

A22A |

1-DAY INTENSIVE TRAINING

Social Media Automation

AI FOR MARKETING MANAGEMENT SERIES



HRDC Claimable

Proven Frameworks & AI Stack

Hands-On Training

ABOUT THE COURSE

Build a system that thinks, creates, and posts for you.

This programme teaches marketing teams and agencies how to build an end-to-end automated social media pipeline, from content idea to published post.

You'll learn how to:

- Set up a **brand knowledge base** your AI system draws from
- Generate **on-brand content plan** with AI
- Deploy **automated posting workflows** using AI Agents and MCP-connected tools

You leave with a working social media content creation system, ready to deploy for your own brand or a client's.

This course is designed for:



Business owners

Grow your brand on social without hiring an agency



In-house marketing teams

Implement AI into your existing workflows



Social media managers

Produce consistent, high quality content at scale



Creative professionals

Adopt AI to produce commercial-grade content

LEARNING OUTCOMES

By the end, you'll have designed and deployed a complete AI-powered social media pipeline:



Brand knowledge base

- Give AI permanent memory of your company
- Build the foundation that keeps every AI output consistent



Content engine

- Create a monthly content calendar using AI-driven content mapping
- Automate content creation using Claude Cowork and MCP tools

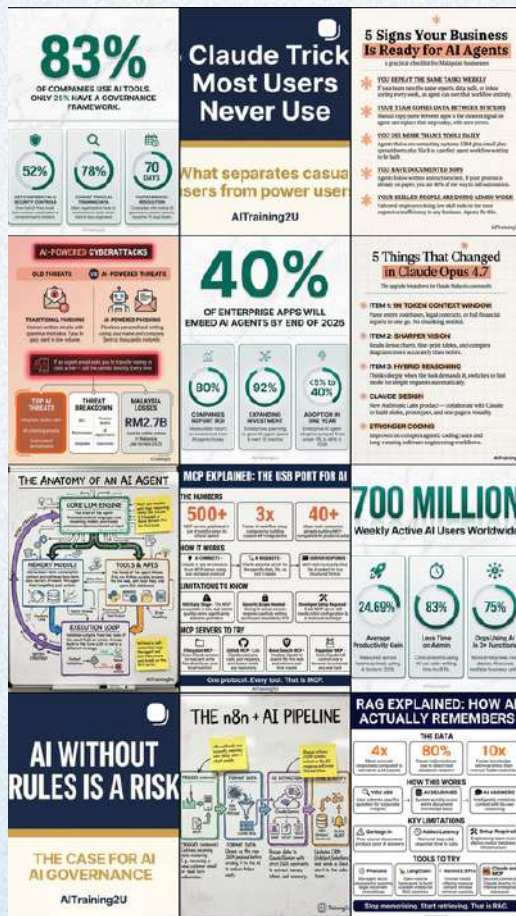


Distribution and tracking

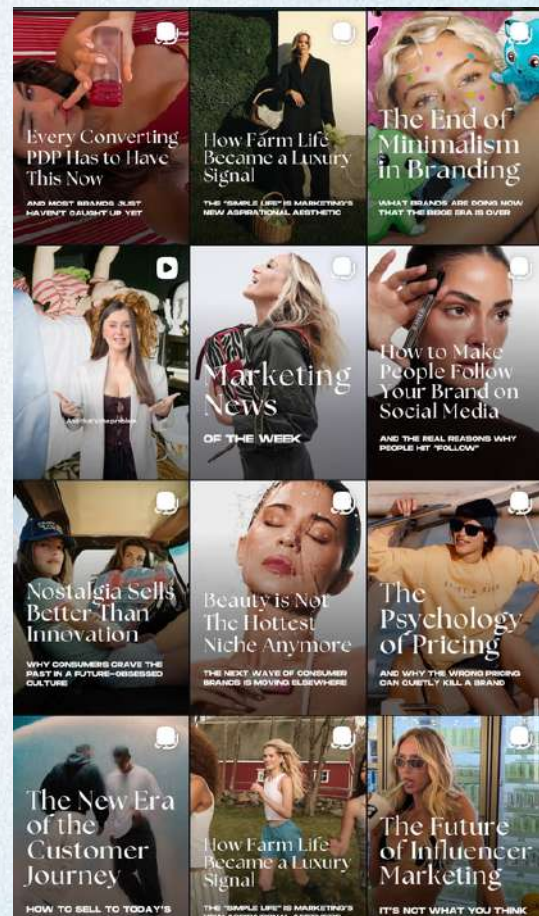
- Auto-post to social platforms using MCP
- Set up performance dashboards to track social ROI



BEFORE AND AFTER



No visual aesthetic, coherence, & strategy



On-brand content that aligns with your social media strategy

Technologies & Tools

Participants will work with industry-leading AI platforms and tools:



COURSE HIGHLIGHTS

Brand Knowledge Base Architecture

Architect a structured brand knowledge base in Obsidian, populated with brand voice guidelines, product and service documentation, target audience personas, and content pillars – serving as a persistent context layer for all AI-generated outputs

AI Agent Configuration

Configure Claude CoWork as an AI orchestration environment, integrating MCP servers to connect the agent to external tools, APIs, and data sources

Automated Content Creation

Develop a Claude Skill for content planning that maps brand pillars to audience pain points, generating a structured monthly content calendar with quality hooks, formats, and posting cadences

Performance Metrics Dashboard

Using Apify to scrape and benchmark social media accounts, extracting tone, format, and engagement patterns as reference inputs. Building a Claude Live Artifact to pull and display data on a predefined schedule.

