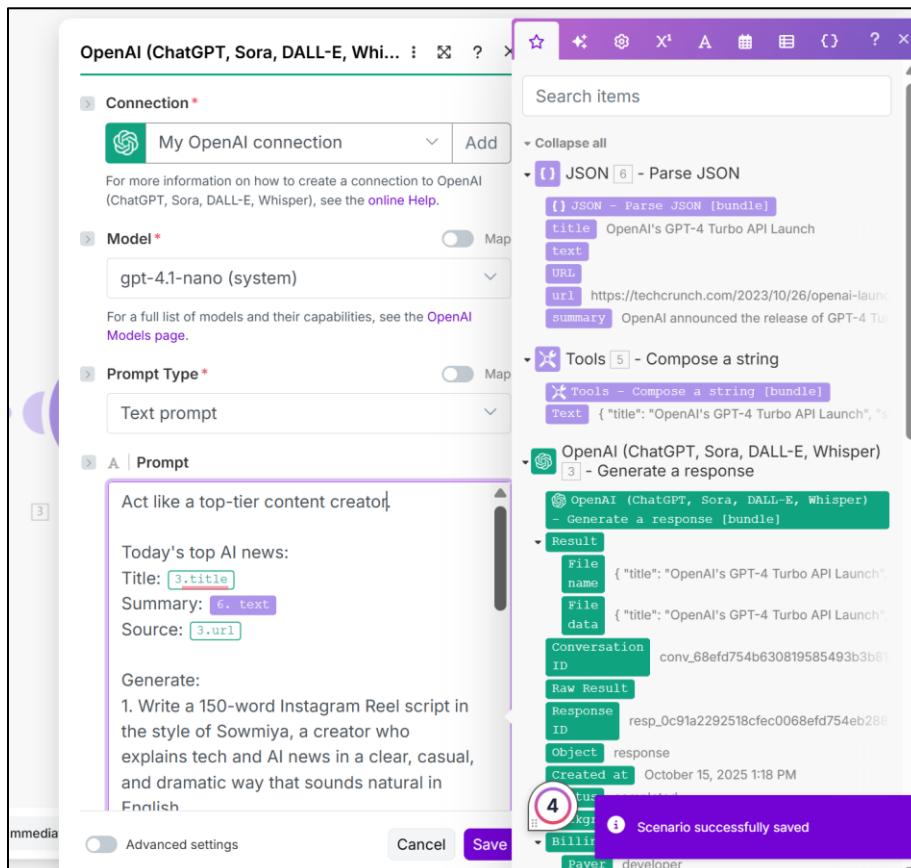
<h3> 🔗 LinkedIn Post</h3>

<p>[Write a professional LinkedIn post with:

- Attention-grabbing opening
- Key benefits in bullet points
- Call-to-action
- Relevant emojis

