

ContentAI: An AI-Powered Multi-Agent Social Media Content Automation Platform

B. Jahnvi
22BQ1A5410

G. Anurupa
22BQ1A5454

G. Komal Sai Kumar
22BQ1A5445

G. Sumanth
22BQ1A5455

*Department of Artificial Intelligence & Data
Science Vasireddy Venkatadri Institute of
Technology (Autonomous)*

Affiliated to JNTUK | NAAC 'A' Grade | Guntur, Andhra Pradesh - 522 508

Abstract — In today's digital landscape, maintaining an active and engaging social media presence is crucial for brand growth and visibility. However, continuous content creation demands significant time, creativity, and strategic effort, often overwhelming businesses and individual creators alike. This paper presents ContentAI, an AI-powered social media content automation platform that automates the end-to-end process of generating, previewing, editing, scheduling, and auto-publishing high-quality content across multiple social media platforms. The system employs a multi-agent AI architecture comprising five specialized agents — Input Analyzer, Strategy Architect, Content Writer, Image Creator, and Quality Reviewer — each powered by state-of-the-art large language models including OpenAI GPT-4o, Google Gemini 2.0 Flash, and Anthropic Claude 3.5 Sonnet. A Content DNA extraction engine captures each user's unique digital voice fingerprint and injects personalization into every generation request, ensuring all outputs reflect the user's established brand voice. The platform is built on a Next.js 16 full-stack architecture with Supabase PostgreSQL persistence and integrates AI image generation via DALL-E 3 and Stable Diffusion XL. Generated content is presented on an infinite React Flow canvas with 12 custom node types, providing real-time social media preview mockups for LinkedIn, Twitter/X, Instagram, and Facebook. An automated OAuth-based publishing engine publishes approved content to connected social accounts without any manual intervention. Experimental evaluation and pilot testing with 35 participants demonstrate that ContentAI reduces content creation time by over 85%, achieves a 97.3% auto-publish success rate across four major platforms, improves brand voice consistency by 50.2%, and scores 82.4 on the System Usability Scale, placing it in the 'Excellent' usability category.

Index Terms — *Social media automation, multi-agent AI, large language models, content generation, brand personalization, Content DNA, React Flow, Next.js, Supabase, DALL-E, auto-publishing.*

I. INTRODUCTION

The proliferation of social media platforms has fundamentally transformed how businesses and individuals communicate with their audiences. As of 2025, global social media penetration exceeds 5.1 billion users, with brand engagement increasingly concentrated on LinkedIn, Instagram, Twitter/X, and Facebook [1]. For businesses and individual creators, maintaining an active, consistent, and high-quality presence across these fragmented channels demands relentless creative output — a requirement that overwhelms solo creators and stretches even well-resourced agency teams.

The content creation process involves multiple time-intensive steps: identifying trending topics, drafting platform-specific captions, sourcing or generating visual assets, optimizing hashtags, coordinating posting schedules, and monitoring engagement across platforms. Studies indicate that social media managers spend an average of six hours per week on content creation alone, excluding strategy and analytics [6]. This inefficiency directly impairs a brand's ability to maintain the publishing frequency needed for meaningful audience growth.

Existing social media management tools such as Hootsuite, Buffer, and Sprout Social provide scheduling and analytics capabilities but rely entirely on users to create content themselves. AI writing assistants such as Copy.ai, Jasper, and ChatGPT can generate isolated text snippets but lack platform-specific formatting intelligence, multi-modal visual generation, campaign orchestration, and auto-publishing pipelines. No currently available platform combines intelligent end-to-end content generation, brand personalization, multi-platform preview, and automated publishing in a single production-ready product.

ContentAI addresses this critical gap by introducing a multi-agent AI architecture in which user intent — expressed as a simple natural language prompt — flows through a sequential pipeline of five specialized AI agents. Each agent handles a distinct cognitive task: parsing intent, building content strategy, generating text, creating visuals, and reviewing quality. The pipeline output is rendered on an interactive infinite canvas for user review before being automatically published to connected social accounts at user-defined times.

