

Automate Social Sharing with Meta platform, Google feed, LinkedIn feed, Google News, Fb, Instagram, Twitter

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Abstract: The concept behind this study is how social content sharing can be automated with Meta, Google Feed, LinkedIn and Twitter. It evaluates how well automation tools operate in raising brand awareness, audience engagement, and content distribution. The research identifies the difficulties that automation poses and the success elements that would allow marketing to be automated for the best outcomes by examining case studies and secondary data analysis.

Index terms: Digital Content Distribution, AI-driven Marketing, Google Feed, Meta, LinkedIn, Instagram, Facebook, Twitter, SEO Optimization. Social Media Automation

I. INTRODUCTION

A. Background of Study

Social networking apps have made digital marketing more successful by enabling firms to engage with consumers all around the world. It has gradually become crucial for any businessman or content creator to promote social sharing throughout the web via platforms like Meta, Google Feed, LinkedIn Feed, Google News, Facebook, Instagram, and Twitter. Since distributing material online is becoming more difficult due to an excess of content, automation is crucial for maintaining engagement and increasing brand awareness [1]. Moreover, through artificial intelligence and machine learning, more features have been added to the automation of social sharing that enables businesses to plan, filter, and boost the shares of their content. This is achieved through automation tools because it lets users get the updates in real-time while also reaching a wider market, making the marketing system effective and active users.

B. Overview

This study examines the prospect of automation of social sharing on leading channels including Meta, Google Feed, LinkedIn Feed, Google News, Facebook, Instagram and Twitter. It examines the part played by automation in the delivery of content, optimisation of marketing processes and engagement of the audience. The study will therefore look at the available automation tools, their roles and how they support brand awareness and online communication.

C. Problem Statement

Social media marketing as discussed above has several benefits however many businesses and content creators encounter the challenge of sharing content at appropriate intervals on different platforms. Content sharing is a tedious activity and unproductive and the main content barely gets to the desired number of people. Further, the absence of digital convergence between various interfaces also generates problems in the marketing processes [2]. That is why this research investigates how automation can help to close such gaps, optimise content delivery and improve the efficiency of marketing communications.

D. Objectives

1. To evaluate the effectiveness of the automated social sharing on audience interest and brand prominence.
2. To conduct an assessment of the efficiency of available automation tools for sharing social media content.
3. To explore the problem areas and success factors in the process of automating social sharing.

E. Scope and Significance

Content sharing across Meta, Google Feed, LinkedIn Feed, Google News, Facebook, Instagram, and Twitter is automated. It also explores the technical and strategic

applications of automation tools in Digital Marketing. Hence, the importance of this study lies in the discovery of possibilities for optimising the distribution of content, using up more audience time and minimising marketing effort. Such discovery could be of great importance to businesses, content creators, and digital marketers to ensure they keep achieving their goals in social media marketing by implementing the above findings into their strategies.

II. LITERATURE REVIEW

Effectiveness of Automated Social sharing on Audience interest and brand

Prominence

Popular social sharing automation is usually valued for its effectiveness in increasing brand prominence and maintaining the audience's interest continually. Through consistent delivery of relevant content, automation tools help brands to be active online without daily human interjections. Another advantage of using automated posts is that social media sites have algorithms that reward active page feeds with high visibility of the posts feed. The ability of automated social sharing as a technique cannot be considered effective. Although automation guarantees constant feed posting, it does not involve the kind of interaction between the post creator and its viewers, as would be the case with the communal creation of posts [3]. 'Engagement' does not mean just how often the consumer is contacted but how well, and communicates things that an automated system cannot do [4]. Such posts come across as mechanical, dull, monotonous or as postings at the wrong hours when people are not interested, this increases disloyalty as opposed to brand denomination.

Additionally, on Meta and Instagram, some updates can target an automated approach and result in awesome content getting less distribution. The very things created to ensure enhanced visibility of the content can on the other side lead to overcrowding of content besides boring the audience in the process. As with nearly all automation

in marketing, this also brings an aspect of distance between brands and audiences. Audiences are given the impression that brands are only interested in conducting business with them. Automated social sharing is a highly effective tool as well as an opportunity and a threat. Some brands run the danger of becoming mechanical if they use automation alone [5]. However, when done effectively alongside real-time interaction, it's possible to benefit from automation while avoiding turning audiences off.