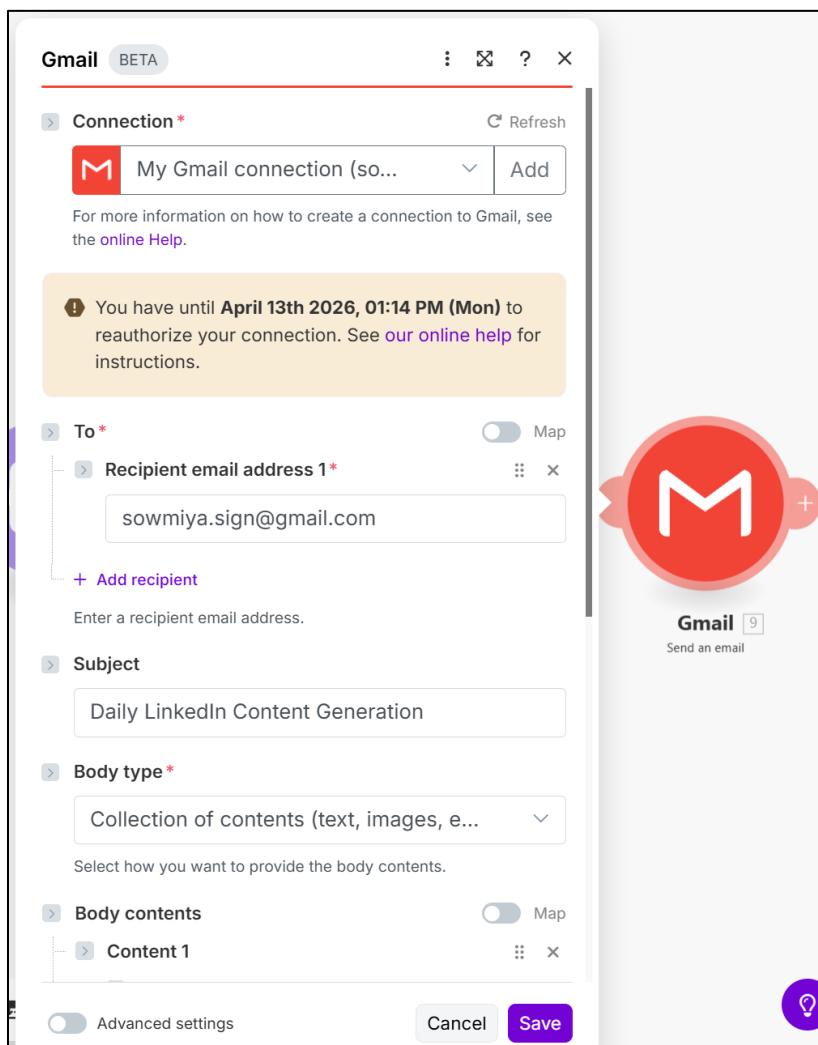
Keep it conversational yet professional.]</p>

4. Return ONLY the HTML, no additional text.
5. Use the variable picker to insert {{title}}, {{summary}}, and {{url}}
6. Save the module



