

PlacidWay daily Facebook post automation

One fresh, on-brand Facebook post every day, with no copy-and-paste.

Live dashboard: <https://placidway.srv1866850.hstgr.cloud>

Test Facebook Page: <https://www.facebook.com/profile.php?id=61595539953925>

n8n: <https://n8n.srv1866850.hstgr.cloud> (workflows PW · Daily FB Post, PW · Error Handler, PW · Engagement Sync)

Repository: <https://github.com/UserDevAccount1/placidway-social-automation>

1 The assessment

Build a production-minded automation that turns public PlacidWay content into one on-brand Facebook post per day, with no copying and pasting. PlacidWay is a medical tourism marketplace. It publishes treatment packages, clinic profiles, blog articles and patient Q&A across thousands of pages.

What I built: an n8n workflow (49 nodes) on my own VPS. It covers all four PlacidWay content types, writes posts with Gemini, checks every post twice against its source page, generates an image when needed, and publishes to a test Facebook Page. Publishing is automatic or human-approved. A live dashboard explains the workflow, follows every run node by node, and lets an admin trigger runs, approve drafts and change settings.

2 How the workflow works

Stage	What happens
Trigger	Daily schedule at 09:00 Asia/Manila, or a secured manual webhook. A dashboard switch can pause the schedule.
Extract	Today's content type comes from the weekly rotation. The workflow reads PlacidWay's sitemap (live) or the captured snapshot, then the chosen page.
Select	The newest page never published or queued. Enforced in the workflow and by a unique index in Postgres.

Stage	What happens
Generate	Gemini writes hook, 2–4 lines, CTA and 3–5 hashtags as structured JSON, in PlacidWay's brand voice, under 500 characters before the link.
Guardrails	Rule check (claims, superlatives, invented numbers and prices, structure), then an LLM fact check against the page. One rewrite with feedback, otherwise blocked.
Image	The page's featured image, or a Gemini-generated on-brand image when there's none, a placeholder or a logo. Falls back gracefully.
Review & publish	Auto or approval mode. Publishing goes through the posting agent (default) or the Graph API. Dry runs stop before publishing.
Log	Every run, post, link and failure is stored. An Error Handler workflow turns failures into alerts.

3 Requirements at a glance

#	Requirement	How it's met
R1	Trigger	A Schedule Trigger fires daily at 09:00, using the workflow's own timezone (Asia/Manila).
R2	Extract	All four PlacidWay content types, each from its own public sitemap: blog articles (≈5,100), treatment packages (≈3,900), clinic profiles (≈1,350) and patient Q&A (≈4,500). One request returns every URL with its last-modified date.
R3	Select	Postgres is the store. The workflow excludes every URL that is published, publishing or awaiting approval.
R4	Generate	Gemini returns structured JSON (hook, lines[2–4], cta, hashtags[3–5]) against a response schema, so the shape can't drift.
R4a	Guardrails	Rule check (deterministic): blocks claim words such as cure, guarantee, 100%, risk-free, painless, permanent and "will fix". Every number and currency amount must appear in the source text. Also checks structure, length and hashtag count.
R5	Publish	Two publishing methods, switchable in Workflow settings. Posting agent (default): the run ends Ready to post, and a posting agent with its own browser, logged into Facebook once, posts the caption and image. It declines Facebook's upsell pop-ups and reports success only after it finds the post live on the Page.
R6	Review option	config.default_mode = auto approval. Manual runs can override it per run.

#	Requirement	How it's met
R7	Logging & errors	Every run writes a runs row first, then posts and content rows, so even a crash leaves a trace.

4 Control

Setting	Options	Effect
Daily schedule	On / Off	Off stops scheduled triggers at the first step (Schedule paused). Nothing is fetched or posted. Manual runs still work.
Publishing	Automatic / Approve before posting	Approval pauses each run on an n8n Wait node until a reviewer clicks Approve & post or Reject. Drafts expire after 24 h.
Facebook publishing	Manual / poster agent · Graph API	The poster agent publishes through its own browser. Graph API needs a Page token. Without one, the run fails with an FB_TOKEN_EXPIRED alert.
Image	Featured first / Always generate	Featured first uses the page image and generates only when it's missing, a placeholder or a logo.
Content source	Snapshot / Live site	Live reads placidway.com (currently blocked for the VPS IP). Snapshot reads captured real pages.

