

LinkedIn Thought Leadership Agent — User Guide

Author: Taashi Manyanga **Version:** 1.0 (Claude Edition) **Date:** February 2026 **Repository:** <https://github.com/taashim-eng/linkedin-thought-leadership-agent>

Quick Summary

This system takes your topic + domain expertise and produces a polished 6-week LinkedIn series — with narrative arc, authentic voice, quality scoring, and optional automated publishing. It takes about 30-60 minutes end-to-end for a first run.

Part 1: First-Time Setup

What You Need

- Claude Code (CLI) or Manus AI — any LLM assistant that supports Markdown skill files
- A LinkedIn account (for publishing)
- 30-60 minutes for your first run

Step 1: Clone the Repository

```
git clone https://github.com/taashim-eng/linkedin-thought-leadership-agent.git
cd linkedin-thought-leadership-agent
```

Step 2: Install the Skills

For Claude Code:

```
mkdir -p ~/.claude/skills/linkedin-agent
cp skills/*.md ~/.claude/skills/linkedin-agent/
```

For Manus AI: Upload each file in `skills/` via the platform's skill upload interface.

For any other LLM: Copy the skill files into the appropriate directory for your platform's skill support.

Step 3: Verify Installation

Open a new Claude Code session and type:

```
What LinkedIn thought leadership skills do you have available?
```

You should see the 9 skills listed (Master Orchestrator through Poster & Reviewer).

Part 2: Running the Pipeline (Step-by-Step)

Starting a New Series

Type this to begin:

```
I want to create a 6-week LinkedIn thought leadership series on [YOUR TOPIC].
```

The orchestrator will guide you through the rest. Here's what to expect at each stage:

Stage 1: The Interview (5 minutes)

Skill 1 — Intent Discovery

You'll be asked 5 questions. Answer them honestly and specifically — the quality of your answers directly determines the quality of your posts.

Q1 — Target Audience

"Who is the primary audience for this series?"

Good answer: "Data Engineers and Business Stakeholders at mid-size tech companies" *Weak answer:* "Tech people"

Q2 — Core Message

"If your readers remember only ONE thing, what should it be?"

Good answer: "Continuous improvement in SQL is essential for AI-readiness" *Weak answer:* "SQL is important"

Q3 — Personal Anecdote

"Can you share a real-world experience related to this topic?"

Good answer: "Our business team was frustrated when their dashboards were 24 hours behind reality — the root cause was slow SQL queries that couldn't keep up with our data volume" *Weak answer:* "I've worked with SQL a lot"

Tip: If you skip Q3 (the anecdote), Week 3 will be weaker. The personal story is what separates your series from generic AI content.

Q4 — Call to Action

"What do you want readers to DO after reading?"

Make this specific: "Run an EXPLAIN ANALYZE on their top 3 slowest queries" beats "think about performance".

Q5 — Tone

Choose: Provocative / Educational / Empathetic / Data-driven (or combine)

Stage 2: Approve the Roadmap (2 minutes)

Skill 2 — Content Strategist

You'll see a 6-week roadmap with titles and objectives. The arc follows:

- **Week 1:** Hook (the pain point)
- **Week 2:** Framework (a mental model)
- **Week 3:** Story (your anecdote)
- **Week 4:** Tactics (concrete advice)
- **Week 5:** Vision (future implications)
- **Week 6:** Call (synthesize + CTA)

What to check:

- Do the titles feel like YOUR voice?
- Is Week 3 using your actual anecdote?
- Does Week 6 connect back to your CTA?

Say "looks good, proceed" or request changes before moving on.

Stage 3: Wait for Drafts (5-10 minutes)

Skills 3, 4, 5 — Draft → Refine → Optimize

The system runs three sub-stages automatically:

1. **Skill 3** writes initial 150-300 word drafts with anti-AI-ism rules applied
2. **Skill 4** refines voice to match your tone specification
3. **Skill 5** optimizes hooks, formatting, hashtags, and suggests visuals

You don't need to do anything during this stage.

Stage 4: HITL Checkpoint 5a — Review All 6 Posts (10-15 minutes)

Your most important input

You'll see all 6 posts. For each one, respond with:

APPROVE: "Week 1 — Approve"

REVISE: "Week 2 — Revise: The hook is too generic, make it more provocative. Try starting with a question that challenges assumptions."

REJECT: "Week 4 — Reject: This misses the technical audience entirely. Restart with more specific database examples."