The specific contributions of this work are as follows:

- A five-agent sequential orchestration architecture for social media content automation, with each agent independently configurable by model to optimize cost-performance tradeoffs.
- A Content DNA extraction engine that captures a user's unique writing style, voice tones, target audience profile, and content pillars to inject deep personalization into every generation request.
- An infinite React Flow canvas workspace with 12 custom node types providing Figma-like visual content editing, real-time social media platform previews, and drag-and-drop node repositioning.
- Three distinct content generation modes — Posts, Campaigns, and Marketing Ads — each producing fully structured outputs with text, images, and platform-optimized metadata.
- A fully automated OAuth-based publishing engine that publishes approved content to LinkedIn, Twitter/X, Instagram, and Facebook without any manual copy-pasting or platform switching.

The remainder of this paper is structured as follows: Section II reviews related literature. Section III presents the proposed system architecture and core subsystems. Section IV details the implementation methodology and technology stack. Section V discusses experimental results. Section VI concludes with future directions.

II. LITERATURE REVIEW

A. Large Language Models for Content Generation

The development of large language models (LLMs) has created transformative opportunities for automated content generation. Brown et al. [2] demonstrated in their seminal work on GPT-3 that models with sufficient scale achieve near-human performance on a wide range of open-ended text generation tasks through few-shot prompting, establishing the practical foundation for instruction-following AI systems. Ouyang et al. [3] subsequently introduced InstructGPT, demonstrating that reinforcement learning from human feedback (RLHF) substantially improves the alignment of model outputs with user intent. The GPT-4 technical report [4] further documented enhanced multimodal instruction-following capabilities that make GPT-4o particularly well-suited for platform-specific social media content generation tasks requiring contextual awareness of platform conventions.

More recent work has explored prompt engineering strategies for constrained content generation. Wei et al. (2022) demonstrated that chain-of-thought prompting enables LLMs to perform multi-step reasoning, a capability that ContentAI's Strategy Architect agent exploits to decompose a user's raw prompt into a structured content plan before the Content Writer agent generates the actual post text. This sequential decomposition approach consistently produces higher-quality outputs than single-pass generation, as confirmed by our experimental evaluation in Section V.

B. Social Media Content Analysis and Engagement

The relationship between content characteristics and social media engagement has been studied extensively. Guo et al. [7] analyzed linguistic patterns distinguishing high-engagement posts across platforms, finding that platform-specific formatting conventions — hashtag density on Instagram and Twitter, professional tone on LinkedIn, visual richness on Facebook — significantly influence engagement rates. These platform-specific requirements directly inform the per-platform optimization logic implemented in ContentAI's Strategy Architect and Quality Reviewer agents.

Tan et al. [8] conducted a controlled study demonstrating that AI-generated social media captions, when refined by a dedicated quality-checking agent, achieve engagement rates within 12% of human-authored equivalents on LinkedIn and Instagram. This result validates the architectural decision to include a separate Quality Reviewer agent in ContentAI's pipeline, rather than relying solely on the Content Writer to self-assess its outputs. The quality review stage performs platform character limit validation, hashtag relevance scoring, readability assessment, and brand voice consistency checking.

C. Multi-Agent AI Systems

The concept of decomposing complex tasks across specialized AI agents has gained significant research attention. Park et al. [5] introduced Generative Agents, demonstrating that LLM-powered agents with specialized roles, persistent memory, and inter-agent communication can coordinate to complete tasks that exceed the capability of any single agent. Their work established the foundational principle that role specialization improves output quality in automated AI workflows.

Wu et al. [9] proposed AutoGen, a framework for building multi-agent conversation systems that enables flexible pipeline construction with human-in-the-loop capabilities. ContentAI's five-agent pipeline is architecturally inspired by these works, applying role specialization — analysis, strategy, writing, image generation, and quality review — to the specific domain of social media content creation. Unlike general-purpose multi-agent frameworks, ContentAI's pipeline is purpose-built for content automation with domain-specific prompting strategies for each agent role.

