AI AUTOMATION SYSTEM

ขอนแก่นเฮา ALL EVENT

วันที่: 29 ตุลาคม 2568

Focus: ระบบ AI และ Automation



Event Sources → AI Processing → Multi-Platform Distribution → Analytics

หลักการทำงาน:

- 1. ดึงข้อมูล Event อัตโนมัติจากหลายแหล่ง
- 2. AI เขียนเนื้อหาใหม่หลายรูปแบบตามแพลตฟอร์ม
- 3. Post อัตโนมัติข้าม Social Media
- 4. วิเคราะห์ผลและปรับปรุง

📊 Data Collection (ดึงข้อมูล)

แหล่งข้อมูล

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Social Media:
☐ Facebook Events API
☐ Facebook Groups Scraping
☐ Instagram Posts (via Graph API)
☐ TikTok (Manual/API)
Websites:
□ Eventpop.me
🗆 เว็บไซต์ท้องถิ่นขอนแก่น
🗆 ระบุเพิ่ม:
Other:
☐ LINE Official Accounts
☐ Email Newsletters
□ RSS Feeds

```
javascript

// Workflow 1: Facebook Events

Trigger: Cron (กุกๆ 6 ชั่วโมง)

→ Facebook Graph API (get events)

→ Filter (ขอนแก่น + criteria)

→ Store to Database (Supabase)

→ Send to AI Processing

// Workflow 2: Web Scraping

Trigger: Cron (กุกเกี่ยงคืน)

→ HTTP Request (target websites)

→ HTML Parser

→ Data Extraction

→ Store to Database
```

เกณฑ์กรอง

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□ Location: ขอนแก่น (รัศมี km)	
□ Date Range: วันข้างหน้า	
□ Event Type:	
☐ Minimum Quality:	
- มีรูปภาพ (✔/✗)	
- มีรายละเอียด (🗸 / 🗶)	
- □ Location (✓/X)	
	_

AI Content Generation

AI Models

ıml	
rimary:	
□ OpenAI GPT-4 Turbo	
☐ Claude 3.5 Sonnet	
□ Gemini Pro	
<mark>udget</mark> : บาท/เดือน	
oken Limit: tokens/request	

Content Types

1. Facebook Posts

Input: Event raw data

AI Prompt: "เขียน Facebook post ภาษาไทยสไตล์เป็นกันเอง สำหรับ event..."

Output Format:

- เนื้อหา 100-200 คำ

- อารมณ์: สนุก, กระตุ้นความสนใจ

- Hashtags: 5-8 tags - Call-to-action: ชัดเจน - Emoji: 3-5 อัน

2. Instagram Captions

Input: Event data + images

AI Prompt: "สร้าง Instagram caption..."

Output Format:

- บรรทัดแรก: Hook (30-40 ตัวอักษร)

- เนื้อหา: 80-150 คำ

- Hashtags: 15-20 tags (แยกท้ายสุด)

- Line break: ทุก 2-3 บรรทัด

3. TikTok Captions

Input: Event highlights

AI Prompt: "เขียน TikTok caption สั้นกระชับ..."

Output Format:

- Caption: 30-50 คำ

- Catchy hook

Trending hashtags: 3-5 tagsVideo content suggestion

4. LINE Rich Messages

Input: Event key info

AI Prompt: "สร้าง LINE message แบบ interactive..."

Output Format:

- Header: ชื่อ event - Body: รายละเอียดสั้น

- Footer: ปุ่มลงทะเบียน

- Image recommendation

5. Blog Articles (SEO)

Input: Event full details

AI Prompt: "เขียนบทความ blog SEO-optimized..."

Output Format:

- Title: H1 (60-70 ตัวอักษร)

- Meta Description: 150-160 ตัวอักษร

- Headings: H2, H3 - Content: 800-1200 คำ

- Keywords: 5-7 main keywords

- Internal links: 3-5 ลิงก์

6. Email Newsletters

Input: Weekly events summary

AI Prompt: "สร้าง email newsletter..."