Efficiency of automation tools for sharing social media content

Automation of social media management has quite simply made the distribution process easier and more efficient, saving a lot of effort for manual doings. Hootsuite, Buffer and Sprout Social are popular tools where various businesses distribute, manage and track postings. It makes sure that posts are published at the right time to keep the presence of any brand even when the teams are offline. Automated activities may free up resources to give more scope towards strategy and creativity, thus improving marketing efficiency overall.

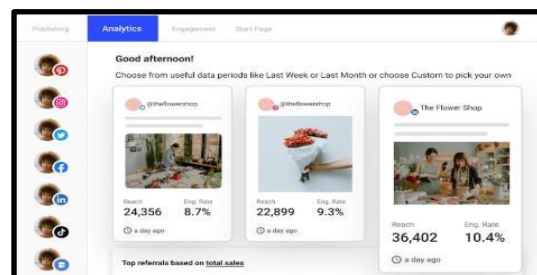


Figure 1: Social Media Advertising of Buffer
[16]

Although automation decreases workload, it does not necessarily increase engagement or deepen audience connections. Some platforms de-prioritize automated content, thereby reducing its organic reach and making real-time interactions more valuable. Furthermore, automation tools often struggle with contextual relevance. Pre-scheduled posts may become outdated or inappropriate due to unforeseen events,

which may lead to reputational risks for brands [6].

Apart from this, while automation does allow for analytics data on performance, it is incapable of accurately interpreting the audience's sentiment. The impression and click-through rates metrics will point to outreach but not the depth of engagement or the emotional resonance. However, the automation tool improves productivity and relies on strategy in its use. Although automation tools significantly enhance productivity, it is only as effective as how it is used [7]. Businesses should supplement automation with real-time engagement, adaptive content strategies, and audience-focused interactions to maximize the impact of social media. If used correctly, automation is an asset; if overused, it can disengage and dilute authenticity.

Problems and success factors in the process of automating social sharing

Business-to-business and business-to-consumer companies can effectively maintain an online presence by using automation of social sharing. With this process, the content gets distributed on all platforms with regularity. Meta Business Suite and Buffer, for instance, allow brands to analyze user behaviour, refine posting times, and enhance content performance [8]. Furthermore, personalization features like AI-powered recommendations contribute to higher engagement rates and present automated social sharing as a valuable asset in digital marketing. One major problem is that there is no real-time interaction. Automated posts may ensure consistency but often do not create meaningful engagement, thereby reducing authenticity and even disengaging the audience [9].

Moreover, social media platforms often update their algorithms, which may sometimes demote automated content, thereby reducing visibility and organic reach. Content repetition is another highly important challenge facing marketers. Using automation too much without changing the messages leads to audience

fatigue, thereby lowering the efficacy of marketing efforts [10]. Also, the tools used for automation may not take into account contextual relevance; pre-scheduled posts become outdated or inappropriate due to some unexpected events. This can destroy a brand's reputation.

III. METHODOLOGY

A. Research Design

This research employs an *explanatory research design* to identify and clarify relationships between automated social sharing and audience engagement as well as brand prominence. In this way, the research will ultimately explain how automation tools improve content delivery; optimize marketing processes and determine consumer responses to marketing. This is because an explanatory approach is capable of determining the mechanisms and causes of effective usage of the automation tools used for marketing campaigns so that their success factors as well as barriers towards integration may be analyzed at detailed levels.

B. Data Collection

The data collection is also based on secondary sources for the research since they are able to combine the quantitative and qualitative aspects. Quantitative data is sourced from *industry reports, newspaper articles, social media posts and web analytics* to track the trends of automated social sharing, audience engagement and brand visibility. Qualitative data is sourced from *journals* and academic articles published *after 2020*, with a focus on case studies, reviews and theoretical frameworks of social media automation. This dual approach provides an effective understanding of the subject matter with the amalgamation of numerical data and deep analysis from scholarly resources.