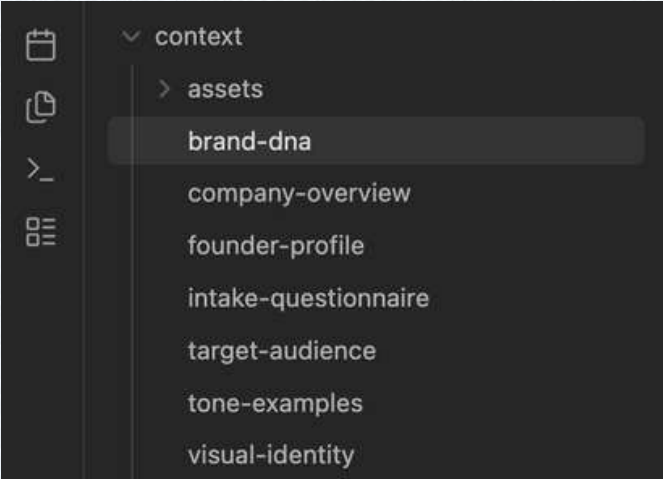
Automated Publishing Workflow

Deploy an automated publishing workflow via Composio MCP, enabling scheduled cross-platform content distribution directly from the Claude CoWork environment with zero manual uploading

End-to-End System Deployment

Operationalise a fully integrated, end-to-end social media automation system deployable for any brand or client, reducing dependency on agencies and eliminating repetitive manual processes

WHAT YOU’LL BUILD



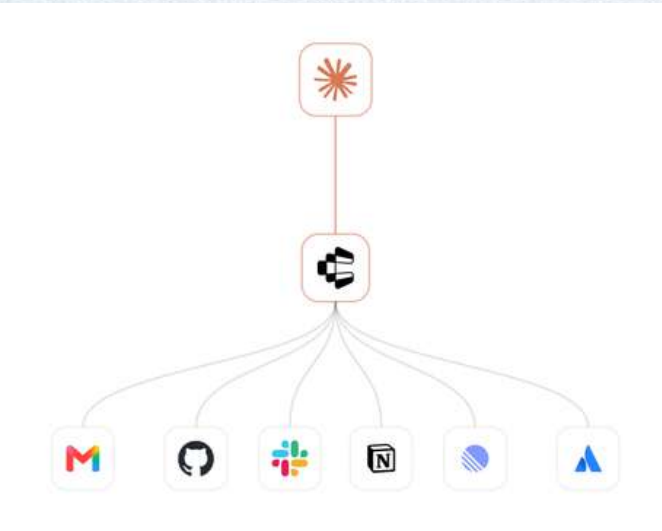
Brand Knowledge Base Setup

Participants build a structured knowledge base in Obsidian populated with their brand voice, product information, and content pillars. This knowledge base acts as a single-source-of-truth and is used to power all AI outputs.

Scheduled content						
Results						
Pitches and requests						
Content overview						
	Post topic	Date	Status	Channels	Copy	
1	Easy reporting	4/1/2021 9:00am	In progress	Twitter	It's never fun when products go down, especially when you can't get updates. Follow @RealTimeDownTime for instant updates when we're havi...	
2	Drone security	3/23/2021 9:00am	Live	Twitter LinkedIn	Continued improvements to our drone security: http://www.example.com/sec/city-vodates-drone	
3	Engineer interview	3/25/2021 12:00pm	In progress	Instagram TikTok LinkedIn	Learn about the secrets to building an app (it involves going to the beach) that makes users happy from @SkylerXu. ...	
4	Better video	3/21/2021 9:15am	On hold	Facebook Instagram Twitter	Continued improvements to video performance: http://www.example.com/video-improvements	
5	Peace of mind	3/29/2021 11:15am	Live	Instagram Facebook	Never let the fear of the unknown get in your way. With our products, you can rest assured everything you capture is safe.	
6	Better sharing	3/30/2021 11:00am	Planning	TikTok Twitter	It's easier than ever before to share videos directly from our app (especially cute dogs, please share cute dogs). ...	
6 records						