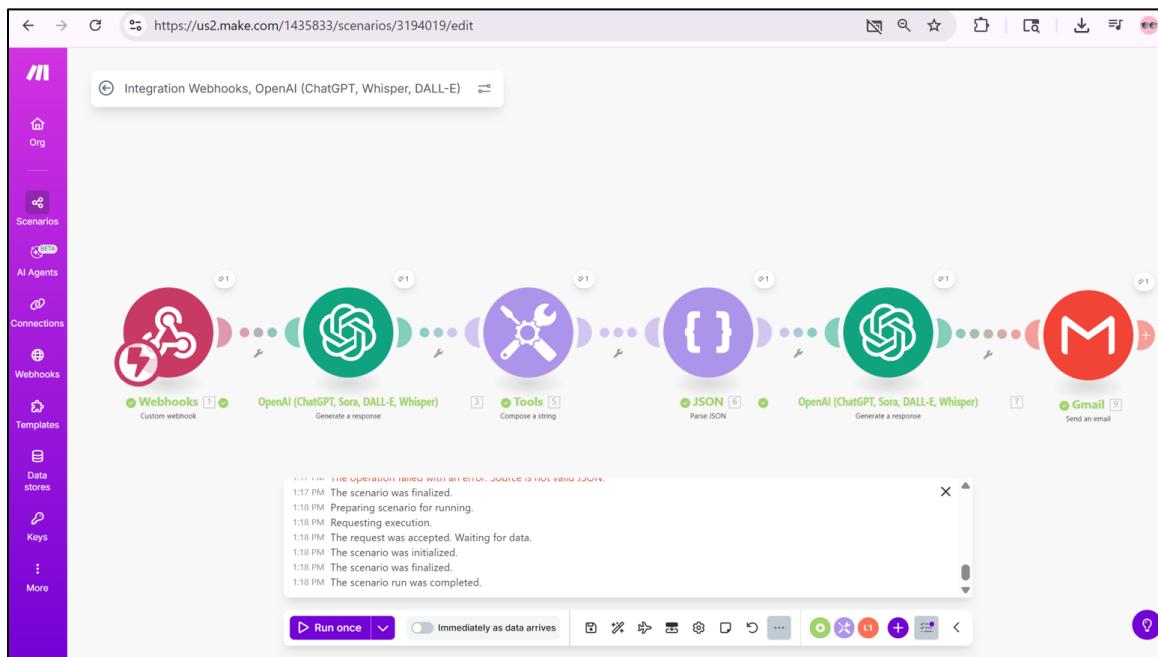
7. Send Email via Gmail

1. Add **Gmail** module
2. Select **Send an email**
3. Connect your Gmail account (authorize Make.com)
4. Configure:
 - **To:** Your email address
 - **Subject:** 💡 Today's AI Content - {{title}}
 - **Content Type:** HTML
 - **Body:** Map the output from OpenAI Assistant (step 6)
5. Save the module



8. Test the Workflow

1. Click **Save** in the bottom-left corner
2. Click **Run once**
3. Open the webhook URL in your browser to trigger the workflow
4. Check execution logs:
 - o OpenAI returns valid JSON
 - o JSON parser creates variables
 - o Content generation produces HTML
 - o Email is sent successfully



5. Check your inbox for the email

Daily LinkedIn Content Generation

sowmiya vs <sowmiya.sign@gmail.com>
to me

1:18 PM (29 minutes ago)

Today's AI Content

OpenAI's GPT-4 Turbo API Launch
OpenAI announced the release of GPT-4 Turbo, an optimized, faster, and more cost-effective version of their flagship language model, GPT-4. This new API allows developers and businesses to integrate advanced AI chat and content-generation features more efficiently, enabling scalable applications like customer support, content creation, and automation tools. GPT-4 Turbo maintains high-quality responses while offering improved performance and lower costs, making advanced AI accessible to a broader range of users and industries. The launch is significant because it enhances AI integration capabilities, fostering innovation across sectors and emphasizing OpenAI's commitment to making AI tools more efficient and widely available.
<https://techcrunch.com/2023/10/26/openai-launches-gpt-4-turbo-api/>

Instagram Reel Script
Whoa! Did you hear the BIG news? OpenAI just dropped GPT-4 Turbo! 🎉✨ Imagine AI that's faster, cheaper, AND smarter? Yep, that's what we're seeing now! This new API is all about power — cutting costs by up to 50%, boosting speed, and making AI accessible for everyone. Perfect for devs, startups, even your favorite apps! In a world where chatbots and AI tools are controlling our lives, this is a GAME-CHANGER. Imagine faster responses, more reliable outputs—like AI on steroids! 🌟 So, what do you think? Will this transform how we work, create, and connect? Drop a comment below and I'll send you the link! Follow for more AI scoop! 🚀🔥

LinkedIn Post
BREAKTHROUGH alert! OpenAI just launched GPT-4 Turbo, and it's about to shake up AI everywhere! 🎉💡 This new API offers supercharged speed, up to 50% lower costs, and enhanced efficiency — making AI more accessible and powerful than ever before. Here's what's exciting:

- Faster responses for seamless experiences
- Reduced API costs to boost adoption
- Smarter, more reliable outputs

9. Schedule Automation (Optional)

1. Remove the webhook trigger module
2. Add the **Schedule** instead
3. Select **Every day**
4. Set time: 11:00 AM (or preferred time)
5. Save and activate the scenario

Customization Ideas

- Add image generation (DALL-E module)
- Include Twitter/X post generation
- Save content to Google Sheets
- Add Slack notifications
- Filter news by specific topics (add keywords to prompt)

Tutorial Reference: [Ishan Sharma - Build Your First AI Agent in 15 Minutes](#)

License: Free to use and modify for personal projects.