

Social media content optimization

This workflow automatically optimizes social media content by analyzing video performance, extracting highlights, and scheduling platform-specific versions across channels. It maximizes audience engagement through data-driven content adaptation and intelligent posting schedules.

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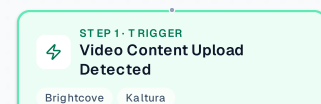


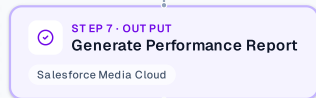
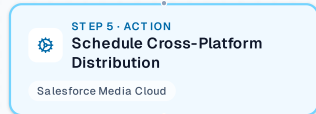
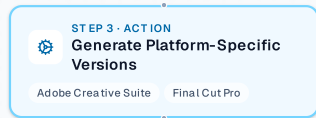
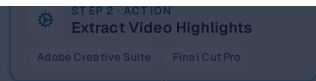
WORKFLOW TRIGGER

New video content is uploaded to content management system

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

Video Content Upload Detected

Workflow initiates when new video content is uploaded to the media library. System captures video metadata and begins processing pipeline.

Brightcove

Kaltura

2

 ACTION

Extract Video Highlights

AI analyzes the video to identify key moments, emotional peaks, and shareable segments. Automatically generates multiple clip variations for different platforms.

Adobe Creative Suite

Final Cut Pro

3

 ACTION

Generate Platform-Specific Versions

Creates optimized versions for each social platform with appropriate aspect ratios, durations, and formats. Adds captions and thumbnails automatically.

Adobe Creative Suite

Final Cut Pro

4

Evaluate Content Performance Potential

Analyzes historical data and audience metrics to predict content performance. Routes high-potential content to premium scheduling slots and lower-performing content to testing phases.

Salesforce Media Cloud

5

 ACTION

Schedule Cross-Platform Distribution

Automatically schedules content across social platforms based on optimal posting times and audience activity patterns. Staggers releases to maximize reach.

Salesforce Media Cloud

6

 ACTION

Monitor Real-Time Engagement

Tracks performance metrics across all platforms and adjusts posting frequency or promotional spend based on engagement rates. Identifies trending content for amplification.

Salesforce Media Cloud

7

 OUTPUT

Generate Performance Report

Compiles comprehensive analytics report with engagement metrics, reach statistics, and optimization recommendations. Delivers insights for future content strategy.



Outputs

- Platform-optimized video clips
- Automated posting schedule
- Performance analytics dashboard
- Content optimization recommendations



Key Metrics

- Social media engagement rate
- Cross-platform reach
- Content production efficiency
- Revenue per post



Tools & Integrations

- Brightcove
- Kaltura
- Adobe Creative Suite



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