The Social Media Content Machine: Automating a Week of Posts from One Prompt

The Challenge (Intro)

Small business owners and solo creators often struggle with consistent social media posting. It s time-consuming, repetitive, and easy to deprioritize. I wanted to solve this problem with automation a way to generate, organize, and schedule a full week of content from a single user input.

The Solution

I designed an end-to-end AI automation using ChatGPT, Zapier, Notion, and Buffer. With just one form submission, this system creates five platform-ready social media posts, stores them in Notion, and schedules them for publishing through Buffer.

Key components:

- Tally.so Form   Collects topic, tone, platforms, and preferences

- ChatGPT   Generates 5 short, formatted social posts using a custom delimiter

- Zapier   Splits and loops through each caption using Formatter + Looping

- Notion   Stores each caption with metadata like tone, topic, and scheduled date

- Buffer   Automatically schedules each caption on selected platforms
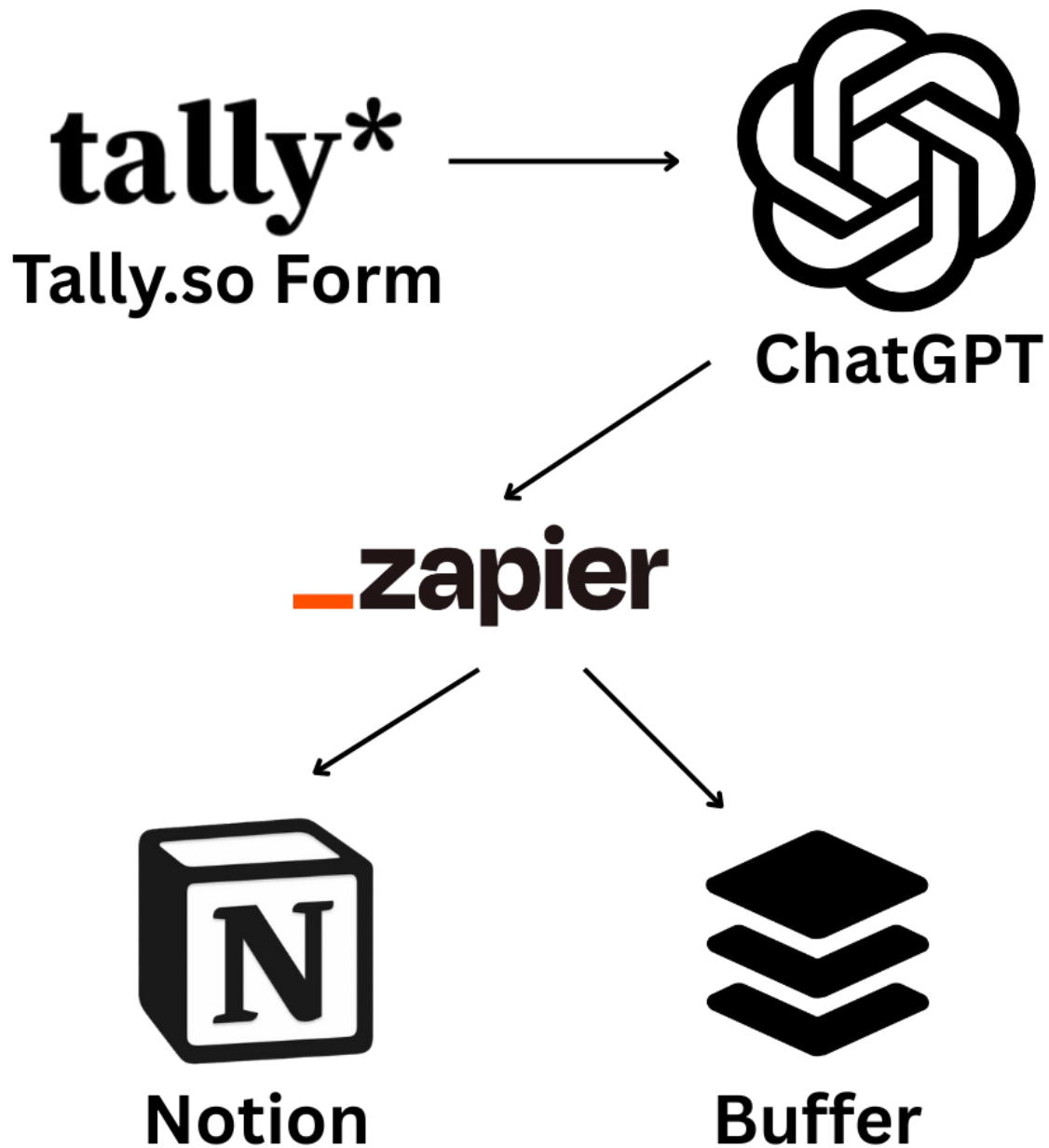
The Workflow (Visual Flow)

- User submits form with weekly topic, tone, and platform preferences

- GPT generates 5 unique captions in a |||-delimited format

- Formatter splits the captions

- Looping by Zapier processes each caption

- Each post is:

    Logged in Notion as a new entry (with the actual scheduled time)

    Sent to Buffer to be scheduled on Instagram, LinkedIn, X, etc.

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Results / Benefits

What used to take hours of writing and scheduling now takes under 5 minutes. This automation:

- Saves 90% of content planning time

- Posts across multiple platforms

- Maintains a consistent voice and brand tone

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- Is scalable and repeatable for solopreneurs, creators, and small businesses

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