# 🚀 Complete Setup Guide: Social Media Content Generator

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## Prerequisites

Before you begin, ensure you have:

* ✅ **n8n instance** running (cloud or self-hosted)
* ✅ **OpenAI API key** (for GPT-4o-mini)
* ✅ **Apify API token** (free tier available)
* ✅ **NanoBanana API key** (for image generation)
* ✅ **Google Account** with access to:
  + Google Drive
  + Google Sheets
  + Gmail

## 1. Import Workflow

### Step 1: Copy the Workflow JSON

1. Copy the entire workflow JSON from the artifact
2. Make sure you copy everything from the opening { to the closing }

### Step 2: Import into n8n

1. Open your n8n instance
2. Click the **"+"** button in the top right
3. Select **"Import from File/URL"**
4. Paste the JSON code
5. Click **"Import"**
6. The workflow will appear in your canvas

## 2. API Credentials Setup

### 🔑 A. OpenAI API (Required)

**What it's used for:**

* Brand analysis
* Content pillar generation
* Post concept creation
* Caption writing
* Image prompt generation

**Setup Steps:**

1. Go to [OpenAI Platform](https://platform.openai.com/api-keys)
2. Click **"Create new secret key"**
3. Copy the API key (starts with sk-)
4. In n8n, go to **Credentials** → **Add Credential**
5. Search for **"OpenAI"**
6. Paste your API key
7. Click **"Save"**
8. Apply this credential to all **"AI -"** nodes in the workflow

**Cost Estimate:** ~$0.10-0.50 per workflow run (depending on number of posts)

### 🔑 B. Apify API (Required for Social Scraping)

**What it's used for:**

* Instagram profile scraping
* Twitter profile scraping
* LinkedIn page scraping

**Setup Steps:**

1. Sign up at [Apify Console](https://console.apify.com/sign-up)
2. Go to **Settings** → **Integrations**
3. Copy your **API token**
4. In n8n, create **HTTP Header Auth** credential:
   * **Credential Name:** Apify Auth
   * **Authentication:** Header Auth
   * **Header Name:** Authorization
   * **Header Value:** Bearer YOUR\_APIFY\_TOKEN
5. Apply this credential to these nodes:
   * Apify - Scrape Instagram
   * Get Instagram Data
   * Apify - Scrape Twitter
   * Get Twitter Data
   * Apify - Scrape LinkedIn
   * Get LinkedIn Data

**Free Tier:** $5 free credit (enough for 100+ profile scrapes)

### 🔑 C. NanoBanana API (Required for Image Generation)

**What it's used for:**

* Generating AI images for social media posts

**Setup Steps:**

1. Sign up at [NanoBanana](https://nanobanana.ai/)
2. Get your API key from dashboard
3. In n8n, create **HTTP Header Auth** credential:
   * **Credential Name:** NanoBanana Auth
   * **Authentication:** Header Auth
   * **Header Name:** Authorization
   * **Header Value:** Bearer YOUR\_NANOBANANA\_API\_KEY
4. Apply this credential to:
   * NanoBanana - Generate Image

**Alternative:** If you don't have NanoBanana access, you can:

* Use OpenAI DALL-E (modify the node to use OpenAI image generation)
* Use Stability AI
* Skip image generation (remove those nodes)

### 🔑 D. Google Services (Required)

#### Google Drive (for image storage)

1. In n8n, go to **Credentials** → **Add Credential**
2. Search for **"Google Drive"**
3. Click **"Sign in with Google"**
4. Authorize n8n to access your Drive
5. Save the credential
6. Apply to: **Upload to Drive** node

#### Google Sheets (for content calendar)

1. In n8n, go to **Credentials** → **Add Credential**
2. Search for **"Google Sheets"**
3. Click **"Sign in with Google"**
4. Authorize n8n to access your Sheets
5. Save the credential
6. Apply to these nodes:
   * Create Google Sheet
   * Write to Sheet

#### Gmail (for email notifications)

1. In n8n, go to **Credentials** → **Add Credential**
2. Search for **"Gmail"**
3. Click **"Sign in with Google"**
4. Authorize n8n to send emails
5. Save the credential
6. Apply to: **Send Email** node

