

Content Engine Simple Roadmap

- What we're building
 - A content engine that researches with Perplexity, writes posts, checks quality, adapts for LinkedIn and Meta (Facebook + Instagram), schedules, and auto-posts. It can run "no- human touch" with strong safety checks.
- What it will do
 - Turn campaign topics into ready-to-publish posts with sources.
 - Improve SEO and readability automatically.
 - Create platform-specific versions (length, hashtags, handles, alt text).
 - Schedule and auto-publish at the best times.
 - Watch comments and escalate sensitive cases to a human.
 - Learn what works and improve templates over time.
- What we need from you (once)
 - Brand voice and tone examples, do/don't lists, approved CTAs.
 - Connected LinkedIn, Facebook Page, and Instagram accounts.
 - Posting cadence (days/times) and any restricted topics.
 - Target audience and campaign themes for the month.

Timeline (1 weeks)

- Week 1: Foundations and First Drafts
 - Connect accounts and set permissions.
 - Load brand rules and templates.
 - Use Perplexity to research and draft content with sources.
 - Set quality thresholds (safety, plagiarism, factuality, readability).

- Channel-Ready Posts and Dry Runs
 - Adapt drafts for LinkedIn, Facebook, and Instagram (captions, hashtags, alt text).
 - Validate media sizes and formatting.
 - Set schedules in a “dry run” (no posting) to verify everything looks right.
- Auto-Posting and Engagement
 - Turn on auto-posting for LinkedIn and Facebook (start small).
 - Complete Instagram publishing flow.
 - Ingest comments and set up basic auto-replies for FAQs.
 - Provide your first weekly performance report.
- No-Touch Mode and Optimization
 - Enable “no-touch” for high-confidence posts (auto-approve and auto-post).
 - Add escalation rules for risks/VIPs and a global pause switch.
 - Tune templates (hooks, hashtags, timing) based on what performs best.

Deliverables

- Ready-to-publish content for LinkedIn, Facebook, and Instagram with citations.
- Automated quality checks and approval logic.
- Scheduling and auto-posting, with status tracking and error handling.
- Comment intake, basic auto-replies for common questions, and escalation.
- Weekly report with reach, engagement, top posts, and recommendations.

Success Criteria

- Posts publish on time with minimal manual work.
- Brand and compliance rules are consistently followed.
- Engagement and CTR improve week over week.

- Clear weekly insights on best hooks, hashtags, and posting times.

If you share your themes and posting cadence today, we can start drafting content immediately.