

E.M. DESIGNS

WORKSHOP SERIES

Build It Step by Step

The full hands-on build, one block at a time

LinkedIn Content Machine · emdesigns.ai

What you're building

A tool that runs on its own. Twice a week it searches the news for fresh articles on your topics, writes a LinkedIn post about each one in your voice, finds a matching photo, and drops it all into a spreadsheet. Your job is the easy part: read the post, and if you like it, copy it to LinkedIn.

Today's example topic is AI for work, so there's always something new. You'll build it as four connected blocks. Follow along in order and don't run ahead.

NOTE No blog needed

The posts come from Google News, not from anything you have to write first. You give it topics, it finds the articles.

What to have ready

- A free **Make.com** account
- Your **OpenAI API key** (starts with sk-)
- Your **Unsplash Access Key**
- Your copy of the **template spreadsheet** (next section)

THE SHAPE OF IT

Four blocks, left to right

Here's the whole machine before you build it. Each row is one block; the steps below add them in this order:

Block	What it does
1. RSS — Watch feed items	Finds news articles on your topics
2. OpenAI — Generate a completion	Writes a LinkedIn post in your voice
3. HTTP — Make a request	Grabs a matching photo from Unsplash
4. Google Sheets — Add a Row	Saves it all to your spreadsheet

STEP 1

Copy the template spreadsheet

The template already has everything inside it: the eight columns, the Status dropdown, the colors, and the formulas that calculate your posting dates automatically. You don't build any of that.

Go to emdesigns.ai/build-lab to get the content calendar template.

1. Open the template from emdesigns.ai/build-lab.
2. Click File, then Make a copy. This saves your own editable copy into your Google Drive.
3. Give your copy a name only you will recognize, like My LinkedIn Content Machine. Do not reuse the exact template name (see the note below).

WATCH OUT It must be a Google Sheet, not an Excel file

If you uploaded an Excel (.xlsx) file instead of copying the Google Sheet, Make.com will not be able to see it later. If you ever see an ".XLSX" badge next to the file name, open it and click File, then Save as Google Sheets to convert it. The shared template is already a Google Sheet, so copying it is the easy path.

NOTE Avoid two sheets with the same name

After copying you have two files: the shared view-only original and your own editable copy. If they share a name, Make.com later shows two identical choices and you will not know which to pick. So give your copy a distinct name. Renaming is completely safe and never breaks the automation, because Make identifies your sheet by a hidden ID, not its name. You can also remove the shared view-only original from your Drive (right-click it, Remove) to avoid any mix-up.

NOTE The eight columns

A Date Found, B Source URL, C Article Title, D Generated Post, E Status, F Next Post Date, G Scheduled Date, H Image URL. You only ever touch column E (Status). Columns F and G fill in their own dates.

STEP 2

Build the machine in Make.com

Log in to make.com and click Create a new scenario. You'll see an empty canvas with a + circle. We'll add four blocks, left to right.

Block 1 — RSS (find the articles)

This is the trigger. It searches Google News for your topics on a schedule and hands each new article to the next block.

1. Click the + and search RSS. Choose Watch RSS feed items.
2. In Feed URL, paste your Google News search link. The example for AI for work is:

```
https://news.google.com/rss/search?q=AI+for+work+OR+workplace+AI+OR+AI+productivity&hl=en-US&gl=US&ceid=US:en
```

1. Set Maximum number of returned results to 5.
2. When the "Choose where to start" box pops up, pick All RSS feed items (so your test pulls articles right away), and Save.

TIP Change the topic to anything

The words right after q= are your topics. Swap them for your own, joined with the word OR, for

example: marketing OR branding OR small business.

NOTE Test it now

Click Run once at the bottom. The RSS block should get a number on it and pull in real articles. Click it to peek at the titles. Google News gives you the headline, which is what the AI writes a take from.

Block 2 — OpenAI (write the post)

This is where the AI does the writing. You give it your voice once, and it writes a post from each headline.

1. Click the + after the RSS block, search OpenAI, choose Generate a completion.
2. Click Add to create a connection, give it any name, and paste your OpenAI API key (starts with sk-). Save.
3. Set Model to gpt-4o and Max Output Tokens to 600.
4. Under Messages, click Add message. Set Role to System (it may say Developer / System) and paste your brand-voice prompt into Text Content (it's in the document "Your Brand Voice").
5. Click Add message again. Set Role to User. In Text Content type: Write a LinkedIn post reacting to this news headline. Headline: then type {{ and pick Title from the RSS block.
6. Save.

