

Quick Reference Card

The whole machine on one page

LinkedIn Content Machine · emdesigns.ai

THE FOUR BLOCKS

Your Make.com scenario, left to right

#	Block	What it does / key setting
1	RSS — Watch RSS feed items	Trigger. Google News URL; max results 5; start = All
2	OpenAI — Generate a completion	gpt-4o; 600 tokens; System = brand voice, User = headline
3	HTTP — Make a request	No auth; GET search/photos; keyword query; parse response Yes
4	Google Sheets — Add a Row	Maps A-E and H; F and G stay empty (sheet formulas)

NOTE Schedule

Set on the scenario: click the clock → Days of the week → Tue + Thu → 09:00 → toggle ON.

YOUR TOPIC FEED

Google News search URL

Change the words after q= to your topics, joined with OR:

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

THE IMAGE SEARCH

Unsplash

Setting	Value
URL	https://api.unsplash.com/search/photos
query	a simple keyword (e.g. artificial intelligence) — NOT the title
per_page	1
client_id	your Unsplash Access Key
Image path to map	results → urls → regular

THE SHEET

Column map

Col	Header	Filled by
A	Date Found	Make (formatDate now)
B	Source URL	Make — RSS URL
C	Article Title	Make — RSS Title
D	Generated Post	Make — OpenAI Result
E	Status	You (Pending by default)
F	Next Post Date	Sheet formula (auto)
G	Scheduled Date	Sheet formula (auto, spreads same-day posts)
H	Image URL	Make — Unsplash

NOTE The dates are automatic

Columns F and G use a single ARRAYFORMULA in row 2 that covers the whole column, so every new row gets its dates with no copying. It's already in the template — don't delete the top sample row, which keeps the formula safe when Make adds rows.

STATUS COLORS

What the row colors mean

Color	Meaning
Green	Status = Approved (ready to post)
Gray	Status = Posted (done)
Red	Status = Skip (ignore)
Gold	Scheduled Date is today — post this one

Full walkthroughs in the Build It Step by Step and Quick Start guides. Help at emdesigns.ai.