D. AI Image Generation

The emergence of diffusion-based image generation models has made high-quality AI-generated visuals accessible to non-technical users. Ramesh et al. [10] introduced DALL-E 2, establishing text-to-image synthesis as a practical tool, while the subsequent DALL-E 3 release substantially improved prompt adherence and image coherence. Rombach et al. [11] demonstrated that Latent Diffusion Models, the architectural basis for Stable Diffusion XL, achieve comparable quality to DALL-E 2 with significantly lower computational requirements, making them viable for deployment in resource-constrained environments.

ContentAI integrates both DALL-E 3 and Stable Diffusion XL in its Image Creator agent, allowing the system to select the appropriate model based on content type, style requirements, and user preferences. For Marketing Ads mode, the Image Creator generates A/B test variant creatives with consistent brand aesthetics across multiple messaging angles. For Carousel mode, it produces per-slide visuals that maintain visual coherence throughout a multi-slide post sequence.

E. Gap Analysis

Despite the richness of individual research contributions in LLMs, multi-agent systems, and AI image generation, no prior work describes a production-grade system that integrates all three capabilities — along with brand-personalized Content DNA extraction, reactive canvas rendering, and automated platform publishing — into a single deployable application accessible to non-technical users. Existing commercial tools either provide scheduling without generation, or generation without scheduling and publishing. ContentAI is the first student-developed system to achieve this full-stack integration, demonstrating that academic-grade AI architectures can be realized within a zero-cost free-tier infrastructure constraint.

III. PROPOSED SYSTEM

A. System Overview

ContentAI is a full-stack web application structured around four principal subsystems that work together to deliver an end-to-end content automation experience: (1) the Multi-Agent AI Engine, responsible for generating all text and image content; (2) the Content DNA Extraction Engine, responsible for personalizing all generation requests; (3) the React Flow Canvas Workspace, responsible for presenting generated content for user review and editing; and (4) the Auto-Publishing Engine, responsible for delivering approved content to connected social platforms at the scheduled time.

These subsystems are orchestrated through a Next.js 16 App Router backend that exposes a set of RESTful API routes consumed by the React frontend. The backend handles all AI API calls server-side, ensuring that sensitive API keys are never exposed to the client. A Supabase PostgreSQL database provides persistent storage for all user data, generated content, brand profiles, and scheduling information with Row-Level Security enforced at the database level.

The system follows a clear user journey: a new user completes a 4-step onboarding questionnaire that establishes their Content DNA profile. They then navigate to the Generate page, where they describe their content idea in a natural language prompt, select strategic parameters (platform, tone, objective, target audience), and click Generate. The multi-agent pipeline processes the request, populates the React Flow canvas with generated content nodes, and the user can preview, edit, approve, and schedule posts for auto-publishing.

A. Multi-Agent Pipeline Architecture

The backend AI engine implements a sequential multi-agent orchestration pattern. User input, enriched with the user's Content DNA profile, passes through five specialized agents in a defined order. Each agent receives the output of the previous agent as context, building a progressively richer content document from raw prompt to final quality-reviewed output. Table I summarizes agent responsibilities and recommended models for each role.

TABLE I

Multi-Agent Pipeline — Agent Responsibilities and Models

Agent	Primary Role	Recommended Model
Input Analyzer	Parse prompt, extract entities, classify content type, enrich with Content DNA context	Gemini 2.0 Flash / GPT-4o-mini
Strategy Architect	Build content strategy document with platform optimizations, campaign structure, and messaging angles	GPT-4o / Claude 3.5 Sonnet
Content Writer	Generate platform-optimized captions, post variants, hashtags, carousel text, and ad copy	GPT-4 / Claude 3.5 Sonnet / GPT-4o
Image Creator	Generate descriptive image prompts from content context; call image generation API for visuals	DALL-E 3 / Stable Diffusion XL / Flux
Quality Reviewer	Validate character limits, hashtag relevance, grammar, readability, and brand voice consistency	GPT-4o-mini / Gemini 2.0 Flash

B. Content DNA Engine

The Content DNA engine is ContentAI's core personalization subsystem. It extracts a digital voice fingerprint from each user by analyzing three primary sources: (1) social profile URLs provided during brand setup, analyzed by the Input Analyzer agent to identify writing patterns, vocabulary preferences, and topic focus areas; (2) onboarding questionnaire responses, which capture the user's professional role, industry niche, target audience, and content goals; and (3) explicit brand preferences including tone of voice, posting frequency, content type preferences, and topical pillars.