5 Key decisions

- **Sitemap + single page fetch, not crawling or a headless browser.** Trade-off: If PlacidWay changes its markup, extraction fails loudly with an alert rather than posting something wrong.
- **Belt and braces guardrails.** Trade-off: Costs one extra Gemini call per post (well under a cent) and occasionally blocks a borderline-but-fine post. For healthcare content that is the right way to fail.
- **Postgres as the store, not a spreadsheet.** Trade-off: Slightly more setup than Google Sheets, but no API quotas and real constraints.
- **Approval inside the workflow (Wait node), not a second workflow.** Trade-off: Executions can wait at most 24 h by design. Expired drafts free their URL for a later run.

- **A snapshot source instead of working around the site's protection.** Trade-off: Snapshot content is only as fresh as its capture date, and the pool is small (10 per type). It's a demo bridge, not the production mode.
- **Publishing through an agent-owned browser when there's no API token.** Trade-off: UI automation depends on Facebook's markup and isn't the officially supported route. For production, switch to the Graph API with a Page token.
- **Live view from n8n's own execution data.** Trade-off: Polling roughly every second while a run is active. Negligible on one workflow.

6 Sample posts

SAMPLE 1 · PACKAGE · PUBLISHED ON THE TEST PAGE · GUARDRAILS PASSED

Source: [Stem Cell Facial Rejuvenation Package in Punta Cana, Dominican Republic](#)

Facebook: <https://www.facebook.com/photo/?fbid=122099287281517998&set=a.122099256861517998>

Exploring facial rejuvenation options abroad?

La Vida Regenerative Medicine in Punta Cana offers a stem cell facial package.

The listed package price is \$2,999, which includes consultations and clinic fees.

The procedure uses 100 million fresh mesenchymal stem cells and microneedling.

Request a free quote on PlacidWay to learn more.

<https://www.placidway.com/package/8657/Stem-Cell-Facial-Rejuvenation-Package-Punta-Cana>

#PlacidWay #MedicalTourism #StemCellFacial #DominicanRepublic

SAMPLE 2 · ARTICLE · PUBLISHED ON THE TEST PAGE · GUARDRAILS PASSED AFTER ONE REWRITE

Source: [Stem Cell Therapy for Cerebral Palsy in Europe](#)

Facebook: <https://www.facebook.com/photo/?fbid=122099280291517998&set=a.122099256861517998>

Exploring options for cerebral palsy care in Europe?

Stem cell interventions remain investigational across many clinical settings.
Physical, occupational, and speech therapies remain the cornerstone of care.
Research clinics carefully by checking accreditations and doctor credentials.

Explore your options and learn more.

<https://www.placidway.com/article/2645/Learn-About-Stem-Cell-Treatment-for-Cerebral-Palsy-in-Europe>

#PlacidWay #MedicalTourism #StemCellTherapy #CerebralPalsy

SAMPLE 3 · PACKAGE · PUBLISHED ON THE TEST PAGE · GUARDRAILS PASSED

Source: [Total Knee Replacement in Saudi Arabia | KFSHRC](#)

Facebook: <https://www.facebook.com/photo/?fbid=122099256561517998&set=a.122099256861517998>

Researching knee replacement options abroad?

KFSHRC in Saudi Arabia offers a primary unilateral knee replacement package.
The listed package price is USD 34,000 for standard surgery and implants.
Care includes routine diagnostics, 0 to 2 days in the hospital, and physical therapy.

Request a free quote to explore your options.

<https://www.placidway.com/package/8641/Total-Knee-Replacement-Package-in-Riyadh-Saudi-Arabia-by-King-Faisal-Specialist-Hospital-Research-Center>

#PlacidWay #MedicalTourism #KneeReplacement #SaudiArabia

Full details (setup, every node, scenarios, alerts, hosting, data model and security) are in the Full documentation PDF.