

FAQ & Troubleshooting

Every snag we hit, and the fix

LinkedIn Content Machine · emdesigns.ai

NOTE Read this first

This list comes from actually building the machine, in order — so the most common issues are right at the top. Almost everything here is a 30-second fix once you know the trick.

ACCOUNTS & KEYS

Signing up and getting your keys

Unsplash made me submit an application and gave me a "Demo" account. Is that enough?

Yes. Every new Unsplash app starts in Demo mode, and the Access Key works right away. Demo gives you 50 requests per hour, which is far more than this needs. You'd only apply for Production if you were doing very high volume.

Unsplash gave me an Access Key AND a Secret Key. Which do I use?

The **Access Key**. You paste it into the `client_id` parameter. The Secret Key is only for actions done on behalf of a logged-in user (like uploading photos), which we don't do. Keep it private; you won't need it.

I added \$5 credit to OpenAI but my key still fails.

Credit and the key are separate. After adding billing, go to platform.openai.com/api-keys and create a brand-new key. Existing keys sometimes don't pick up newly added billing; a fresh one always does.

THE SPREADSHEET

Google Sheets setup

My spreadsheet doesn't show up in Make's dropdown.

Make only lists real **Google Sheets**. If you uploaded an Excel file, you'll see an ".XLSX" badge next to the file name, and Make can't see it. Open the file and click **File** → **Save as Google Sheets** to convert it to a real Google Sheet. The simplest path is to copy the shared template with **File** → **Make a copy**, which is already a Google Sheet.

I see two spreadsheets with the same name in Make. Which do I pick?

That is the shared view-only original plus your own editable copy. Pick the one you can edit (your copy). If you cannot tell them apart, rename your copy in Google Sheets first; renaming is completely safe and never breaks the automation, because Make tracks your sheet by a hidden ID, not its name. You can also remove the shared view-only original from your Drive (right-click, **Remove**) so only your copy shows.

Why does column A (or F/G) show a number like 46163 instead of a date?

That's a date shown without date formatting (46163 is the computer's number for a date). Select the column, then **Format** → **Number** → **Date**. If you copied the template, it's already formatted.

MAKE: CONNECTIONS

Connecting Google and OpenAI

The Google connection shows a red error: "invalid_grant" / "failed to verify connection."

That just means an old Google sign-in expired. Next to the Connection dropdown, click Add and make a fresh connection. Sign in, allow Sheets and Drive access, and the error clears.

After importing the blueprint, several blocks say "Module Not Found."

This happens when a blueprint was written by hand rather than exported from a real, working scenario — the block IDs don't match. The fix: use the blueprint your instructor exported from a scenario that actually runs (it imports cleanly), or build the scenario yourself with the step-by-step guide.

MAKE: BUILDING THE BLOCKS

RSS, OpenAI, and Unsplash

My posts (or URLs/titles) have a stray "{" stuck on the front in the sheet.

In the small mapping boxes (Source URL, Article Title, Generated Post), you have to **click the colored chip** in the picker — don't type the "{" yourself. Typing the braces leaves them as literal junk. Clear the box, then click the chip. (The Date Found box is the one exception: you paste that whole formula in.)

The Unsplash photo search comes back empty (results shows "").

You're feeding it the full article title, which is too specific to match any photo. Open the HTTP block and change the query parameter to a simple keyword like `artificial intelligence` (or office, technology, teamwork). One keyword returns a clean photo every time.

What authentication type does the HTTP block need?

Set it to No authentication. Your Unsplash key rides along as the `client_id` query parameter, so Make doesn't need to manage auth separately. If you pick "API key" here, the key gets added twice.

The photo field isn't available to map in the Add a Row block.

The Unsplash fields only appear after the HTTP block has run at least once. Run the scenario once, then reopen Add a Row and you'll be able to pick results → urls → regular.

MAKE: RUNNING IT

Test runs and the schedule

I ran it but no new rows appeared in the sheet.

The RSS block remembers which articles it has already seen, so a second run skips them. Right-click the RSS block, choose "Choose where to start," pick "All RSS feed items," and run once more.

How do I make it run on its own twice a week?

At the bottom-left of the editor, click the clock area, change "Run scenario" to "Days of the week," check Tuesday and Thursday, set the time to 09:00, click OK, then flip the scheduling toggle ON. Set your time zone under your profile so 9 AM is local.

How do I test without waiting for Tuesday?

Use the Run once button at the bottom. It runs immediately, ignoring the schedule. The schedule only takes over once the toggle is ON.

DATES & FORMATTING

The trickiest part — and how to keep it stable

New rows come in with no dates in F and G, and my date formula keeps disappearing.

Two things cause this, and they have one fix. First, the date columns use a single ARRAYFORMULA in F2 and G2 that covers the whole column (one formula, not one per row) — so it can't "miss" a new row. Second, keep at least one real, formatted row at the top of your data. That way Make adds new rows underneath it, instead of writing on top of the formula and wiping it out. The shared template already has the formula and a sample row set up, so copying it avoids this entirely.

New rows show up with a black background and white text.

New rows copy the formatting of the row directly above them. If they land right under the black header, they turn black. Keep one normal, white-formatted row at the top (the template's sample row) so new rows copy white instead. To fix existing black rows, select them and set fill to white, text to black.

The two date columns (F and G) show the same date. Is that wrong?

No. The simple setup makes Scheduled Date match Next Post Date. They only differ when several posts arrive the same day, in which case Scheduled Date fans them out across different Tuesday/Thursday slots so you never double-book. Both behaviors are fine; the template uses the fan-out version.

Column F shows #VALUE! or an error.

Usually the Date Found cell it's reading is empty or is text rather than a real date. Make.com fills Date Found automatically, and the template formats it as a date, so this clears itself once real rows come in.

POSTING

Getting it onto LinkedIn

How do I actually post once a draft is ready?

On a Tuesday or Thursday, open your sheet and find the gold row. Read the post in column D, edit if you want, change column E to Approved. Copy the post, open the photo link in column H and save it, then paste both into a new LinkedIn post. Set column E to Posted when done. Under a minute.

Can it post to LinkedIn automatically instead of copy-paste?

It can, but it's optional and adds complexity. The simplest no-code route is connecting LinkedIn to a free scheduler like Buffer and pasting your approved posts there. Posting by hand keeps you in full control of what goes on your profile, which is the recommended default.

I want more than two posts a week.

Change the schedule to add more days, and raise the RSS block's Maximum results so more articles come through per run. The sheet handles any number automatically.

Still stuck? Reach out at emdesigns.ai or linkedin.com/in/rachel-weiss-50134135