## 3. Testing the Workflow

### Step 1: Activate the Workflow

1. Click the toggle switch in the top right to **"Active"**
2. Copy the webhook URL from the **"Webhook Trigger"** node
3. The URL will look like: https://your-n8n.com/form/social-gen

### Step 2: Fill Out the Form

1. Open the webhook URL in your browser
2. Fill in the form:
   * **Website URL:** https://example.com (any website)
   * **Recipient Email:** Your email address
   * **Instagram Handle:** (optional) e.g., nike
   * **Twitter Handle:** (optional) e.g., elonmusk
   * **LinkedIn Page URL:** (optional) e.g., https://www.linkedin.com/company/microsoft/
3. Click **"Submit"**

### Step 3: Monitor Execution

1. Go back to n8n
2. Click **"Executions"** in the left sidebar
3. Watch the workflow run in real-time
4. Check for any errors (red nodes)

### Step 4: Check Results

After 5-15 minutes (depending on number of posts):

1. Check your email for the notification
2. Open the Google Sheet link
3. Review the generated content
4. Check Google Drive for generated images

## 4. Expected Execution Flow

START

↓

📝 Store Form Inputs (1s)

↓

🌐 Fetch Website (2-5s)

↓

🧹 Clean HTML Content (1s)

↓

🤖 AI Brand Analysis (3-5s)

↓

📊 Parse Brand Profile (1s)

↓

[IF Instagram Handle Provided]

↓

📸 Scrape Instagram (10-15s)

↓

[IF Twitter Handle Provided]

↓

🐦 Scrape Twitter (10-15s)

↓

[IF LinkedIn Page Provided]

↓

💼 Scrape LinkedIn (10-15s)

↓

📈 Aggregate Market Context (1s)

↓

🎯 AI Generate Content Pillars (5-8s)

↓

📅 Plan Week Calendar (1s)

↓

💡 AI Generate Post Concepts (10-15s)

↓

🔄 FOR EACH POST (7-14 days):

↓

✍️ AI Generate Caption (3-5s)

↓

🎨 AI Generate Image Prompt (2-3s)

↓

🖼️ NanoBanana Generate Image (8-12s)

↓

⬇️ Download Image (2-3s)

↓

☁️ Upload to Drive (3-5s)

↓

⏱️ Rate Limit Wait (3s)

↓

[LOOP BACK]

↓

📊 Create Google Sheet (2-3s)

↓

📝 Write Posts to Sheet (2-3s)

↓

📧 Send Email Notification (2-3s)

↓

✅ COMPLETE

Total Time: 5-15 minutes (depending on platforms & post count)

## 5. Troubleshooting

### ❌ Error: "Invalid API Key" (OpenAI)

**Solution:**

* Check your OpenAI API key is correct
* Ensure you have billing enabled on OpenAI account
* Verify the API key hasn't expired

### ❌ Error: "Apify actor not found"

**Solution:**

* Verify Apify API token is correct
* Ensure you have Authorization: Bearer YOUR\_TOKEN format
* Check if you have enough Apify credits

### ❌ Error: "Google authentication failed"

**Solution:**

* Re-authenticate Google credentials
* Check Google API quotas aren't exceeded
* Verify Google Drive/Sheets/Gmail APIs are enabled

### ❌ Error: "NanoBanana timeout"

**Solution:**

* Image generation can take 10-15 seconds
* Increase timeout to 30 seconds in node settings
* Check NanoBanana API status

### ❌ No social media data scraped

**Solution:**

* Verify handles/URLs are correct
* Instagram: Just the handle (e.g., nike, not @nike)
* Twitter: Just the handle (e.g., elonmusk)
* LinkedIn: Full company URL
* Some profiles may be private or restricted

### ❌ Workflow stops in the middle

**Solution:**

* Check execution logs for specific error
* Verify all credentials are properly configured
* Ensure n8n has enough memory allocated
* Check rate limits on external APIs

### ❌ Images not generating

**Solution:**

* Verify NanoBanana API key is valid
* Check if NanoBanana has usage limits
* Alternative: Use OpenAI DALL-E or Stability AI
* Or skip image generation temporarily

## 6. Customization Options

### Change Number of Days

In **"Plan Week Calendar"** node, modify:

for (let i = 0; i < 7; i++) { // Change 7 to desired days

### Change Platforms

The workflow automatically uses platforms based on handles provided:

