Automated AI-Assisted LinkedIn Thought Leadership Pipeline

Michael Stirm II

This project documents the design and deployment of an end-to-end automation system that transforms external education-focused articles into original, analytically framed LinkedIn articles written in a consistent client voice. The system emphasizes attribution integrity, stylistic control, and platform-aware publishing.

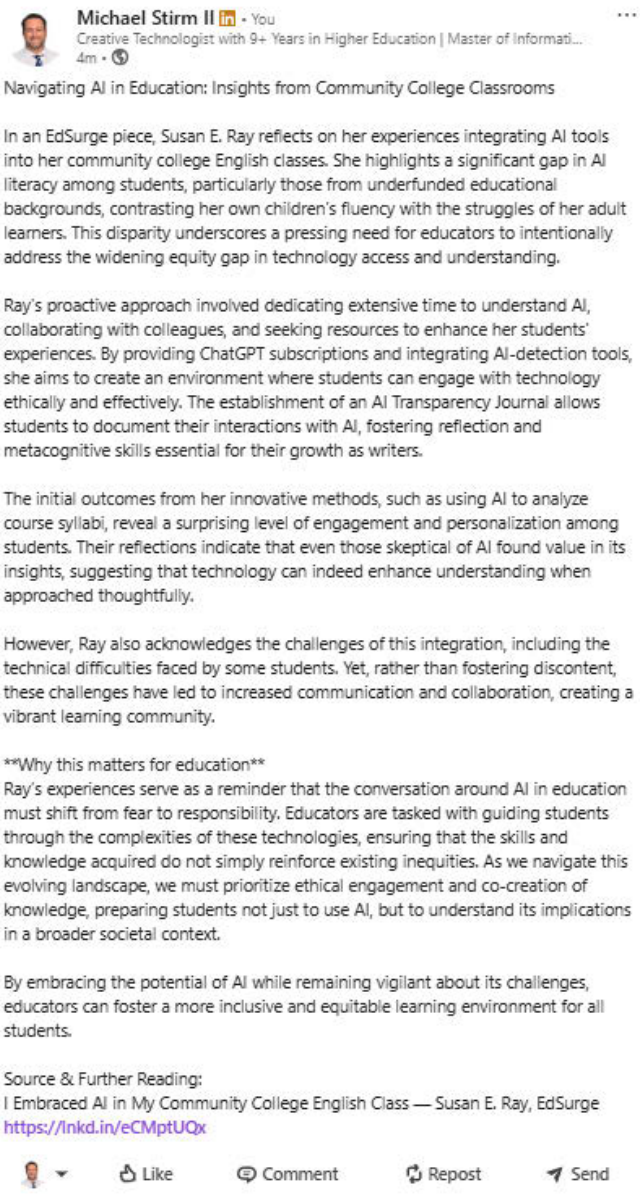
Core Technologies: Make (Integromat), OpenAI, Apify, LinkedIn API (OpenID Connect), JSON, Data Stores

Problem Context & Design Goals

Professionals in education and technology frequently engage with high-quality journalism and research, yet translating those sources into original, ethically grounded thought leadership is time-intensive and error-prone. Common failures include voice drift, inadvertent first-person attribution, citation inconsistency, and platform formatting constraints.

Design Goals:

- Preserve second-hand analytical framing
- Enforce consistent client voice across outputs
- Maintain strict attribution discipline
- Respect LinkedIn API and character constraints
- Enable scalable, repeatable publishing



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Navigating AI in Education: Insights from Community College Classrooms

In an EdSurge piece, Susan E. Ray reflects on her experiences integrating AI tools into her community college English classes. She highlights a significant gap in AI literacy among students, particularly those from underfunded educational backgrounds, contrasting her own children's fluency with the struggles of her adult learners. This disparity underscores a pressing need for educators to intentionally address the widening equity gap in technology access and understanding.

Ray's proactive approach involved dedicating extensive time to understand AI, collaborating with colleagues, and seeking resources to enhance her students' experiences. By providing ChatGPT subscriptions and integrating AI-detection tools, she aims to create an environment where students can engage with technology ethically and effectively. The establishment of an AI Transparency Journal allows students to document their interactions with AI, fostering reflection and metacognitive skills essential for their growth as writers.

