

Episode 3 Blueprint: The Content Hub

Conversation Script

Source: The AI Social Playbook, Episode 3, with Claudia Sandino. Every prompt below is reproduced from the recording. Gaps are marked where the episode gave a partial instruction.

1. Technical stack

Tool	Role in this workflow	Access noted in the episode
Claude Design	Primary build surface. Holds the design system, generates the calendar, and applies every subsequent edit.	Reached at claude.ai/design , within an existing Claude subscription. No separate purchase mentioned.
Claude	Ideation before the build. Used when the requirements for the calendar are not yet decided.	Same subscription. Optional step.
Claude Code	Alternative method for building the design system, instead of uploading brand files directly.	Optional. Not demonstrated on screen.
Canva	Collaborative editing. Receives the finished artifact when more than one person needs to edit it.	Connected over MCP.
Agorapulse	Scheduling destination for approved posts,	Connected over MCP.

	and the source of the raw analytics export used for visual reporting.	
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ChatGPT and Nano Banana come up in the episode only as a contrast to explain what Claude Design is not. Neither is part of this workflow.

2. Configuration

Design system. Open the design system panel in Claude Design before issuing any prompt. Upload the logo, the fonts and the colors. Do not upload the full brand archive; the episode states that overloading the design system degrades the output. Refine after the first build rather than front-loading everything.

Account type. On an enterprise account the design system is typically uploaded once by the marketing team and is available to every user with access, so this step can be skipped. Enterprise accounts also expose prompts and edit history to other users on the account.

MCP connections. Connect Canva if the calendar will need multi-person editing. Connect Agorapulse if approved posts will be scheduled from this workflow, or if analytics exports will be turned into decks.

Files. No local file structure is required. The calendar lives in Claude Design and is distributed as a live link. Exports are generated on demand as artifact, PDF, HTML, PowerPoint, PNG or video.

3. Workflow map

Sta ge	Input	Action	Output
0	Undecided calendar requirements	Ideate in Claude. Skip this stage if the requirements are already known.	A decided list of platforms, pillars, owners and cadence
1	Logo, font files, color values	Upload to the design system panel, or build it with Claude	An active design system on the account

		Code	
2	Prompt 1 below	Submit the calendar specification	A set of intake questions
3	Role, pillars, cadence, industry, layout preference	Answer the intake questions and submit	First-draft interactive calendar
4	First draft plus a visual assessment	Submit Prompt 2, the refinement pass	Branded, restyled calendar
5	Branded calendar	Run the three quality control checks in section 6	A calendar cleared for sharing
6	Cleared calendar	Copy the live link, or export a format from the share menu	A link the team can reopen as the calendar changes
7	A request for a subset or a change	Submit Prompt 3, 4 or 5 as applicable	A filtered view, or an amended calendar
8	Approved calendar and assets	Hand off to Canva over MCP for team editing, then to Agorapulse over MCP to schedule	Scheduled posts in the publishing queue

4. Prompts

Prompt 1: build the calendar. Spoken on camera and transcribed here with filler removed. The bracketed values are variables; see section 5.

Think like a social media strategy director. Build me an interactive social media content

calendar. Make sure to include dropdowns for [PLATFORMS]. Include ownership tabs. Build it for the rest of the year, and because we're social media, include key holidays. Also include key holidays specific to [INDUSTRY].

Prompt 2: the refinement pass. Partial. The episode captures the opening of this instruction and the closing phrase, with the middle inaudible. What is verifiable is that the instruction asked for improved visual appeal and improved branding. Reproduced as spoken, with the gap marked:

Make it look [GAP IN RECORDING] and branding more visually appealing.

Substitute your own assessment of the first draft. The functional requirement is to name what looks wrong and ask for a restyle, which the episode describes as an interactive back-and-forth rather than a single perfect instruction.

Prompt 3: reschedule a block of posts. Complete and verbatim.

Please move all of the posts from this week to next month.

Prompt 4: extract a filtered subset as its own document. Complete, reproduced from the recording.

Pull up all of the [POST TYPE] posts for the week and create a separate document just for those. Lay them out visually, show the link, show the caption, show the visual.

Prompt 5: narrow the view for an approver. Complete, reproduced from the recording. Used as short standalone requests.

Show me the next three posts.

Show me the quarterly post.

Two workflows described without a prompt. The episode covers both of these as outcomes rather than as instructions, so no prompt text exists to reproduce. They are recorded here as

extensions, not as tested steps.

The first is reporting: export raw analytics from Agorapulse across whichever channels are relevant, drop the export into Claude Design, and ask for a visual deck of the weekly, monthly or quarterly numbers. The stated reason for doing this rather than using a built-in report builder is that a report builder exposes only the modules its engineers chose to expose.

The second is a reels production tracker holding location, props and talent assignments per video, built the same conversational way as the calendar. The episode is explicit that a human producer still executes and manages the shoot.

5. Variables

Variable	What it is	Worked example
[PLATFORMS]	The channels that need their own dropdown in the calendar. List every one you publish to; omitted platforms will not appear.	Instagram, TikTok and LinkedIn
[INDUSTRY]	The vertical whose observances matter to your audience. Without this you get generic national holidays only.	the creator industry
[POST TYPE]	The label the filtered extract is built on. Must match a category already present in the calendar.	partnership
Role	Intake answer. Sets the perspective the calendar is organised around.	social media manager
Content pillars	Intake answer. Your own pillars, entered rather than selected from a	education, partnerships, product, community

	default set.	
Posting cadence	Intake answer. Posts per week, which determines how densely the grid is filled.	four to five
Layout	Intake answer. Whether the calendar is laid out month by month, or another interval.	month by month
Owners	Intake answer. The people who populate the ownership tabs.	everyone on the team

6. Quality control before you share

Run all three. The episode is direct about why: with no brand kit loaded and no MCP connected, the output invents content, so the calendar is unverified until a human has read it.

Check 1: do the dates align with the month? Open each month in the calendar and confirm the numbered days fall on the correct weekdays and that no month carries the wrong day count. This catches a fabricated grid, which is the failure that survives longest unnoticed because the calendar still looks like a calendar.

Check 2: are the holidays real, and on the right dates? Verify every holiday and observance against a source outside the tool, including the industry-specific ones you asked for. This catches invented or misdated observances, the failure most likely to reach an audience as a published post on the wrong day.

Check 3: read every cell for content that was filled rather than supplied. Go cell by cell and confirm each caption, asset reference, link and owner traces to something real that your team decided. This catches plausible filler, which is the failure that turns an approval into a rework cycle when a stakeholder asks where an asset lives and no asset exists.

Two limitations to plan around rather than check for. Claude Design does not support multiple simultaneous editors, so route collaborative editing to Canva over MCP. And the tool does not supply judgment about what belongs in a calendar; decide that before stage 2, in Claude or on paper.