* Provide Instagram handle → generates Instagram posts
* Provide Twitter handle → generates Twitter posts
* Provide LinkedIn page → generates LinkedIn posts

### Change Posting Frequency

In **"Plan Week Calendar"** node, modify the logic to:

* Post once per day per platform
* Post multiple times per day
* Skip weekends
* Custom schedule

### Modify Content Pillars

In **"AI - Content Pillars"** node, change the prompt to:

* Generate more/fewer pillars (default: 4)
* Focus on specific topics
* Align with specific marketing frameworks

### Change Caption Length

In **"AI - Generate Caption"** node, modify the prompts:

* LinkedIn: Currently 150-250 words
* Instagram: Currently 100-150 words
* Twitter: Currently 240-280 characters

## 7. Cost Breakdown (Monthly)

**For 1 workflow run per week (4 runs/month):**

| **Service** | **Usage** | **Cost** |
| --- | --- | --- |
| OpenAI GPT-4o-mini | ~20-30 API calls | $2-4 |
| Apify | 3 profile scrapes | $0.15 |
| NanoBanana | 21-42 images | $5-10 |
| Google Services | Unlimited | Free |
| **Total** |  | **$7-15/month** |

**For daily workflow runs (30 runs/month):**

* Estimated cost: $50-100/month

## 8. Best Practices

### ✅ DO:

* Test with one platform first
* Start with 3-4 days before full week
* Review generated content before publishing
* Customize AI prompts for your brand voice
* Monitor API usage and costs
* Save successful outputs as examples

### ❌ DON'T:

* Run too frequently (rate limits)
* Publish without human review
* Use copyrighted brand names in prompts
* Scrape private/restricted profiles
* Exceed API rate limits
* Share API keys publicly

## 9. Next Steps

Once setup is complete:

1. **Week 1:** Run manually, review all outputs
2. **Week 2:** Set up weekly schedule (if desired)
3. **Week 3:** Customize prompts based on brand voice
4. **Week 4:** Optimize and scale to more platforms

## 10. Support & Resources

* **n8n Documentation:** https://docs.n8n.io
* **OpenAI API Docs:** https://platform.openai.com/docs
* **Apify Docs:** https://docs.apify.com
* **Workflow Issues:** Check n8n community forum

## ✅ Setup Complete Checklist

* [ ] Workflow imported into n8n
* [ ] OpenAI credentials configured (all AI nodes)
* [ ] Apify credentials configured (6 scraping nodes)
* [ ] NanoBanana credentials configured (1 node)
* [ ] Google Drive credentials configured (1 node)
* [ ] Google Sheets credentials configured (2 nodes)
* [ ] Gmail credentials configured (1 node)
* [ ] Test run completed successfully
* [ ] Received email notification
* [ ] Google Sheet created with content
* [ ] Images uploaded to Google Drive
* [ ] Content reviewed and approved

**🎉 Congratulations! Your automated social media content generator is ready!**

## 11. Output Formats & Examples

### 📊 A. Google Sheet Format

The workflow creates a Google Sheet with the following structure:

#### ****Sheet Name:**** "Sheet1"

| **Day** | **Date** | **Platform** | **Pillar** | **Concept** | **Caption** | **Hashtags** | **Image\_URL** | **Status** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Monday | 2025-01-20 | Instagram | Industry Insights | Top 5 trends shaping our industry in 2025 | 🚀 2025 is here and the game is changing! Here are the top 5 trends you need to watch... | #innovation #tech #business #growth #2025trends | https://drive.google.com/file/d/abc123/view | Generated |
| Monday | 2025-01-20 | LinkedIn | Thought Leadership | Why traditional marketing is dead | The marketing landscape has fundamentally shifted. Here's what forward-thinking companies are doing differently... | #marketing #leadership #strategy #b2b | https://drive.google.com/file/d/def456/view | Generated |
| Tuesday | 2025-01-21 | Instagram | Tips & How-To | 3 quick wins for productivity | ⚡ Want to be more productive? Try these 3 simple hacks that actually work... | #productivity #tips #lifehacks #success #motivation | https://drive.google.com/file/d/ghi789/view | Generated |
| Tuesday | 2025-01-21 | Twitter | Industry News | Breaking: New regulation announced | BREAKING: Major industry regulation just announced. Here's what it means for businesses... | #news #regulation | https://drive.google.com/file/d/jkl012/view | Generated |

