



Suhas Bhairav

AI Social Media Workflow Map

A practical AI-driven workflow for planning, drafting, approving, and measuring social content.

Implements a repeatable, auditable social media process powered by AI with clear human checks.

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AI-Driven Planning

Define goals, audiences, and themes before drafting with AI. Establish data and governance for reliable outputs and clear accountability.

Key move Plan with guardrails: align AI outputs with brand and compliance.

PRACTICAL CHECKLIST

- 01** Capture quarterly themes and campaign calendars in a centralized brief.
- 02** Identify primary channels, posting cadence, and audience segments per platform.
- 03** Specify tone, brand guidelines, and prohibited topics for AI prompts.
- 04** Choose one or two AI tools for drafting and enhancement (tools such as Claude or ChatGPT).
- 05** Set success metrics: engagement rate, saves, clicks, and quality score.
- 06** Week-by-week adoption plan: Week 1 plan brief; Week 2 drafts; Week 3 review; Week 4 publish.
- 07** Always route AI drafts through a peer review prior to scheduling.

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Drafting & Review

Use AI to generate first drafts and captions, then human editors refine tone and factual accuracy. Maintain a branded content library to ensure consistency.

Key move Keep humans in the loop for quality and accuracy.

PRACTICAL CHECKLIST

- 01** Create templates for captions, thread prompts, and visual guidelines.
- 02** Require source checks for factual claims and statistics.
- 03** Store approved variants with metadata: campaign, platform, language.
- 04** Enable multi-language drafts using translation prompts for global reach.
- 05** Set auto-suggested revisions based on tone and readability metrics.
- 06** Integrate with scheduling tools and content library for publishing compatibility.
- 07** Schedule a 24-hour wait between drafts and final approval.

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Measurement & Governance

Track performance and guardrails with clear ownership. Align KPIs with business outcomes and compliance.

Key move Review cadence: weekly audit, quarterly policy update.

PRACTICAL CHECKLIST

- 01** Define KPIs: reach, engagement, clicks, conversions, and ROI.
- 02** Use platform analytics and UTM data for weekly dashboards.
- 03** Assign ownership: content owner, data steward, and review gate.
- 04** Implement guardrails: profanity checks, hate speech filters, and accuracy checks.
- 05** Automate repurposing rules: evergreen content, best-performing formats.
- 06** Record learnings and post-mortems after campaigns.
- 07** Regularly retire stale prompts and refresh data sources.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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