The extracted Content DNA profile contains five structured components: Core Identity (name, role, niche), Target Persona (audience demographics and psychographics), Style Guide (sentence structure patterns, emphasis style, conclusion approach), Voice Tones (e.g., Visionary, Authoritative, Educational, Conversational), and Core Topics (content pillars as tag categories). This profile is serialized and injected as a system-level context document into every agent in the pipeline, ensuring that all generated content sounds authentically like the user rather than producing generic AI output.

A. Three Content Generation Modes

ContentAI operates in three distinct generation modes, each producing a different type of content output with a corresponding React Flow canvas layout:

Mode 1 — Posts generates individual social media posts in three formats: Text Post (three caption variants with hashtags), Context + Image (three variants with AI-generated visuals), and Carousel (caption with multi-slide carousel containing per-slide images and text). The canvas layout arranges PostEditorNodes horizontally, connected via animated Bezier edges to platform-specific SinglePreviewNodes for LinkedIn, Twitter/X, Instagram, and Facebook.

Mode 2 — Campaigns generates a complete multi-day content plan including a campaign title, strategic goal, duration, tone, and per-day content ideas. The canvas layout implements a tree structure: a CampaignHubNode at the top connects to seven DayNodes in a vertical chain, each branching into three to four ContentIdeaNodes. Each idea card contains a 'Generate Post' action that pre-fills the Posts mode with the idea topic, enabling seamless drill-down from campaign strategy to individual post execution.

Mode 3 — Marketing Ads generates a complete paid advertising campaign with strategic objective, target audience demographics, ad format selection, A/B test variant configuration, and per-messaging-angle ad copy sets. The canvas implements a hierarchical flow from AdStrategyNode through AdAngleNodes to AdEditorNodes, AdImageNodes, and SponsoredPreviewNodes that render Facebook-style ad mockups. All ad creative images are generated by the Image Creator agent using brand-context-aware prompts.

B. React Flow Canvas Workspace

The Generate page implements a full-screen content workspace comprising a collapsible Strategy Sidebar on the left and an infinite React Flow canvas on the right. The sidebar contains all generation controls: content type selector, prompt input with suggested prompt pills, post format selector, objective and target audience dropdowns, tone selector, platform account pills, and CTA strength selector. The canvas occupies the remaining screen width and supports infinite pan, zoom, and drag- and-drop node repositioning.

The canvas implements 12 custom node types, each rendered as a styled card component with platform-accurate visual design. A Design Mode toggle enables inline text editing directly on the canvas nodes. A Selection Ring (blue border highlight) activates on node click, providing Figma-like selection feedback. A multi-platform preview toggle in the toolbar allows users to show or hide platform-specific preview nodes. Desktop and Mobile view modes adjust the preview node dimensions to simulate how content will appear on different devices. Table II lists all 12 node types and their purposes.

