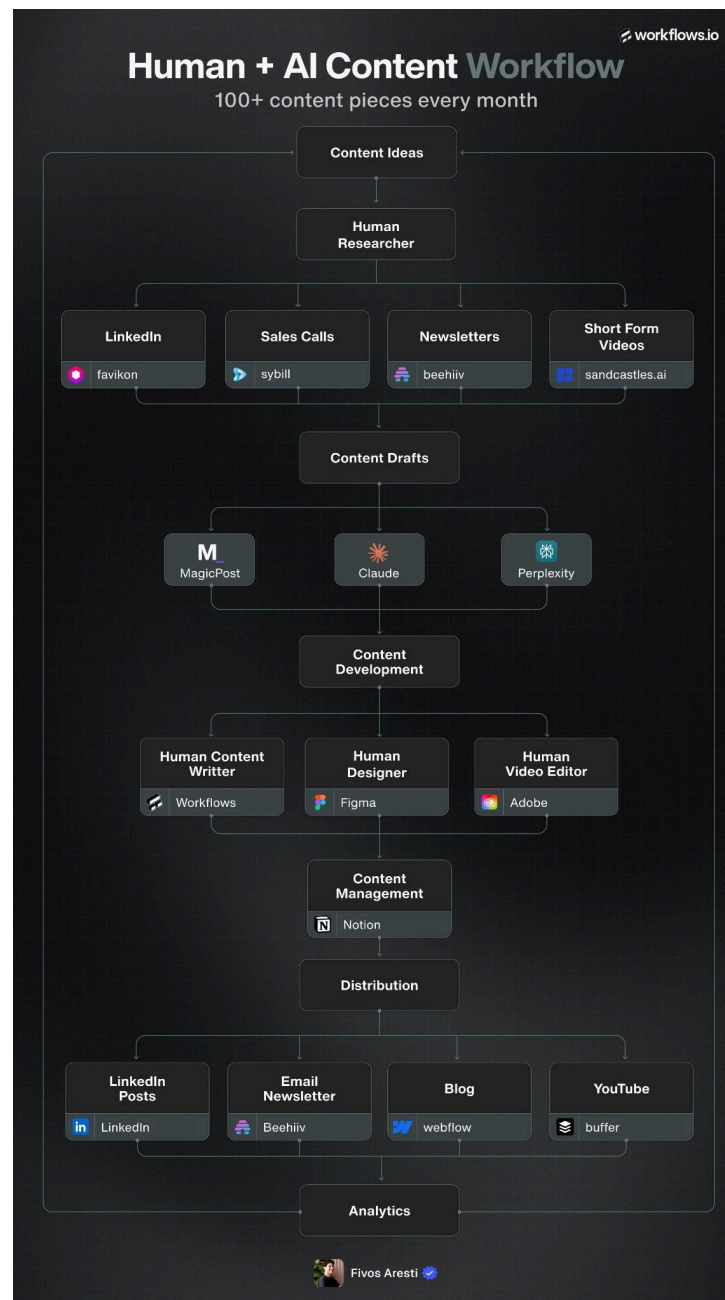# Human-in-the-Loop Content Operating System

Step-by-step Breakdown

Step 1: Content ideation

Identify strong content ideas by reviewing multiple sources:

- **Favikon** to analyze top-performing LinkedIn posts
- **Sybill** to extract real questions and objections from sales calls
- **beehiiv** to study newsletters in the same niche
- **Sandcastles AI** to spot trending short-form content formats

Step 2: Content drafting

Instead of generating full posts with AI, use it to support the writing process:

- **Perplexity** to find supporting facts, examples, and research
- **MagicPost** to improve structure and formatting
- **Claude** to fix grammar, clarity, and phrasing

Step 3: Content development

Involve three teams for turning drafts into finished assets:

- **Content writers** manually write and refine the posts
- **Designers** create carousels and infographics in **Figma**
- **Video editors** produce and edit videos using **Adobe Premiere**

Step 4: Content management

Notion acts as your content system of record. Use it to:

- Plan and manage content calendars
- Track each piece from idea to publication
- Collaborate across writing, design, and video teams

Step 5: Distribution

Publish content across multiple channels:

- **LinkedIn** posts are published manually
- **Email newsletters** are sent via **beehiiv**
- **Blogs** are published using **Webflow CMS**
- **YouTube** videos are distributed through **Buffer**

Step 6: Performance analysis

After publishing:

- Review performance and engagement
- Identify what resonated most
- Double down on winning formats
- Repurpose top content into new formats