Output Format:

- Subject line: catchy (40-50 ตัวอักษร)

- Preview text: 35-40 ตัวอักษร

- Body: HTML formatted

- Sections: Featured events, This week, Special offers

javascript			

Workflow 3: AI Multi-Format Content	// Workflow
rigger: New Event in Database	Trigger: No
→ Read Event Data	→ Read I
→ Split into Formats (6 branches)	→ Split in
Branch 1: Facebook	Branch 1:
→ OpenAI API (Facebook prompt)	→ Open A
→ Format Output	→ Forma
→ Store with metadata	→ Store v
Branch 2: Instagram	Branch 2:
→ OpenAI API (Instagram prompt)	→ Open A
→ Format Output + Hashtag Generator	→ Forma
→ Store with metadata	→ Store v
Branch <mark>3-6</mark> : (ทำนองเดียวกัน)	Branch 3-6
→ Merge Results	→ Merge
→ Send to Approval Queue (if enabled)	→ Send t
Prompt Templates	AI Promp

 □ แต่ละแพลตฟอร์มมี Base Prompt แยก (✓ / ✗) □ A/B Testing: สร้าง 2-3 versions (✓ / ✗) □ Tone Variations: - Casual/Fun - Professional - Trendy/Young 	
 □ Language: - ไทยอีสาน (✓ / ✗) - ไทยกลาง (✓ / ✗) - English (✓ / ✗) 	



Multi-Platform Distribution

Social Media APIs

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Facebook Graph API:		
- Page ID:		
- Access Token: [Secured]		
- Permissions:		
□ pages_manage_posts		
□ pages_read_engagement		
- Rate Limit: 200 calls/hour		
Instagram Graph API:		
- Business Account ID:		
- Connected FB Page:		
- Media Types:		
☐ Feed Posts		
☐ Stories		
Reels		
TikTok for Business API:		
- Account:		
- API Access: (Pending/Approved)		
- Features:		
☐ Video Upload		
☐ Analytics		
LINE Messaging API:		
- Channel ID:		
- Channel Secret: [Secured]		
- Features:		
☐ Push Messages		
☐ Rich Messages		
☐ Flex Messages		
Twitter API v2:		
- Account:		
- API Key: [Secured]		
- Access Level: (Read+Write)		

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javascript			

// Workflow 4: Multi-Platform Posting Trigger: Scheduled / Manual Approval	
Read Content from Queue → Check Platform Rules → Get Optimal Posting Time	
Split by Platform:	
Branch 1: Facebook → Facebook Graph API (create post) → Upload media → Publish → Log result	
Branch 2: Instagram → Upload to container → Publish container → Log result	
Branch 3-5 : (ต่อเนื่อง)	
 → Merge Results → Update Database (status: posted) → Send notification to admin → Store Analytics ID 	

Posting Schedule

☐ Best Times (dəแพลตฟอร์ม): - Facebook: - Instagram:	
- TikTok:	
- Events: posts/day - General content: posts/week	
 □ Avoid Times: - นอกเวลาทำงาน (✓ / ✗) - ช่วงกลางคืน (✓ / ✗) 	



Option 1: Manual Approval (แนะนำช่วงแรก)

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// Workflow 5: Approval Queue	
New Content Generated	
→ Store in Approval Queue	
→ Send LINE Notification to Admin	
→ Wait for Response	
Admin Actions:	
- Approve: ✓ → Send to Posting Queue	
- Edit: ♦ → Update content → Approve	
- Reject: X → Archive	
Auto-post after Approval: (🗸 / 🔏)	

Option 2: Auto with Rules

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auto-Approve if:	
□ AI Confidence > 90%	
□ No sensitive keywords	
☐ Image quality > threshold	
☐ Event from verified source	
Manual Review if:	
☐ First-time event organizer	
☐ Contains pricing info	
☐ Alcohol/nightlife related	
☐ Large audience (>1000 expected)	

Admin Dashboard

Features needed:
☐ Web-based Interface (React)
☐ Content Preview (all formats)
☐ Side-by-side comparison
□ Quick edit function
☐ Bulk approve/reject
□ Schedule override
☐ Analytics preview



