

Social media content scheduling

This workflow automatically schedules and publishes social media content from photography studio sessions, optimizing posting times and engagement. It streamlines the marketing process by transforming completed photo shoots into consistent social media presence.

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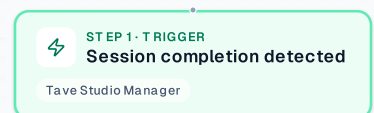


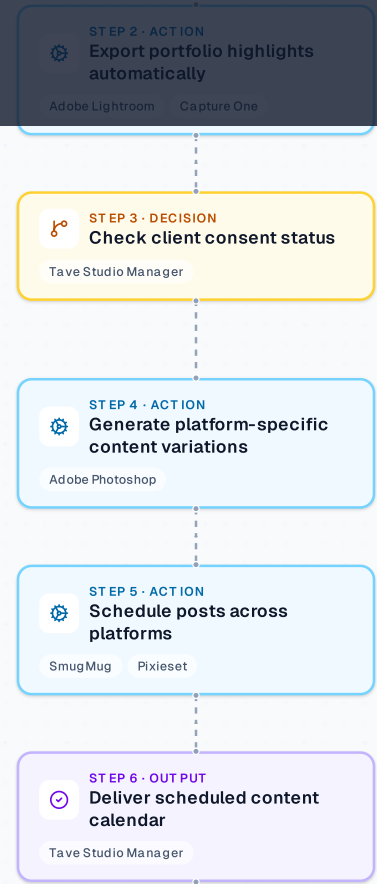
WORKFLOW TRIGGER

Photography session is marked as completed in studio 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

⚡ TRIGGER

Session completion detected

The workflow activates when a photography session status changes to 'completed' in the studio management system. This triggers the automatic content creation and scheduling process.

2

 ACTION

Export portfolio highlights automatically

The system automatically selects and exports 3-5 best edited images from the session based on predefined criteria. Images are resized and optimized for social media platforms.

Adobe Lightroom

Capture One

3

 DECISION

Check client consent status

The workflow verifies if the client has provided social media sharing permissions in their contract. This determines whether to proceed with public posting or internal portfolio use only.

Tave Studio Manager

4

 ACTION

Generate platform-specific content variations

Creates different image formats and captions optimized for Instagram, Facebook, and other platforms. Applies appropriate hashtags and studio branding elements automatically.

Adobe Photoshop

5

 ACTION

Schedule posts across platforms

Posts are automatically scheduled at optimal engagement times for each platform. The system staggers content release to maximize reach over several days.

SmugMug

Pixieset

6

OUT PUT

Deliver scheduled content calendar

A complete content calendar is generated showing all scheduled posts with preview images and timing. Studio staff receives notification of successful scheduling completion.

Tave Studio Manager



Outputs

- Scheduled social media posts across multiple platforms
- Platform-optimized image variations with branding
- Content calendar with posting schedule and previews



Key Metrics

- Social media engagement rate

- Content posting frequency

AI Business OS

- Client consent conversion rate



Tools & Integrations

- Tave Studio Manager
- Adobe Lightroom
- Capture One
- Adobe Photoshop
- SmugMug
- Pixieset

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