C. Case studies (Examples)

Case Study 1 Coca-Cola "Share a Coke" Campaign

In 2021, Coca-Cola revived the "Share a Coke" campaign with automation tools for personalized content delivery on social media. Coca-Cola used AI-driven

platforms to create posts with names and personalized messages that would be directed at specific consumers. This would enable consistency in the posts being sent so that they could be seen at the right time for interaction and therefore maximise campaign visibility [11]. As a result, this led to an incredibly strong increase in engagement: sales increased by 15% over the duration of the campaign. This case study demonstrated how automation can be a powerful tool in customer engagement and business outcome generation.

Case Study 2 Buffer's Automation for Nonprofits

Automation helped Buffer turn its social media management into a nonprofit in 2022 with automated tools and social media platforms. Automation sets all the different social media posts in the accounts of the nonprofit which were automatically published at the set time and saved the team from overtaking, but they can post with features such as the right message to the right people at the peak hour, targeting more people from every nook for supporters. This translated to a 40% jump in social media engagement and a 25% jump in online donations for the nonprofit [12].

Case Study 3 Hootsuite's Social Media Management for Enterprises

By the year 2023, Hootsuite automated social media management for a big enterprise. Thus, content sharing and audience interaction were more streamlined. The large enterprise used the Hootsuite platform to publish posts, keep track of all interactions and obtain insights within the same portal. Automation would ensure that there were constant postings at peak times without involving manual effort [13]. For example, the company reduced the time spent handling social media integration by 30% as well as increased audience engagement by 20%.

IV. RESULTS

A. Data Presentation

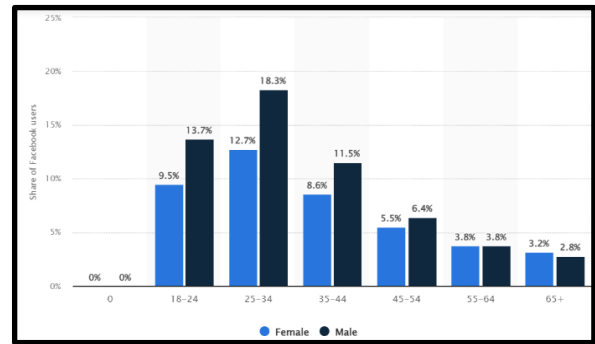


Figure 2: Facebook demographic stats [14]

This graph shows the demographic statistics of Facebook worldwide which shows the usage of the platform in different age groups. According to this graph, faces are mostly used in the age group of 25 to 34. However, people from 18 to 65 or above also use Facebook frequently [14]. The graph also shows that females are the most users of this platform (18.3%). The lowest number of users is in the age group 65 or above.

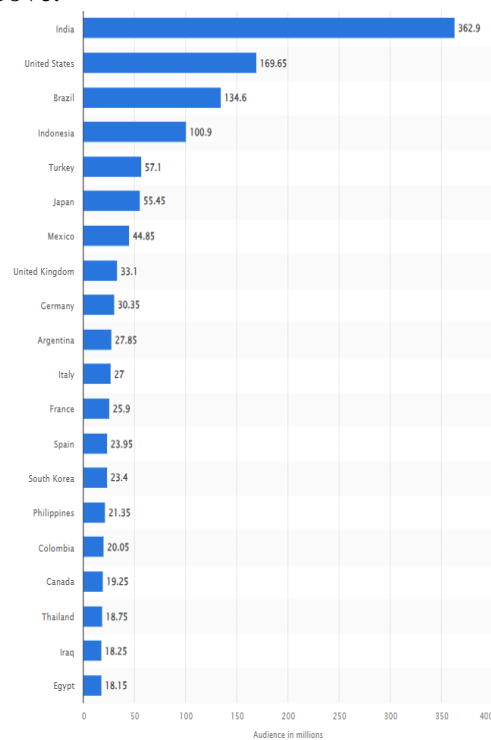


Figure 3: Instagram demographic data [14]

As of January 2023, India leads Instagram users with 362.9 million followed by the US which takes second position with 169.65 million and Brazil at third with 134.6 million [14]. Instagram reaches

24.94% of the global population and 31.7% is aged between 18-34 years old. Mobile devices initiate 55.74%, and desktops are responsible for 44.26%. Males are 53.3% and females are 46.7% of the audience.