Automated Testing

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// Workflow 6: A/B Testing		
Generate 3 versions of content		
→ Post Version A (50% audience)		
→ Post Version B (25% audience)		
→ Post Version C (25% audience)		
Wait 4 hours		
→ Collect engagement metrics		
→ Calculate winner		
→ Boost winning version		
→ Learn patterns for future		

Metrics Tracked

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Per Post:	
□ Reach	
□ Impressions	
☐ Engagement Rate (likes, comments, shares)	
□ Click-through Rate	
□ Saves/Bookmarks	
□ Profile Visits	
☐ Registration Conversions	
Per Platform:	
☐ Best performing content type	
□ Optimal posting times	
☐ Hashtag effectiveness	
☐ Audience demographics	

Analytics & Learning

Real-time Analytics

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// Workflow 7: Analytics Collection		
Trigger: Cron (every hour)		
→ Fetch social media insights		
→ Store in Analytics DB		
→ Calculate KPIs		
→ Update Dashboard		
→ Trigger alerts if needed		

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Data Collection: - Successful posts (high engagement) - Failed posts (low engagement) - User feedback - Conversion data
AI Retraining: ☐ Weekly prompt optimization ☐ Monthly pattern analysis ☐ Hashtag effectiveness review ☐ Content type performance
Output: → Updated prompts → Better content rules → Improved targeting

Safety & Compliance

Content Moderation

Auto-checks before posting:
□ Profanity filter
□ Copyright detection
☐ Duplicate content check
☐ Link validation
☐ Image quality check (min resolution)
☐ Fact-checking (major claims)

Attribution & Credit

When re-posting:	
Method 1: Facebook Share	
- Use native share button	
- Original post stays intact	
Method 2: Re-write + Credit	
- AI rewrites content	
- Add "via @source" or "📸 Credit: @source"	
- Link to original	
Method 3: Permission-based	
- Request permission first	
- Tag collaboratively	
Selected Method:	
PDPA Compliance	
☐ User consent for data collection (✓ / ✗)	
☐ Privacy policy published (✓/✗)	
☐ Data retention policy: days	
□ Right to be forgotten implemented (✓/✗)	
□ Data anonymization for analytics (✓/✗)	
S Cost Estimation	
Monthly Operational Costs	
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yann	

yaml

In Constructions		
Infrastructure:		
n8n Cloud/Self-hosted: บาท		
Supabase: unn		
Domain & Hosting: unn		
AI Services:		
OpenAI API: 8,000-12,000 unn		
(estimate: 500-800 requests/day)		
Social Media APIs:		
Facebook/Instagram: Free (basic)		
TikTok for Business: unn		
Twitter API: unn		
LINE Messaging: Free (up to limits)		
Total: ~15,000 -20 ,000 บาท/เดือน		
Cost Optimization		

☐ Cache frequently used data	
☐ Batch API requests	
☐ Use cheaper AI models for drafts	
☐ CDN for static assets	
☐ Implement rate limiting	

Implementation Checklist

Phase 1: Core Automation (Week 1-4)

Week 1:	
□ Setup n8n instance	
☐ Create Supabase database	
☐ Setup AI API accounts	
Week 2:	
☐ Build data collection workflows	
☐ Test Facebook API integration	
☐ Test Instagram API integration	
Week 3:	
☐ Build AI content generation	
☐ Create prompt templates	
☐ Test multi-format output	