The initial outcomes from her innovative methods, such as using AI to analyze course syllabi, reveal a surprising level of engagement and personalization among students. Their reflections indicate that even those skeptical of AI found value in its insights, suggesting that technology can indeed enhance understanding when approached thoughtfully.

However, Ray also acknowledges the challenges of this integration, including the technical difficulties faced by some students. Yet, rather than fostering discontent, these challenges have led to increased communication and collaboration, creating a vibrant learning community.

Why this matters for education
Ray's experiences serve as a reminder that the conversation around AI in education must shift from fear to responsibility. Educators are tasked with guiding students through the complexities of these technologies, ensuring that the skills and knowledge acquired do not simply reinforce existing inequities. As we navigate this evolving landscape, we must prioritize ethical engagement and co-creation of knowledge, preparing students not just to use AI, but to understand its implications in a broader societal context.

By embracing the potential of AI while remaining vigilant about its challenges, educators can foster a more inclusive and equitable learning environment for all students.

Source & Further Reading:
I Embraced AI in My Community College English Class — Susan E. Ray, EdSurge
https://lnkd.in/eCMptUQx

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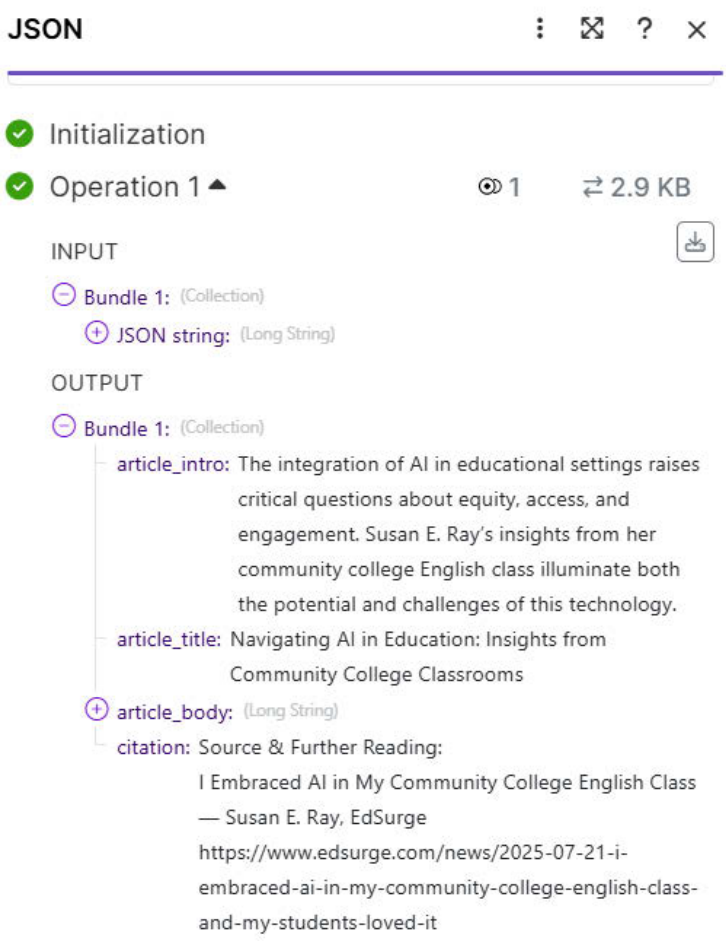
System Architecture & Data Flow

The automation is orchestrated within Make using a modular, inspectable pipeline. Inputs are normalized early, transformed through structured LLM output, and routed based on publishing logic.