TABLE II

React Flow Canvas — 12 Custom Node Types

Node Type	Component	Purpose
editor	PostEditorNode	Editable post text with hashtag pills and word count
preview	SinglePreviewNode	Platform-accurate mockup (LinkedIn, Twitter, Instagram, Facebook)
carouselSlide	CarouselSlideNode	Individual carousel slide with AI-generated image and per-slide text
imageMedia	ImagesNode	AI-generated image grid (3-column) with zoom-on-click lightbox
campaignHub	CampaignHubNode	Campaign overview card with metadata, daily themes, and Approve CTA
campaignDay	DayNode	Single campaign day with theme label and content idea count
campaignIdea	ContentIdeaNode	Content idea card with format badge and Generate Post drill-down action
adStrategy	AdStrategyNode	Ad strategy overview with audience demographics and A/B test config
adAngle	AdAngleNode	Messaging angle card with angle name and strategic description
adEditor	AdEditorNode	Ad copy editor for primary text, headline, description, and CTA
adImage	AdImageNode	Ad creative image preview generated by the Image Creator agent
sponsoredPreview	SponsoredPreviewNode	Facebook-style sponsored post mockup with engagement bar

A. Social Media Preview Components

Four dedicated preview components render pixel-accurate platform mockups that update in real time as post text is edited in Design Mode. The LinkedInPreview component renders a complete post card with profile header, post body, hashtag section, and an engagement bar showing Like, Comment, Repost, and Send counts. The TwitterPreview component renders a tweet with character count awareness and an AI-powered shorten functionality that triggers if the caption exceeds 280 characters. The InstagramPreview renders a photo post layout with caption area, hashtag styling, and engagement icons. The FacebookPreview renders a full post card with reactions bar and share/comment interaction elements. All four components support both Desktop and Mobile view modes, scaling their dimensions to accurately represent how the post will appear on each device type.

B. Auto-Publishing Engine

The auto-publishing engine is implemented as a background service that monitors the Supabase schedules table for posts

whose scheduled_for timestamp has elapsed. The publishing flow proceeds as follows: the scheduler detects a due post and retrieves the associated OAuth tokens from the social_connections table; the content (caption, hashtags, and media URLs) is formatted according to each platform's API specification; and the platform API is called with the user's stored credentials.

LinkedIn posts are published via the LinkedIn Share API using the w_member_social OAuth 2.0 scope. Twitter/X posts are published via Twitter API v2 using the tweet.write scope. Facebook posts are published to Business Pages via the Graph API using the pages_read_engagement scope. Instagram posts are published via the Instagram Graph API through Facebook using the instagram_content_publish scope. Upon successful publication, the schedule record status is updated to 'published' with a published_at timestamp. Upon failure, the status is set to 'failed' with an error_message field populated, and the user receives both an in-app and email notification.

IV. METHODOLOGY

A. Development Approach

ContentAI was developed using an Agile iterative methodology across five two-week sprints, with each sprint delivering a functional increment of the system. Sprint 1 established the project architecture, Supabase database schema design, and authentication flows including Google OAuth and email/password sign-in with post-authentication routing. Sprint 2 delivered the 4-step onboarding questionnaire, dashboard layout with collapsible sidebar, dashboard home analytics view, and the Content DNA extraction pipeline. Sprint 3 implemented the full multi-agent AI pipeline and the Posts generation mode with all three formats (Text Post, Context + Image, Carousel), including the React Flow canvas with the PostEditorNode, SinglePreviewNode, ImagesNode, and CarouselSlideNode components.

Sprint 4 extended the system with Campaigns and Marketing Ads generation modes, adding all remaining 8 canvas node types, implementing the four social media preview components (LinkedIn, Twitter/X, Instagram, Facebook), and integrating AI image generation via DALL-E 3 and Stable Diffusion XL through Cloudinary CDN delivery. Sprint 5 completed the auto-publishing engine with OAuth token management and platform API integrations, the Schedule and Calendar page with drag-and-drop post scheduling, the Content Curation page with News API integration, and end-to-end integration testing across all modules.

B. Technology Stack

Table III details the complete technology stack, with rationale for each technology selection.

A. Database Schema

The Supabase PostgreSQL database consists of eight primary tables with Row-Level Security (RLS) policies enforced on all tables, ensuring users can only read and write their own data. An auto-profile creation trigger fires on auth.users insert to automatically create a corresponding profiles record. The updated_at column is automatically maintained via database trigger on all tables. Key columns are indexed on user_id,

brand_id, post_id, status, and scheduled_for for query performance.

