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Posting to social networks automatically: what automation can and cannot do

Ideas & Everyday Automations

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Posting to social networks automatically: what automation can and cannot do

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You can make **every new article on your site produce a social post**, but the best way to do it is to automate the draft and not the publishing. The networks have rules about automation, authorisations expire, and the same text everywhere does little.

The mechanics

Piece	What it is
Trigger	A new article on the site (many sites have an RSS feed that announces it) or a new row in a spreadsheet.
Text	A template: title, one sentence, the link, and maybe tags.
Connection to the network	An authorisation given to an automation tool, which then posts on your behalf.
Destination	Usually a business page or account. On the networks that require it, personal profiles are left out of automated posting.

How to set it up without regrets

1. **Use business accounts.** Networks tend to allow third-party tools on pages and professional accounts, and restrict personal profiles. Check each network's current rules in its own documentation.

2. **Choose the trigger.** The simplest is the blog feed. WordPress already has one. If your site has no feed, use a spreadsheet where you add the posts that are due.

3 **Write the template.** A title, a sentence with the benefit, and the link with campaign tags: see **UTM links**.

4 **Send to draft or queue, not live.** Someone reads it and presses publish. See **adding a human approval step to an automation**.

5 **Adapt to the destination.** Each network has its own image format and tone. The same text pasted everywhere goes unnoticed.

6 **Set a reminder to renew the authorisation.** Connections to networks expire or are withdrawn when you change your password, and the automation stops without telling you.

Look after the preview. When the link appears on a network, the image and title come from the page's Open Graph tags. If your site does not have them (on WordPress the SEO plugin handles it), the post goes out with an odd image or none. Share the link in a draft and see how it looks before you automate.

! **A wrong automatic post is public and instant.**
A title with a mistake, a missing image or a promotion that has ended is there for everyone to see. The more direct the road to going live, the more you should test beforehand.

Automation solves repetition, not strategy. What makes a post pay off is in **sharing on social media so it brings visits to your site**. To know whether a campaign brought anyone, the answer comes from the reports and not from the number of likes.

Keep a list of what was posted
in a sheet, with the date and the address. When a connection to a network breaks, you know exactly how far it got and what is left to publish.

RECOMMENDED
Want to run your automations on a server of your own? See the VPS plans.
See the VPS servers →

SEE ALSO

- **Sharing on social media so it brings visits to your site** →
- **UTM links: finding out which campaign brought each visit** →

What n8n is, and what you can automate with it

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