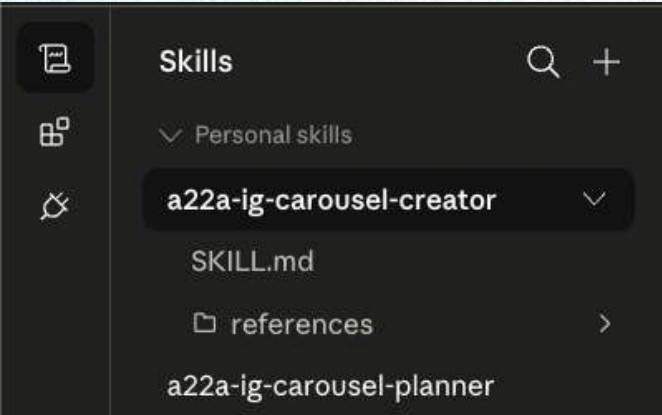
AI Content Calendar Generator

Using Claude CoWork, Composio, and Airtable, participants generate a full monthly content calendar mapped to their content pillars and audience pain points.



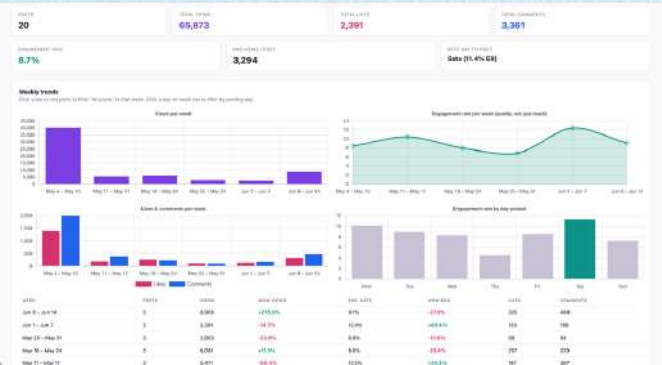
Auto-Post to Social Media

Participants configure a Composio MCP connection to schedule and publish posts directly from Claude CoWork – no manual uploading required.



Automated Post Creator

Participants create a Claude Skill that drafts scripts, hooks, and captions aligned to their brand – ready for review and posting.



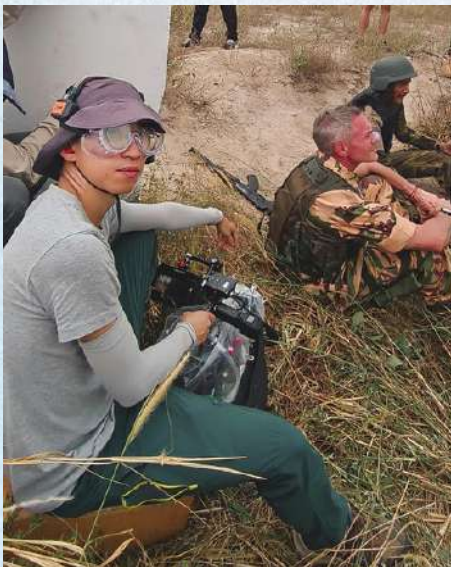
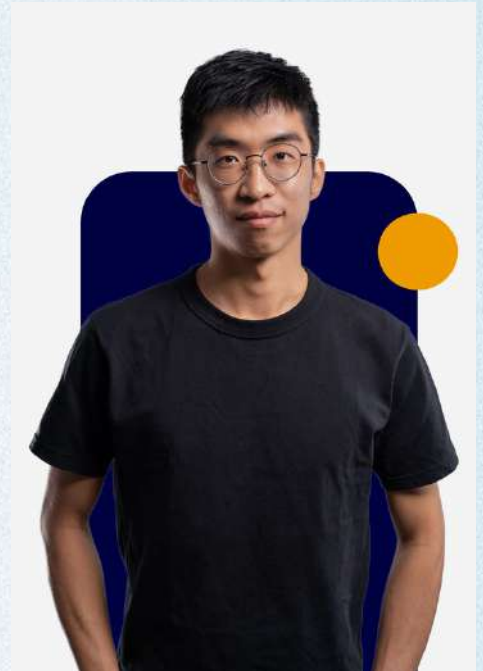
Social Media Performance Dashboard

Build a real-time social media performance dashboard using Apify MCP, aggregating platform metrics – reach, engagement rate, follower growth – into a centralised reporting interface

TRAINER PROFILE

Thomas Au is a creative director who helps Malaysian marketing teams master AI content creation through proven methods used in real client projects.

- 8+ years of experience in the creative industry
- Worked on local & international movies, documentaries, and commercials across 7+ countries
- Pioneered AI workflows for creatives for Z21 Studio, helped improve productivity by more than 3x.
- Trained 500+ people on AI creatives in Malaysia & Singapore

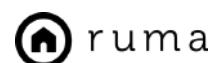


From film sets across Asia, Africa, and Europe, Thomas' hands-on production experience shapes his AI training approach.

PAST TRAININGS



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Transform your content creation and marketing capabilities today.

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