Week 5: Implement A/B testing Setup analytics collection Week 6: Build admin dashboard Add manual override features Week 7: Optimize posting schedule Implement content rules Week 8: Full system testing Performance optimization	Week 4: ☐ Build posting workflows ☐ Setup approval system ☐ Integration testing	
☐ Implement A/B testing ☐ Setup analytics collection Week 6: ☐ Build admin dashboard ☐ Add manual override features Week 7: ☐ Optimize posting schedule ☐ Implement content rules Week 8: ☐ Full system testing	Phase 2: Enhancement (Week 5-8)	
□ Setup analytics collection Week 6: □ Build admin dashboard □ Add manual override features Week 7: □ Optimize posting schedule □ Implement content rules Week 8: □ Full system testing □ Performance optimization	Week 5:	
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Week 7: ☐ Optimize posting schedule ☐ Implement content rules Week 8: ☐ Full system testing ☐ Performance optimization	☐ Build admin dashboard	
□ Optimize posting schedule □ Implement content rules Week 8: □ Full system testing □ Performance optimization	☐ Add manual override features	
☐ Implement content rules Week 8: ☐ Full system testing ☐ Performance optimization	Week 7:	
Week 8: □ Full system testing □ Performance optimization	☐ Optimize posting schedule	
☐ Full system testing ☐ Performance optimization	☐ Implement content rules	
□ Performance optimization	Week 8:	
	☐ Full system testing	
☑ Configuration Needed	☐ Performance optimization	
♂ Configuration Needed		
Configuration recucu	Configuration Needed	
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1. Data Sources: Facebook Pages to monitor: Facebook Groups: Instagram accounts: Websites to scrape: 2. Distribution Accounts: Target Facebook Page: Target Instagram: LINE OA: TikTok: Twitter: 3. AI Configuration: Preferred AI model: Token budget/request:		
□ Facebook Groups:	1. Data Sources:	
□ Instagram accounts: □ Websites to scrape: 2. Distribution Accounts: □ Target Facebook Page: □ Target Instagram: □ LINE OA: □ TikTok: □ Twitter: □ Twitter: □ Preferred AI model:	☐ Facebook Pages to monitor:	
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2. Distribution Accounts: Target Facebook Page:	☐ Instagram accounts:	
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□ Target Facebook Page: □ Target Instagram: □ LINE OA: □ TikTok: □ Twitter: 3. AI Configuration: □ Preferred AI model:		
□ Target Instagram:	2. Distribution Accounts:	
□ LINE OA:	☐ Target Facebook Page:	
☐ TikTok: ☐ Twitter: 3. AI Configuration: ☐ Preferred AI model:	☐ Target Instagram:	
☐ Twitter: 3. AI Configuration: ☐ Preferred AI model:	□ LINE OA:	
☐ Twitter: 3. AI Configuration: ☐ Preferred AI model:	☐ TikTok:	
□ Preferred AI model:		
□ Preferred AI model:		
	3. AI Configuration:	
☐ Token budget/request:	☐ Preferred AI model:	
	☐ Token budget/request:	

☐ Response timeout:			
4. Approval Process: ☐ Manual/Auto: ☐ Approvers:			
□ SLA:			
5. Schedule:			
□ Posting frequency:	=		
Peak times:			
☐ Blackout periods:			

Best Practices

Do's 🗸

- Test content on small audience first
- Monitor first 24 hours closely
- Respond to comments quickly
- Keep human oversight on sensitive topics
- Document what works
- Regular backup of workflows
- Version control for prompts

Don'ts X

- Fully automate without human review (ช่วงแรก)
- Ignore negative feedback
- Post too frequently
- Use same content across platforms
- Forget to credit sources
- Skip testing after changes
- Hardcode sensitive credentials

Sos Troubleshooting

Common Issues:

Issue: AI generates irrelevant content Fix: □ Refine prompts □ Add more context □ Improve data quality	
Issue: API rate limit exceeded Fix: □ Implement exponential backoff □ Distribute requests over time □ Upgrade API tier	
Issue: Low engagement Fix: □ Review posting times □ A/B test content types □ Analyze competitor posts □ Adjust AI tone	
Issue: Content duplication Fix: □ Implement deduplication logic □ Check source filters □ Add similarity detection	

Support & Maintenance

Weekly Tasks: ☐ Review approval queue ☐ Check analytics dashboard ☐ Monitor API quotas ☐ Review flagged content	
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Monthly Tasks: ☐ Analyze performance trends ☐ Update AI prompts ☐ Review and optimize workflows ☐ Cost analysis ☐ Security audit	
Quarterly Tasks: ☐ Major features review ☐ User feedback integration	

☐ Competitor analysis		
☐ Technology stack review		
Document Status: Draft		
Last Updated: 29 ตุลาคม 2568		
Next Review:		
Contact:		
Technical Lead:		
• Email:		

• LINE: _____