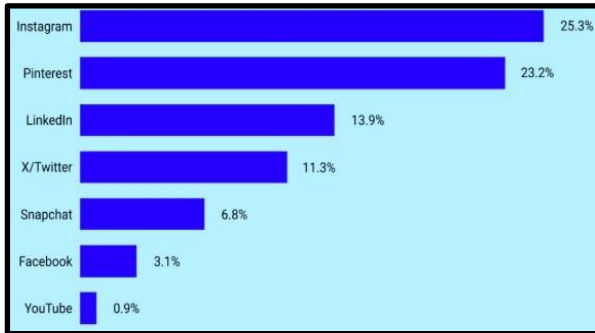


Figure 4: Global fast growing Social media platforms

[15]

This graph shows the most used social media platform in the world. It shows that 25.3% of people are using Instagram which is the highest usage. Then the most used platform is Pinterest (23.2%). Facebook and Twitter have the users of 3.1% and 11.3%. However, the lowest used platform in the world is YouTube (0.9)% according to the graph [15].

B. Findings

According to demographic statistics, individuals of all ages and genders use Facebook and Instagram extensively. The population aged 25 to 34 uses Facebook the most, while the younger population (18 to 34 years old) uses Instagram. Understanding the preferences of the audience across the three platforms will aid in the optimization of content distribution and engagement tactics, which makes the study of automating social sharing through the Meta (Facebook, Instagram), Google Feed, LinkedIn, and Twitter platforms relevant.

C. Case Study outcomes

Case Study	Key Outcomes	Relevance to Present Research
<i>Coca-Cola "Share a</i>	Increased customer engagement	Demonstrates how personalization

<i>Coke" Campaign</i>	nt through personalized branding, boosting sales and social media buzz.	on enhances consumer interaction and brand loyalty.
<i>Buffer's Automation for Nonprofits</i>	Helped nonprofits streamline content scheduling, improving engagement and outreach efficiency.	Highlights the role of automation in optimizing social media strategies for organizations.
<i>Hootsuite's Social Media Management for Enterprises</i>	Enabled large-scale enterprises to manage multi-platform engagement effectively, increasing ROI.	Shows how businesses can leverage social media tools for better brand visibility.

Table 1: Case Study outcomes

The table of case studies shows the value of automation and personalisation in social media strategy. The Coca-Cola "Share a Coke" campaign spotlights the more personal branding influence of personalised branding, while Buffer's automation of the nonprofit wins with perfect scheduling tools. Automation helps Hootsuite's success with enterprises in boosting brand visibility and ROI. This also fits in with the study Automating Social Sharing and Optimizing Content Distribution in Platforms.

D. Comparative analysis

Authors	Focus	Key findings	Gaps
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[3]	Role of algorithms and revenue sharing in platform control and user autonomy.	Found that algorithms significantly influence content creators' autonomy and earnings, often benefiting platforms over users.	Lacks empirical case studies on specific industries; limited exploration of creator resistance strategies.
[4]	Impact of AI on reshaping online customer engagement.	Developed a conceptual framework explaining how AI modifies customer interactions and engagement behaviours.	Lacks real-world case studies and quantitative validation of the framework.
[5]	Hyperautomation's role in enhancing automation in industries.	Highlighted hyperautomation's potential to improve efficiency, decision-making, and cost reduction.	Does not explore the long-term impact on employment and workforce.

		n in businesses.	adaptation.
[6]	Impact of teleworking on social capital among federal nurse teleworkers.	Found increased bonding but decreased bridging social capital among teleworkers.	Limited to a specific professional group, lacking broader workforce perspectives.
[7]	Effect of automation on labour displacement and job reinstatement.	Showed that automation both displaces and creates jobs, depending on economic structures and policies.	Lacks industry-specific examples and case studies on technology adaptation.
[8]	Role of digital channels (SEO, content marketing, social media) in brand growth.	Demonstrated that integrated digital strategies enhance customer engagement and sales.	Does not explore the challenges businesses face in implementing digital marketing.
[9]	Impact of	Found	Limited

	generative AI on brand authenticity in social media content creation.	that AI-generated content reduces perceived brand authenticity among consumers.	to consumer perception; lacks insights on business adaptation to AI-generated content.
[10]	Automation of marketing using AI and robotics.	Identified key AI-driven marketing tools and their effectiveness in personalization and customer targeting.	Lacks discussion on ethical concerns and consumer privacy issues.