NOTE Typing {{ is fine here

This is a big text box where you write a sentence with a value dropped inside it, so typing {{ to open the picker works correctly. (That's different from the small boxes in Block 4, where you'll click instead — more on that there.)

Block 3 — Unsplash (find a photo)

This grabs a free, professional photo to go with each post. The links never expire.

1. Click the + after OpenAI, search HTTP, choose Make a request.
2. Set Authentication type to No authentication (your key goes in as a parameter instead).
3. Set URL to <https://api.unsplash.com/search/photos> and Method to GET.
4. Under Query parameters, click Add a parameter three times:

Name (type this)	Value
query	artificial intelligence
per_page	1
client_id	your Unsplash Access Key

1. Turn on Advanced settings and set Parse response to Yes.
2. Save.

WATCH OUT Use a keyword, not the article title

It is tempting to feed the article title into the photo search, but a full headline is too specific and Unsplash comes back empty (zero photos). A simple keyword like "artificial intelligence" (or "office," "technology," "teamwork") returns a clean professional photo every time.

Block 4 — Google Sheets (save the row)

The final block. It writes everything to a new row in your spreadsheet.

1. Click the + after the HTTP block, search Google Sheets, choose Add a Row.
2. Click Add a connection and sign in with your Google account.
3. Choose your spreadsheet (LinkedIn Content Machine) and the Content Calendar sheet. Set Table contains headers to Yes.
4. Scroll to Values in columns and fill each box using the table below.
5. Save.

Column	What goes in it
A Date Found	{{formatDate(now; "MM/DD/YYYY")}} (paste this)
B Source URL	click the URL chip (RSS block)
C Article Title	click the Title chip (RSS block)
D Generated Post	click the Result chip (OpenAI block)
E Status	type the word Pending
F Next Post Date	leave empty (the sheet fills it)
G Scheduled Date	leave empty (the sheet fills it)
H Image URL	click results → urls → regular (HTTP block)

WATCH OUT Click the chips, do not type the braces

In these small boxes, click the colored field in the picker on the right. Do NOT type the "{" yourself. If you type the braces, you get junk like "{{https://..." stuck in your sheet. Clicking inserts the field cleanly. (Date Found is the one exception: you paste that formula in full.)

NOTE If the photo field is empty when you look for it

The Unsplash fields only appear after the HTTP block has run at least once. If you don't see results yet, run the scenario once, then come back and map Image URL.

STEP 3

Set the schedule

Right now nothing runs on its own. Let's make it fire twice a week.

1. At the bottom-left of the editor, click the clock area (it says something like "Every 15 minutes").
2. Change Run scenario to Days of the week.
3. Check Tuesday and Thursday only.
4. Set Time to 09:00, then click OK.
5. Flip the scheduling toggle ON. It now runs automatically every Tuesday and Thursday at 9 AM.

TIP Set your time zone

Make defaults to UTC. Click your profile icon, then Profile, then Time Zone, and set your local zone so 9 AM means 9 AM.

STEP 4

Test the whole thing

1. Right-click the RSS block, choose Choose where to start, pick All RSS feed items.
2. Click Run once. Watch all four blocks light up green.
3. Open your spreadsheet. New rows should appear with a finished post, a photo link, and dates in columns F and G.
4. Read a post. Does it sound like you?

WATCH OUT No new rows appeared?

The RSS block remembers what it has already seen, so a second run skips repeats. Right-click it, Choose where to start, pick All again, and run once more.

STEP 5

Post it

1. On a Tuesday or Thursday, open your sheet and find the gold row (its Scheduled Date is today).
2. Read the post. If you like it, change column E to Approved.
3. Copy the post from column D.
4. Open the photo link in column H and save the picture.
5. Paste the post into LinkedIn, add the photo, and post.
6. Change column E to Posted. Done.

TIP Your weekly routine

New drafts arrive twice a week. You spend about ten minutes reviewing and posting. The writing is already done.

Stuck anywhere? The FAQ & Troubleshooting guide covers every snag, or reach Rachel at emdesigns.ai.