

# Automating your **social media marketing** using

**Make.com** can save you a ton of time and ensure consistent content posting. Below is a **step-by-step guide** to help you create an automation that can post to platforms like **Instagram, Facebook, Twitter (X), or LinkedIn** using **Make.com**.

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## ☐ Objective

We'll build an automation that pulls content (e.g., from a Google Sheet or Notion database) and **automatically posts it** to your social media accounts on a schedule.

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## ☐ What You'll Need

- A **Make.com account** (Free or paid)
  - A source for your content (e.g., **Google Sheets, Notion, or Airtable**)
  - Social media accounts (e.g., **Facebook Page, Instagram for Business, Twitter/X, LinkedIn**)
  - Optional: Canva or a folder with image assets (Google Drive or Dropbox)
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## ☐ Step-by-Step Guide

### Step 1: Sign Up and Log In

Go to <https://www.make.com> and create or log in to your account.

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### Step 2: Create a New Scenario

1. Click **“Create a new scenario”**.
  2. Click the **“+”** and search for your source app (e.g., **“Google Sheets”**).
  3. Select a trigger like:
    - ☐ **“Watch Rows”** — triggers when a new row is added to a Google Sheet.
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### Step 3: Connect Your Source

- Authenticate your Google account.
  - Choose the spreadsheet and sheet.
  - Set the trigger to check every 15 mins, hourly, or daily — depending on how often you want to post.
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### Step 4: Filter Content (Optional)

Add a **filter** to make sure the post hasn't already been published.

E.g., only proceed if column "Posted" is not marked "Yes".

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### Step 5: Add a Social Media Module

Choose the platform(s) you want to post to:

| Platform  | Module to Use                                   |
|-----------|-------------------------------------------------|
| Instagram | <b>Instagram for Business &gt; Create Photo</b> |
| Facebook  | <b>Facebook Pages &gt; Create a Post</b>        |
| Twitter/X | <b>Twitter &gt; Create a Tweet</b>              |
| LinkedIn  | <b>LinkedIn &gt; Create a Share Update</b>      |

Connect your account and map fields:

- **Caption** → text from your spreadsheet
  - **Image** → URL or file path from Google Drive/Dropbox (if using)
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### Step 6: Mark Post as “Published”

To avoid double-posting:

1. Add a **Google Sheets > Update Row** module.
  2. Mark the row as “Posted = Yes” after a successful post.
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### Step 7: Schedule the Scenario

Click the **clock icon** and schedule it to run automatically (e.g., every 2 hours or once per day).

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### Step 8: Test Your Scenario

- Add a test row to your sheet.
  - Run the scenario manually to see if the post is created.
  - Check your social media to confirm it worked.
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### ☐ Bonus: Enhance with Extras

- **Canva Integration:** Automatically pull designed posts.
  - **Content Review:** Add a Telegram or Slack module to notify you before posting.
  - **AI Caption Generator:** Use OpenAI module to create captions from keywords.
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### ☐ Summary of Modules Used

- Trigger: Google Sheets → Watch Rows
- Action 1: [Social Media Platform] → Create Post
- Action 2: Google Sheets → Update Row
- Optional: Filters, Slack/Telegram alerts, image uploads, or OpenAI-generated captions