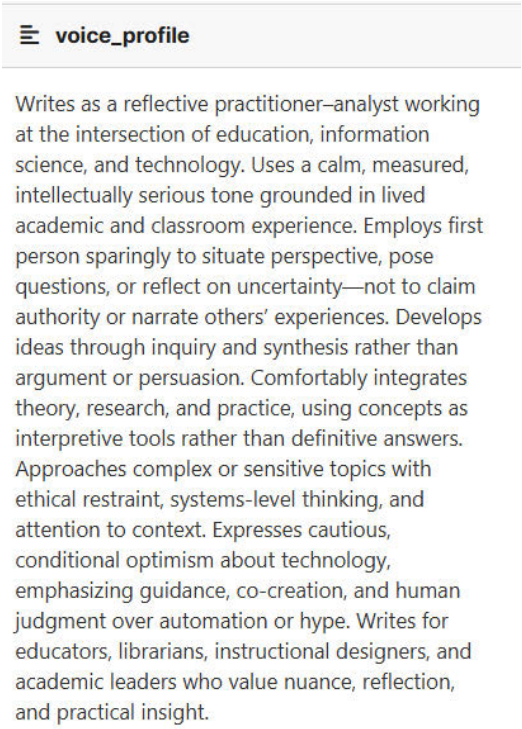
Pipeline Stages:
1. Google Form intake (article URL & client selection)
2. Apify actor execution and dataset retrieval
3. Variable normalization and metadata extraction
4. Client voice retrieval from Data Store
5. OpenAI structured JSON generation
6. JSON parsing and field validation
7. LinkedIn publishing via OpenID connection

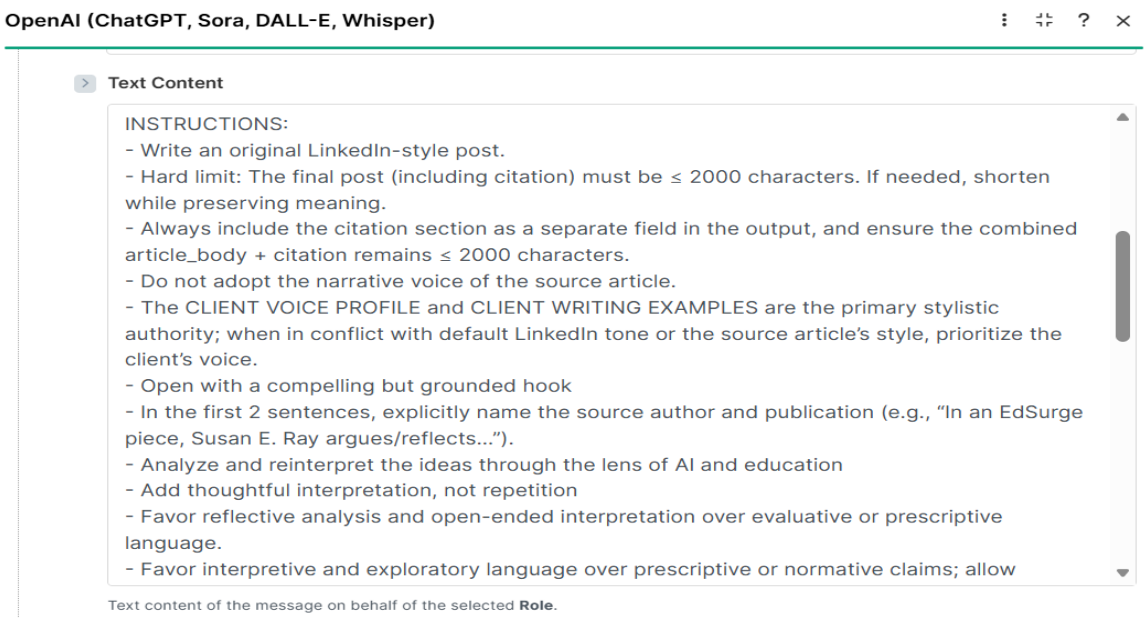


Prompt Engineering & Voice Control

Voice consistency is enforced through a stored client voice profile and representative writing samples. The OpenAI prompt establishes a strict instruction hierarchy, prioritizing client voice over both source tone and default LinkedIn conventions.

The model is instructed to generate structured JSON fields (title, intro, body, citation), allowing deterministic mapping into downstream publishing modules while avoiding hallucinated structure or formatting errors.





Outcomes, Constraints, and Portfolio Value

The completed system reliably produces publish-ready LinkedIn articles that reflect a reflective, educator-first analytical voice while preserving clear attribution to original sources. Structured outputs reduce downstream errors and support future productization.

Key Capabilities Demonstrated:
• End-to-end automation design
• Prompt engineering with instruction hierarchy
• API-aware content constraints
• Ethical content transformation
• Scalable thought-leadership workflows

This project serves as a portfolio-ready example of applied AI systems design, bridging technical execution with editorial judgment and platform literacy.