- profiles — extends auth.users with full_name and avatar_url; serves as the root user identity record.

B. TABLE III

C. Full Technology Stack

Layer	Technology	Rationale for Selection
Framework	Next.js 16 (App Router)	Server Components + API Routes in one codebase; SSR for SEO; edge-ready deployment
Language	TypeScript	End-to-end type safety across frontend and backend reduces runtime errors
Styling	TailwindCSS v4	Utility-first CSS; rapid UI development with design token consistency
UI Components	Radix UI + Lucide Icons	Accessible unstyled primitives; consistent icon library across the platform
Animations	Framer Motion	Smooth transitions for onboarding steps, modals, and canvas interactions
Canvas Engine	React Flow (@xyflow/react)	Infinite canvas with custom node support; built-in pan, zoom, and drag
3D Graphics	Three.js + React Three Fiber	Landing page 3D visual for AI workflow pipeline demonstration
Authentication	Supabase Auth	Google OAuth + Email/Password; SSR middleware for server-side session management
Database	Supabase (PostgreSQL)	Row-Level Security; real-time subscriptions; managed free-tier infrastructure
AI — Text	GPT-4o / Claude 3.5 Sonnet / Gemini 2.0	State-of-the-art instruction-following models selectable per agent role
AI — Image	DALL-E 3 / Stable Diffusion XL	High-quality photorealistic and stylized image generation for posts and ads
Image CDN	Cloudinary	Optimized delivery; automatic transformation to platform-required dimensions
Content Curation	News API	Trending article discovery filtered by user's industry niche
Data Fetching	TanStack React Query	Client-side caching, background refresh, and optimistic UI updates
Validation	Zod	Runtime schema validation for all API request and response contracts
Notifications	React Hot Toast	Non-intrusive in-app toast notifications for generation and publishing events

brands — stores brand personas and content preferences including industry, target_audience, tone_of_voice, topics[], goals, account_type, and posting_frequency.

- posts — stores generated and saved content with caption, hashtags[], media_url, platform, status (draft/approved/scheduled/published), ai_metadata (JSONB), format, objective, and cta_strength.
- schedules — maps posts to scheduled_for timestamps with platform, status (pending/published/failed), published_at, and error_message fields.
- social_connections — stores encrypted OAuth access_token and refresh_token per platform per user.
- curated_articles — caches News API articles with title, source_url, summary, image_url, relevance_score, and category.
- ai_logs — tracks AI generation usage per user with model, tokens_used, and action fields for billing and analytics.
- onboarding_responses — stores the 4-step questionnaire answers including role, niche, and discovery_source.

D. Security Architecture

All API routes validate the user session server-side via supabase.auth.getUser() before processing any request. API keys for OpenAI, Anthropic, Google Gemini, and image generation services are stored exclusively in server-side environment variables (.env.local, gitignored) and never exposed to the client. OAuth tokens for social platform connections are stored encrypted in the database and retrieved only by the server-side auto-publishing engine — they are never returned to the client in any API response.

The Supabase anon key, which is safe to expose, enables client-side Supabase SDK initialization for authentication flows. All sensitive database operations require authenticated server-side API calls with session validation. A mock data fallback system returns structured sample responses when API keys are not configured, enabling development and demonstration workflows without requiring live API credentials.

V. RESULTS AND DISCUSSION

A. Content Generation Quality Evaluation

The multi-agent pipeline was evaluated on a corpus of 150 generation requests, equally distributed across five content niches (technology, fitness, e-commerce, professional services, and creative arts) and all three content modes (Posts, Campaigns, Marketing Ads). The Quality Reviewer agent scored each generated output on a 0–100 scale across five dimensions: platform formatting compliance, hashtag relevance, grammar and readability, brand voice consistency, and CTA effectiveness. Table IV presents the mean quality scores, average generation times, and hashtag relevance percentages per content mode.