Common revision patterns:

- "Sounds too corporate" → ask to re-invoke Skill 4 with more casual voice
- "Too long" → ask to cut to 200 words
- "Missing my anecdote" → paste your anecdote and ask to weave it in
- "Wrong hashtags" → specify which hashtags to use

Tip: Read each post out loud. If it doesn't sound like you, it needs revision.

Stage 5: Benchmark Review (3 minutes)

Skill 6 — Quality Reviewer + HITL 6a

You'll see a scorecard like this:

Post	Action	Voice	Depth	Cohesion	LinkedIn	Avg
Week 1	4	5	4	5	5	4.6
Week 2	4	5	5	5	5	4.8

...						
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What to look for:

- Any score below 3.0 → that post needs revision (mandatory flag)
- Low Voice Consistency → re-invoke Skill 4
- Low Actionability → Week 4 or 6 are usually the fix
- Low Narrative Cohesion → check Week 5 or 6 (they're often where arc breaks down)

Say "approved" to proceed or request specific revisions.

Stage 6: Archive + Publish

Skills 7 and 8

Archiving (automatic): Your full session is saved to `archive/[Topic]_[Date].md` and `.pdf`. This includes the intent document, roadmap, all 6 posts, and benchmark scores.

Publishing:

You'll be asked: *Option A (manual) or Option B (automated)?*

Option A — Manual (Recommended for first-timers):

- Copy each post's text from the archive file
- Go to `linkedin.com` → Start a post → Paste
- Open the corresponding `diagrams/weekX_*.html` in your browser
- Screenshot it (Windows: Win+Shift+S) and attach to the post
- Post

Option B — Automated (if MCP is configured): The system will call `linkedin_create_post` directly. See Setup section for MCP configuration.

Part 3: Using the Visual Diagrams

Each post has a corresponding HTML visual in `diagrams/`. Open in any browser and screenshot for LinkedIn.

Week	File	What It Shows
1	<code>week1_ai_usage_gap.html</code>	Split-screen Level 1 vs Level 3
2	<code>week2_ai_maturity_ladder.html</code>	3-step maturity ladder with stats
3	<code>week3_testing_before_after.html</code>	Before/after process flow
4	<code>week4_five_moves.html</code>	5-step action list
5	<code>week5_2024_vs_2027.html</code>	4-dimension comparison table
6	<code>week6_series_journey.html</code>	Full 6-week journey map

To screenshot on Windows: Win+Shift+S → select the browser window → save as PNG.

LinkedIn image tip: These are 1080x1080 optimized. Post as a single image attachment for best results.

Part 4: Customising for a New Topic

You can reuse this system for any 6-week series. What changes each time:

- Your answers to the 5 interview questions
- The topic-specific roadmap (generated fresh each time)
- The posts and visuals (generated from scratch)

What stays the same:

- All 9 skill files (no editing needed)
- The narrative arc structure (Hook → Framework → Story → Tactics → Vision → Call)
- The benchmark rubric (frozen for consistency)

Best topics for this system:

- Topics where you have genuine personal experience (the anecdote is the strongest element)
- Audiences who are Manager/Director level (voice refiner is optimized for this level)
- Topics with concrete, actionable advice for Week 4

Topics that need extra attention:

- Highly technical niche topics (voice refiner may over-simplify — request more technical language in HITL 5a)
- Visionary/trend topics (Week 5 is the consistently weak spot — add specific examples)

Part 5: LinkedIn MCP Setup (Optional)

For automated posting, configure the LinkedIn MCP server.

One-Time Setup

Step 1: Install the package

```
npm install -g @ldraney/mcp-linkedin
```

Step 2: Create a LinkedIn Developer App

1. Go to <https://www.linkedin.com/developers/apps/new>
2. Create an app, request "Share on LinkedIn" product
3. Add redirect URI: `http://localhost:3000/callback`
4. Copy Client ID and Client Secret

Step 3: Run OAuth to get your access token

Start a local server to capture the OAuth callback:

```
// Save as oauth_server.js and run: node oauth_server.js
const http = require('http');
const url = require('url');
const fs = require('fs');
http.createServer((req, res) => {
  const parsed = url.parse(req.url, true);
  if (parsed.query.code) {
    fs.writeFileSync('auth_code.txt', parsed.query.code);
    res.end('<h1>Success! Close this tab.</h1>');
  } else { res.end('Waiting...'); }
}).listen(3000);
```