#### ****Example Full Sheet (7 days, 3 platforms = 21 posts):****

┌─────────────┬────────────┬───────────┬────────────────────┬──────────────────────────┬────────────────────────────┬─────────────────────────────┬──────────────────────────────┬───────────┐

│ Day │ Date │ Platform │ Pillar │ Concept │ Caption │ Hashtags │ Image\_URL │ Status │

├─────────────┼────────────┼───────────┼────────────────────┼──────────────────────────┼────────────────────────────┼─────────────────────────────┼──────────────────────────────┼───────────┤

│ Monday │ 2025-01-20 │ Instagram │ Industry Insights │ Top 5 trends 2025 │ 🚀 2025 is here and... │ #innovation #tech #business │ https://drive.google.com/... │ Generated │

│ Monday │ 2025-01-20 │ Twitter │ Quick Tips │ Productivity hack │ 🔥 This one tip changed... │ #productivity #tips │ https://drive.google.com/... │ Generated │

│ Monday │ 2025-01-20 │ LinkedIn │ Thought Leadership │ Future of work │ The workplace is evolving..│ #leadership #future #work │ https://drive.google.com/... │ Generated │

│ Tuesday │ 2025-01-21 │ Instagram │ Behind the Scenes │ Our team's daily routine │ ☕ Morning at the office... │ #teamwork #culture #office │ https://drive.google.com/... │ Generated │

│ Tuesday │ 2025-01-21 │ Twitter │ Industry News │ Breaking regulation │ BREAKING: New rules for... │ #news #industry │ https://drive.google.com/... │ Generated │

│ Tuesday │ 2025-01-21 │ LinkedIn │ Case Study │ How we 10x'd growth │ Last quarter we achieved...│ #growth #success #business │ https://drive.google.com/... │ Generated │

│ Wednesday │ 2025-01-22 │ Instagram │ Tips & How-To │ 3 mistakes to avoid │ ⚠️ Stop making these... │ #tips #mistakes #learning │ https://drive.google.com/... │ Generated │

│ Wednesday │ 2025-01-22 │ Twitter │ Quick Win │ Time-saving tool │ Just discovered this tool..│ #tools #productivity │ https://drive.google.com/... │ Generated │

│ Wednesday │ 2025-01-22 │ LinkedIn │ Industry Insights │ Q1 predictions │ As we enter Q1, here's... │ #predictions #trends #2025 │ https://drive.google.com/... │ Generated │

│ Thursday │ 2025-01-23 │ Instagram │ Inspiration │ Success story │ 💪 Meet Sarah, who went... │ #inspiration #success #story│ https://drive.google.com/... │ Generated │

│ Thursday │ 2025-01-23 │ Twitter │ Poll/Question │ What's your priority? │ Quick poll: What's your... │ #poll #community │ https://drive.google.com/... │ Generated │

│ Thursday │ 2025-01-23 │ LinkedIn │ Thought Leadership │ Contrarian take │ Unpopular opinion: The... │ #opinion #leadership #bold │ https://drive.google.com/... │ Generated │

│ Friday │ 2025-01-24 │ Instagram │ Community │ Feature Friday │ 🎉 This week we're... │ #community #friday #feature │ https://drive.google.com/... │ Generated │

│ Friday │ 2025-01-24 │ Twitter │ Recap │ Week in review │ What a week! Here are the..│ #weekinreview #recap │ https://drive.google.com/... │ Generated │

│ Friday │ 2025-01-24 │ LinkedIn │ Resources │ Must-read article │ This article completely... │ #resources #learning #growth│ https://drive.google.com/... │ Generated │

│ Saturday │ 2025-01-25 │ Instagram │ Lifestyle │ Weekend motivation │ 🌅 Make this weekend... │ #weekend #motivation #relax │ https://drive.google.com/... │ Generated │

│ Saturday │ 2025-01-25 │ Twitter │ Fun Fact │ Industry trivia │ Did you know that in... │ #funfact #trivia │ https://drive.google.com/... │ Generated │

│ Saturday │ 2025-01-25 │ LinkedIn │ Personal Brand │ Lessons learned │ 5 lessons I learned last...│ #lessons #growth #reflection│ https://drive.google.com/... │ Generated │

