



Social Media Scheduler

Schedules and publishes posts across platforms automatically at optimal times.

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1 AT A GLANCE

AREA	Marketing
TRIGGER	An approved post in your content calendar
RESULT	Posts published on all connected platforms
INTEGRATIONS (EXAMPLES)	Notion / Airtable · LinkedIn · Instagram · other platforms

2 HOW THE WORKFLOW RUNS



Plan

You add your posts with text, image and preferred date to a content calendar, e.g. in Notion or Airtable.



Adapt per platform

Format, length and hashtags are prepared to suit each platform.



Pick the time

Publishing is scheduled for the times you set, when your audience is most active.



Publish

At the scheduled time, posts are published automatically on all connected platforms.



Confirm

The status and a link to the post are recorded in your content calendar so you keep the overview.

One plan, every channel: you manage posts in one place instead of several apps.

IDEAL FOR

- ✓ Businesses active on several platforms
- ✓ Teams that want to plan content ahead
- ✓ Anyone who posts manually at fixed times today

CUSTOMISABLE

- ✓ Platforms and time slots
- ✓ Rules for hashtags and formats
- ✓ The approval status that triggers posting

WHAT YOU NEED

- ✓ Business accounts on the platforms you want
- ✓ A content calendar, e.g. in Notion or Airtable
- ✓ Defined time slots for publishing

PRIVACY & SECURITY

- ✓ Connected through the platforms' official interfaces
- ✓ Only approved posts are published
- ✓ Access can be revoked at any time

YOUR CONTROL Only posts with the status “approved” are published.

This describes the typical process. Every workflow is adapted to your tools, processes and requirements during the project; details and pricing are agreed individually.

Interested in this workflow?

In a free intro call we look at how the workflow can be adapted to your tools.

Book an intro call