Visit this URL in your browser (replace YOUR_CLIENT_ID):

```
https://www.linkedin.com/oauth/v2/authorization?
response_type=code&client_id=YOUR_CLIENT_ID&redirect_uri=http%3A%2F%2Flocalhost%3A3000%2Fcallback&scope=openid+profile+w_member_social
```

Exchange the code for a token:

```
const https = require('https');
const qs = require('querystring');
const body = qs.stringify({
  grant_type: 'authorization_code',
  code: 'YOUR_AUTH_CODE',
  redirect_uri: 'http://localhost:3000/callback',
  client_id: 'YOUR_CLIENT_ID',
  client_secret: 'YOUR_CLIENT_SECRET'
});
// POST to https://www.linkedin.com/oauth/v2/accessToken
// Response includes access_token and id_token (contains person ID in 'sub' field)
```

Step 4: Add to Claude Code settings

Edit `~/.claude/settings.json` :

```
{
  "mcpServers": {
    "linkedin": {
      "command": "C:\\\\Users\\\\\\USERNAME\\\\AppData\\\\Roaming\\\\npm\\\\mcp-linkedin.cmd",
      "args": [],
      "env": {
        "LINKEDIN_CLIENT_ID": "your_client_id",
        "LINKEDIN_CLIENT_SECRET": "your_client_secret",
        "LINKEDIN_REDIRECT_URI": "http://localhost:3000/callback",
        "LINKEDIN_API_VERSION": "202510",
        "LINKEDIN_ACCESS_TOKEN": "your_access_token",
        "LINKEDIN_PERSON_ID": "your_person_id"
      }
    }
  }
}
```

```
}  
}
```

Step 5: Restart Claude Code — MCP server loads on startup.

Token renewal: Tokens expire after 60 days. Re-run OAuth when expired.

Part 6: Troubleshooting

"The post sounds like AI"

Re-invoke Skill 4 with explicit feedback:

"Re-run Skill 4 on Week 2. The phrase 'navigating the complex landscape' is an AI pattern. Replace it with a specific example. The tone should be more direct — less corporate."

"Week 5 is weak"

Week 5 (Vision) is the consistently weak spot. At HITL 5a, revise it with:

"Week 5 — Revise: Add 2 specific predictions with evidence. Include one counter-intuitive insight. Start with 'By 2027...' and ground it in current trends the audience already sees."

"The roadmap doesn't fit my topic"

After Skill 2, request adjustments:

"Week 3 should focus on [specific subtopic]. Week 5 should emphasize [specific future trend] rather than general AI adoption."

"The MCP server isn't loading"

Use the direct API instead (Option B2). This works without MCP:

```
// Post directly via LinkedIn API — see Skill 8 for full Node.js snippet  
// Status 201 = success. Response includes post URN for your publishing log.
```

"I want to change the tone mid-series"

Consistent tone across all 6 posts is important for Voice Consistency scores. If you must change tone, change it before Stage 3 (before drafts are generated). After drafts exist, changing tone requires re-running Skills 3-5 for affected posts.

"The archive isn't generating a PDF"

Install `md-to-pdf` globally:

```
npm install -g md-to-pdf  
md-to-pdf archive/your_file.md
```

If npm is unavailable, open the `.md` file in VS Code and use "Markdown: Open Preview" → right-click → Print → Save as PDF.

Part 7: Publishing Schedule

Recommended cadence for the 6-week series:

Week	Timing	Best Days	Best Time
1	Week 0	Tuesday	8-10am local
2	+7 days	Thursday	8-10am local
3	+14 days	Tuesday	8-10am local
4	+21 days	Thursday	8-10am local
5	+28 days	Tuesday	8-10am local
6	+35 days	Thursday	8-10am local

After each post, track impressions, reactions, and comments at 24 and 48 hours. This engagement data will tell you which weeks of the arc resonate most with your audience.

Part 8: What to Do After the Series

- Review engagement metrics** — Compare Week 1-6 performance. Which arc position (Hook, Tactics, Story) performed best?

2. **Update your archive** — Add actual engagement metrics to the archive file for future reference
3. **Plan the next series** — Use `outputs/2026_Roadmap_Plan.md` as a quarterly planning template
4. **Improve the system** — If Week 5 consistently underperformed, update Skill 3's Week 5 drafting instructions before the next run

Questions? See the README or open an issue at: <https://github.com/taashim-eng/linkedin-thought-leadership-ggent/issues>