│ Sunday │ 2025-01-26 │ Instagram │ Preview │ What's coming next week │ 👀 Next week is going... │ #preview #comingsoon #excited│ https://drive.google.com/... │ Generated │

│ Sunday │ 2025-01-26 │ Twitter │ Thank You │ Gratitude post │ Thank you to everyone who..│ #gratitude #thankyou │ https://drive.google.com/... │ Generated │

│ Sunday │ 2025-01-26 │ LinkedIn │ CTA │ Book a consultation │ Ready to transform your... │ #consulting #booking #demo │ https://drive.google.com/... │ Generated │

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### 📄 B. Google Doc Format (Currently Not Implemented)

**Note:** The current workflow only creates a Google Sheet. If you want a Google Doc output, you would need to add nodes after "Write to Sheet". Here's what it would look like:

#### ****Document Title:**** "Weekly Social Content - [Industry] - 2025-01-20"

# Weekly Social Media Content Calendar

\*\*Generated:\*\* January 20, 2025

\*\*Industry:\*\* Technology

\*\*Platforms:\*\* Instagram, Twitter, LinkedIn

\*\*Total Posts:\*\* 21

---

## Content Strategy Overview

### Brand Profile

- \*\*Business Type:\*\* B2B

- \*\*Target Audience:\*\* Tech professionals, startups, enterprise decision-makers

- \*\*Brand Tone:\*\* Professional yet approachable, innovative, thought-leading

- \*\*Visual Style:\*\* Modern, clean, minimalist with bold accents

### Content Pillars

1. \*\*Industry Insights\*\* - Share trends, analysis, and market observations

2. \*\*Tips & How-To\*\* - Practical advice and actionable strategies

3. \*\*Thought Leadership\*\* - Bold opinions and forward-thinking perspectives

4. \*\*Behind the Scenes\*\* - Company culture and team highlights

### Market Context

- \*\*Trending Topics:\*\* AI automation, remote work tools, cybersecurity 2025

- \*\*Seasonal Events:\*\* Q1 Planning, New Year Goals, Winter Season

- \*\*Popular Hashtags:\*\* #innovation, #tech, #business, #AI, #future

---

## Monday, January 20, 2025

### Instagram Post

\*\*Pillar:\*\* Industry Insights

\*\*Concept:\*\* Top 5 trends shaping our industry in 2025

\*\*Funnel Stage:\*\* Awareness

\*\*Caption:\*\*

🚀 2025 is here and the game is changing! Here are the top 5 trends you need to watch this year:

1️⃣ AI-powered automation is becoming accessible to everyone

2️⃣ Remote-first companies are redefining workplace culture

3️⃣ Sustainability isn't optional anymore

4️⃣ Personalization at scale through data

5️⃣ Community-driven growth over traditional marketing

Which one excites you most? Drop a comment! 👇

\*\*Hashtags:\*\* #innovation #tech #business #growth #2025trends #AI #future #entrepreneur #startup #techtrends

\*\*Image:\*\* Professional futuristic tech illustration with vibrant blue and purple gradients, floating holographic elements, clean modern design

\*\*Image URL:\*\* https://drive.google.com/file/d/abc123xyz/view

\*\*Call to Action:\*\* Follow for insights

---

### Twitter Post

\*\*Pillar:\*\* Quick Tips

\*\*Concept:\*\* Productivity hack that changed everything

\*\*Funnel Stage:\*\* Awareness

\*\*Caption:\*\*

🔥 This one tip changed how our team works:

Time-block your calendar BEFORE the week starts.

No more reactive days. Only proactive progress.

Try it next Monday. Thank me later. 💪

\*\*Hashtags:\*\* #productivity #tips

\*\*Image:\*\* Minimalist calendar interface with color-coded blocks, clean design, professional workspace aesthetic

\*\*Image URL:\*\* https://drive.google.com/file/d/def456xyz/view

\*\*Call to Action:\*\* Save this

---

### LinkedIn Post

\*\*Pillar:\*\* Thought Leadership

\*\*Concept:\*\* Why traditional marketing is dead

\*\*Funnel Stage:\*\* Consideration

\*\*Caption:\*\*

The marketing landscape has fundamentally shifted, yet many companies are still playing by 2015 rules.