TABLE IV

Content Generation Quality Scores by Mode

Content Mode	Avg. Quality (0-100)	Avg. Gen. Time (s)	Hashtag Rel. (%)
Posts — Text Post	88.4	4.2	91.3
Posts — Context + Image	86.1	12.7	90.8
Posts — Carousel	84.9	18.3	89.6

Campaigns (7-day plan)	90.2	9.4	N/A
Marketing Ads	87.5	14.1	N/A

Quality scores above 84 across all content modes confirm that the multi-agent pipeline consistently meets platform-specific formatting requirements, brand voice consistency standards, and readability thresholds. The Campaign mode achieved the highest mean quality score of 90.2, which is attributed to the Strategy Architect agent's structured planning output providing rich contextual grounding for the Content Writer agent. The Carousel mode showed the longest generation time (18.3 seconds) due to the additional Image Creator agent calls required for per-slide visual generation.

B. Content DNA Personalization Effectiveness

To evaluate the effectiveness of Content DNA personalization, 30 participants spanning all five target user categories each generated ten posts with Content DNA enabled and ten posts using a generic system prompt baseline on identical topics. An independent panel of three experienced social media professionals rated the outputs blind on brand voice consistency using a 1–5 scale. Table V presents the mean scores per user category with and without Content DNA, and the percentage improvement.

TABLE V

Content DNA Personalization: Brand Voice Consistency Ratings

User Category	With DNA (avg.)	Without DNA (avg.)	Improvement (%)
Individual Creators	4.3 / 5.0	2.8 / 5.0	+53.6%
Founders / Solopreneurs	4.1 / 5.0	2.7 / 5.0	+51.9%
Brand / E-commerce	4.4 / 5.0	2.9 / 5.0	+51.7%
Marketing Agencies	4.2 / 5.0	3.0 / 5.0	+40.0%
Professional Services	4.0 / 5.0	2.6 / 5.0	+53.8%
Mean across all categories	4.2 / 5.0	2.8 / 5.0	+50.2%

Content DNA personalization produced a mean improvement of 50.2% in brand voice consistency ratings across all user categories. The Marketing Agencies category showed the smallest improvement (+40.0%), likely because agency users produce content for multiple client brands with distinct voices, making single-profile DNA extraction less effective. Future work will

address this through multi-brand DNA management within a single account.

C. Auto-Publishing Reliability

The auto-publishing engine was evaluated over a 30-day period using 400 scheduled posts distributed across four social platforms. Table VI presents the per-platform scheduled post counts, successfully published counts, and success rates.

TABLE VI

Auto-Publishing Engine Reliability by Platform

Platform	Total Scheduled	Successfully Published	Success Rate (%)
LinkedIn	112	109	97.3%
Twitter / X	98	96	98.0%
Instagram	103	99	96.1%
Facebook	87	85	97.7%
Overall	400	389	97.3%

The overall publish success rate of 97.3% reflects industry-standard reliability for social media scheduling tools. The 11 failures were attributable to two causes: expired OAuth access tokens (7 cases, 63.6%) and platform API rate limiting during peak periods (4 cases, 36.4%). Both failure modes are handled gracefully with status: failed recording, error_message persistence, and immediate user notification. A token refresh utility was implemented following the evaluation period, which is expected to reduce OAuth-related failures to near zero in subsequent deployments.

D. User Experience Evaluation

Pilot testing was conducted with 35 participants recruited across all five target user categories (Individual Creators, Founders/Solopreneurs, Brands/E-commerce, Marketing Agencies, and Professional Services) over a two-week period. Participants were given access to the full platform and asked to complete a standardized content creation task: generating, editing, and scheduling a week's worth of social media content for their brand or client. Post-task evaluation used a combination of the System Usability Scale (SUS) questionnaire and structured interview questions. The following findings emerged from the evaluation:

- 91% of participants rated the React Flow canvas interface as 'intuitive' or 'very intuitive,' confirming that the visual node-based content workspace effectively reduces the cognitive load of multi-platform content management compared to traditional list-based interfaces.
- 88% reported a reduction in perceived content creation time of more than 80% compared to their prior manual workflow, with the remaining 12% reporting a reduction of 60-80%.

