

# Automation Title -- Airtable Portfolio Updates → Automatic LinkedIn Posting (Make.com + Zapier Versions)

BY

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**Category - Marketing Automation / Social Media Automation**

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## Detailed Description

This automation posts new portfolio projects from Airtable directly to LinkedIn — helping you stay visible, consistent, and active on social media without manually writing or publishing each update.

When you add a new project to your Airtable Projects table, the automation prepares a LinkedIn post using the project's title, description, and link. You control when posts go live using a checkbox field ("Post to LinkedIn?"), ensuring only approved projects get published.

The automation exists in two versions:

### 1. Zapier Version — Simple Instant Posting

A lightweight setup that instantly posts to LinkedIn whenever a new Airtable record is added. This version is ideal for users on Zapier's free plan or for quick, no-frills deployments.

### 2. Make.com Version — Smart, Controlled, Throttled Posting

A more advanced scenario that:

- Checks whether the "Post to LinkedIn?" checkbox is TRUE
- Groups pending posts
- Posts immediately if only one update is waiting
- Spreads out multiple posts by delaying them 10 minutes
- Updates Airtable record status after posting

This prevents spam, ensures proper timing, and gives you approval control.

Both versions ensure that new portfolio items turn into high-quality LinkedIn updates automatically — saving you hours and improving your online visibility.

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## How It Works (Functionality)

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### Make.com Version (Full Workflow)

Trigger

Airtable → Watch Records

Runs whenever a project is added or edited.

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## Logic & Steps

1. Filter: “Post to LinkedIn?” = TRUE  
Only approved projects continue through the flow.
  2. Airtable → Search Records (Status = Pending)  
Finds all records that still need to be posted.
  3. Router  
Checks how many pending posts exist:
    - If only 1 pending: Immediate posting
    - If more than 1: Throttled posting (10-minute spacing)
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### Branch A — Immediate Path (length = 1)

- Post Immediately to LinkedIn
  - Update Airtable Record
    - Status → “Posted”
    - Save timestamp or LinkedIn Post ID
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### Branch B — Throttled Path (length > 1)

- Sleep Until (Now + 10 minutes)
  - Post to LinkedIn after delay
  - Update Airtable Record
    - Status → “Posted”
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## 💡 Zapier Version (Simple Workflow)

Zapier version created for users who prefer fast, minimal setup.

### Steps

1. Airtable — New Record in View / New Record  
Triggered when a new project is added to your Airtable table.
  2. LinkedIn — Create Post  
Publishes project update directly to your LinkedIn feed.  
*(Note: Free Zapier accounts cannot use “Repost Checkbox Triggers” or custom approval logic, so this version posts instantly.)*
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This workflow is great for quick, low-maintenance automation.

## Tools Required

- Airtable – Projects database
  - LinkedIn API – For posting updates
  - Make.com – Advanced version with throttling
  - Zapier – Simple version for instant posting
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## Size of Project

- Zapier Version: Small (2 steps)
  - Make.com Version: Medium (5+ steps with conditional logic)
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## Setup Requirements

Airtable Table Fields

Recommended structure:

- Project Title
  - Description
  - Project Link
  - Post to LinkedIn? (checkbox)
  - Status (Pending / Posted)
  - Posted Timestamp
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## Make.com Setup

1. Add Airtable Watch Records
  2. Add approval Filter (“Post to LinkedIn?”)
  3. Add Search Records (Status = Pending)
  4. Add Router (length = 1 / length > 1)
  5. Branch A → LinkedIn Post → Update Record
  6. Branch B → Sleep 10 min → LinkedIn Post → Update Record
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## Zapier Setup

1. Trigger: Airtable — New Record
  2. Action: LinkedIn — Create Post
  3. Map fields (title, description, link)
  4. Publish Zap
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## **Deployment Time Estimate**

- Zapier: 20–30 minutes
  - Make.com: 1–1.5 hours
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## **Value Proposition**

This automation ensures:

- Consistent LinkedIn activity
- Zero manual posting
- Better professional visibility
- Controlled posting (Make.com)
- No risk of posting unfinished projects

## **Estimated time saved:**

~10–15 minutes per post → ~2–3 hours monthly

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## **Known Limitations**

- LinkedIn API requires periodic re-authentication
  - Zapier free plan has posting limitations
  - Airtable API limits apply
  - Make.com delays depend on scenario scheduling frequency
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## **Testimonials / Use Cases**

- Freelancers sharing automation builds
  - Creatives posting new work automatically
  - Agencies publishing case studies on schedule
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## **Size Classification**

- Zapier: Small
  - Make.com: Medium
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## **Estimated ROI**

2 hours saved monthly × \$25/hr = \$50/month  
Plus improved visibility → potential new clients.