Table 2: Comparative analysis

Some of the most significant aspects of automation, artificial intelligence, and digital strategy in modern enterprises are covered in this Study. It highlights the positive effects on effectiveness and reach as well as the potential negative effects on creative autonomy, job displacement, and ethical considerations. This is pertinent to the study because it offers recommendations on how automation and artificial intelligence (AI) could enhance or replace social sharing and the dissemination of material on digital platforms.

V. DISCUSSION

Interpretation of results

This demonstrates the importance of social media sharing automation in the modern

day with sites like Facebook, Instagram, Twitter, LinkedIn, Meta, Google Feed, and Google News. The effectiveness of automation is straightforward: it ensures that information is delivered at the appropriate moment and increases audience engagement, both of which increase brand awareness. The study shows that combining various platforms in tandem in an automated way may boost user involvement, brand exposure, and sales. It also highlights the necessity of close oversight to avoid algorithmic bias and maintain the brand's authenticity, which may be challenging when managing many channels at once.

Practical Implications

Businesses need to take up AI marketing to ensure competition, though without losing the genuineness and balance between the two. It can be done through automation tools, such as chatbots, predictive analytics, and personalized ads. Social media can also contribute by giving businesses access to the best insights into what consumers do so that content may be developed for the purpose and engagement maximized. Businesses operating in a digital environment also learn that more consumers are opting for access through mobile. Furthermore, companies can utilize hyperautomation to make operations more efficient, cut costs, and improve workflow management as has been shown in case studies on automation for nonprofits and enterprises.

Challenges and Limitations

This research paper also faces several limitations, mainly regarding the sources of data and scope. The fact that it only uses secondary data from industry reports, social media statistics, and peer-reviewed journals may limit the real-time insight and primary user perspective. While the study covers automation, AI, and digital marketing strategies, it fails to consider rapidly changing technological innovations beyond 2020. Case studies are taken from large organizations, which might not reflect all the challenges faced by SMEs. Finally,

ethical concerns and data privacy in digital automation require further investigation that is beyond the scope of this study.

Recommendations

The company should have a focused content strategy for every platform, customize interactions, and regularly assess the outcomes to maximize the benefits of automation. In order to integrate ongoing optimization, this will be combined with advanced analytics tools. It further claims that in the event of excessive automation or algorithmic bias, authenticity cannot be preserved due to the absence of human control.

VI. CONCLUSION AND FUTURE WORK

This research illustrates how automation, artificial intelligence, and digital marketing are changing the way consumers interact and businesses operate. Case studies on Coca-Cola, Buffer, and Hootsuite, demonstrate how companies use social media automation and AI-driven tools to increase brand visibility, engagement, and customer interactions. Social media sharing has been automated through Meta, Google Feed, LinkedIn, Google News, Facebook, Instagram, and Twitter. This shows businesses how important it is to streamline information distribution, efficiently engage audiences, and promote brands. The effectiveness of automated technologies across a wide range of social media platforms, marketing, and a wider audience is also highlighted in the research. However, to ensure that automation does not negatively impact the brand's reputation, the authenticity of the brand must be preserved, and algorithmic bias presents difficulties.

Future work should include ethical issues, especially considering consumer trust and the perception of a brand when automation becomes AI-driven. This will require assessment in the long term regarding what the impact of AI will be on marketing jobs and human imagination. More is to be done in the context of technology as it evolves concerning businesses finding the middle

ground between personalization and automation, ensuring authenticity and responsibility with regard to ethics in digital marketing strategies.

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