Here's what's changed:

❌ Interruption-based ads → ✅ Value-first content

❌ Broadcasting → ✅ Conversations

❌ Vanity metrics → ✅ Real engagement

❌ Sales pitches → ✅ Authentic stories

The companies winning in 2025 understand one thing: trust is the new currency.

They're not trying to "market" to people. They're building communities, sharing knowledge freely, and showing up consistently with genuine value.

What's your take? Are you still using traditional marketing tactics or have you made the shift?

\*\*Hashtags:\*\* #marketing #leadership #strategy #b2b #digitalmarketing

\*\*Image:\*\* Professional business graph showing upward transformation, modern corporate aesthetic with bold colors

\*\*Image URL:\*\* https://drive.google.com/file/d/ghi789xyz/view

\*\*Call to Action:\*\* Read full guide

---

## Tuesday, January 21, 2025

### Instagram Post

\*\*Pillar:\*\* Behind the Scenes

\*\*Concept:\*\* A day in the life of our team

\*\*Funnel Stage:\*\* Awareness

\*\*Caption:\*\*

☕ Morning at the office hits different when you love what you do.

Here's what a Tuesday looks like for us:

7am - Coffee + planning session

9am - Deep work (no meetings!)

12pm - Team lunch & brainstorm

2pm - Client calls

4pm - Creative time

6pm - Wrap up + tomorrow's prep

What does your ideal workday look like? 💼✨

\*\*Hashtags:\*\* #teamwork #culture #office #startup #worklife #behindthescenes #team #business #productivity #motivation

\*\*Image:\*\* Bright modern office space with team collaborating, natural lighting, casual professional atmosphere

\*\*Image URL:\*\* https://drive.google.com/file/d/jkl012xyz/view

\*\*Call to Action:\*\* Share with network

---

[... continues for all 21 posts ...]

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## Publishing Schedule Summary

| Platform | Posts | Best Times to Post |

|-----------|-------|--------------------|

| Instagram | 7 | 9am, 1pm, 7pm |

| Twitter | 7 | 8am, 12pm, 5pm |

| LinkedIn | 7 | 7am, 12pm, 5pm |

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## Notes & Reminders

- ✅ All images uploaded to Google Drive: `/Social\_Content\_2025-01-20/originals/`

- ✅ Review all captions before publishing

- ✅ Customize hashtags based on real-time trends

- ✅ Engage with comments within first hour of posting

- ✅ Track performance metrics for each post

---

\*\*Next Steps:\*\*

1. Review and approve all content

2. Schedule posts in your social media management tool

3. Monitor engagement and adjust strategy

4. Save top performers for future reference

---

Generated by Social Media Content Generator Workflow

### 📧 C. Email Notification Format

**Subject:** 📅 Your Weekly Social Content is Ready!

**Email Body:**

<h2>Weekly Social Content Ready</h2>

<p>Your content calendar is complete!</p>

<p><strong>Total Posts:</strong> 21</p>

<p><strong>Platforms:</strong> Instagram, Twitter, LinkedIn</p>

<h3>Resources:</h3>

<ul>

<li><a href="https://docs.google.com/spreadsheets/d/abc123xyz/edit">Google Sheet</a></li>

</ul>

<h3>Summary:</h3>

<ul>

<li>📸 Instagram: 7 posts</li>

<li>🐦 Twitter: 7 posts</li>

<li>💼 LinkedIn: 7 posts</li>

</ul>

<h3>Content Pillars:</h3>

<ul>

<li>Industry Insights (30%)</li>

<li>Tips & How-To (25%)</li>

<li>Thought Leadership (25%)</li>

<li>Behind the Scenes (20%)</li>

</ul>

<p><strong>📁 All images saved to:</strong> Google Drive > Social\_Content\_2025-01-20/originals/</p>

<p>Review and approve! 🎉</p>

### ✅ Quality Checklist

After workflow completion, verify:

* [ ] Google Sheet has all 21 posts
* [ ] All captions are platform-appropriate length
* [ ] Hashtags are relevant and trending
* [ ] Image URLs are clickable and accessible
* [ ] Google Drive folder has 21 images
* [ ] Images match post concepts
* [ ] Email notification received
* [ ] No duplicate content across posts
* [ ] Content pillars are balanced
* [ ] CTAs are appropriate for funnel stage

**🎉 Your content calendar is ready to review, approve, and publish!**