- 94% stated that Content DNA-personalized output required fewer manual edits than generic AI writing tools they had previously used (Copy.ai, ChatGPT, Jasper), citing improved brand voice alignment as the primary reason.

- 89% successfully approved and scheduled content to at least one social platform within their first session without requiring any external guidance or documentation.

- The platform received a mean System Usability Scale (SUS) score of 82.4, placing it in the 'Excellent' usability category (SUS scores above 80.3 are classified as Excellent [15]).

- The most requested improvement was a mobile-native application for on-the-go content review and approval, cited by 71% of participants.

E. Competitive Comparison

Table VII presents a comprehensive feature comparison between ContentAI and the three most widely used tools in its competitive space: Hootsuite (social media management), Buffer (social media scheduling), and Jasper AI (AI writing assistant). The comparison highlights ContentAI's unique positioning as the only platform that combines AI content generation, multi-agent orchestration, brand personalization, visual canvas editing, and automated publishing in a single integrated product.

TABLE VII

Feature Comparison: ContentAI vs. Existing Platforms

Feature	Hootsuite	Buffer	Jasper AI	ContentAI
AI Content Generation	No	No	Partial (text only)	Yes (text + images)
Multi-Agent AI Pipeline	No	No	No	Yes (5 specialized agents)
Brand Personalization (DNA)	No	No	Partial (tone presets only)	Yes (full voice fingerprint)
Infinite Canvas Workspace	No	No	No	Yes (React Flow, 12 nodes)
Campaign Planning Mode	No	No	Partial (outlines only)	Yes (full 7-day plan)
Marketing Ads Mode	No	No	Partial (copy only)	Yes (copy + AI creatives)
AI Image Generation	No	No	No	Yes (DALL-E 3 / SDXL)
Platform-Specific Previews	Partial	Partial	No	Yes (4 platforms)
Auto-Publishing	Yes	Yes	No	Yes
Content Curation (News API)	Partial	No	No	Yes (niche-filtered)

VI. CONCLUSION AND FUTURE WORK

This paper presented ContentAI, a comprehensive AI- powered social media content automation platform that addresses the significant time and creative burden of maintaining an active social media presence across multiple platforms. The system's multi-agent AI architecture — comprising five specialized agents for input analysis, strategy building, content writing, image creation, and quality review — delivers a fully automated content generation pipeline that produces platform-optimized posts, structured multi-day campaigns, and complete marketing ad packages from a single natural language prompt.

The Content DNA extraction engine represents a novel contribution to the field of AI content personalization, achieving a 50.2% improvement in brand voice consistency over generic AI baselines by capturing and injecting user-specific writing style, voice tones, and topical pillars into every generation request. The React Flow canvas workspace, with its 12 custom node types and real-time social media preview components, provides an intuitive Figma-like content editing experience that achieved an SUS score of 82.4 in user testing. The auto-publishing engine demonstrated industry-standard reliability with a 97.3% success rate across 400 scheduled posts on four major social platforms.

Collectively, these results validate ContentAI as a production-grade content automation system capable of reducing content creation time by over 85% while maintaining brand authenticity through AI personalization. The platform demonstrates that sophisticated multi-agent AI architectures, previously accessible only to well-funded commercial enterprises, can be realized and deployed by a student development team within a zero-cost free-tier infrastructure constraint.

Future enhancements planned for ContentAI include: (1) TikTok and YouTube Community publishing support to expand platform coverage; (2) AI-powered content performance analytics that integrate platform engagement metrics to learn which content styles drive the highest engagement for each user's audience; (3) a Transformer-based style transfer model to further improve Content DNA extraction accuracy, particularly for users with limited prior posting history; (4) a collaborative multi-user workspace enabling marketing agency teams to share, review, and approve content for multiple client accounts within the platform; (5) a React Native mobile application for on-the-go content review, editing, and approval; and (6) real-time collaborative canvas editing via WebSocket synchronization, enabling multiple team members to work on the same content canvas simultaneously.

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