



Notion Database to Social Media Posting

How I automated Instagram + Pinterest scheduling for my SVG product line
(with ChatGPT's help)

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Preface

I knew nothing about any of the tools I list below—except ChatGPT. And yet, ChatGPT walked me through the entire process. You don't have to be a tech person to do this. You just need to be willing to experiment and do a bit of trial and error to get everything working together.

ChatGPT won't always get it right the first time, but if you copy/paste error messages or explain what's not working, it can guide you to a fix. This write-up is to help others see what's possible, even starting from scratch.

Setup

Notion

I use a Notion database to store all my product info and schedule social media content. You could use it for social posts, Etsy listings, or both. I list field examples below. If you're new to Notion, ChatGPT can walk you through every step.

NotionSocial

NotionSocial is a **paid scheduling tool** that watches your Notion database and posts to your linked social media accounts. It offers a 7-day free trial. I went with their yearly plan (~\$12/month), which supports up to 3 accounts (like Pinterest, Instagram, Facebook).

You only need **one database**, and NotionSocial takes care of the rest once everything is set up. ChatGPT helped me configure it.

Python

I'm on a PC, but Python works on both PC and Mac. On PC, you download and install it, then run scripts using Command Prompt or PowerShell. On a Mac, Python is already built-in—you may want to upgrade to a newer version, though.

You do NOT need to know how to write Python code.

ChatGPT can generate the script for you. It might take a few back-and-forths to debug errors, but copy/pasting the error into ChatGPT usually solves the issue.

⚠️ **Note:** Python is *very* picky about indentation. Don't reformat code lines to make them look prettier—just leave them as-is.

✅ **OpenAI (optional)**

This is the API version of ChatGPT that your Python script calls to generate captions, hashtags, and SEO fields. You can use:

- **GPT-3.5 Turbo** – extremely affordable and great for basic content (under \$1 for development).
- **GPT-4o** – a bit more expensive but better at SEO-focused results.

📄 **Note:** You don't have to use OpenAI. NotionSocial lets you manually create and schedule content directly. I wanted a more automated process, so I chose to integrate AI.

🔄 **My Workflow**

1. **Enter product info** into the Notion database. You can add the scheduled date/time now or later.
2. **When ready to post**, add a scheduled date/time and check the “Ready to Post” box.
3. **Run the Python script.**
It generates captions via OpenAI, creates a duplicate Pinterest row (if needed), and fills out all the required fields for NotionSocial.
4. **Let NotionSocial do the rest.**
Once the Status field is set, NotionSocial picks it up (usually within 5 minutes) and schedules your post.

I currently post to both Instagram and Pinterest with **slightly different captions and hashtags**, tailored to each platform. My main goal is to optimize for **Pinterest search visibility**, but Instagram is a bonus.

🖼️ **About Photos and Video**

My current setup uses square Etsy listing images. It works—but Pinterest prefers a **2:3 vertical image ratio** and can **index text overlays** in search. I may eventually generate Pinterest-optimized images or host my own elsewhere.

⚠️ **Video is not supported** in this version, but could be added later with some tweaks.

🔗 Notion Database Fields

Fields I fill out for each product:

- Basic product description (used in AI prompt)
- Basic keywords (e.g., laser terms, SVG categories, sentiments, use cases)
- Etsy product link
- Seasonal tie-ins (e.g., birthday, Christmas)
- Scoring/engraving tags
- Photo URL (currently using Etsy image)
- Image preview thumbnail
- Target buyer
- Style
- Notes
- Video available (checkbox)
- Video URL

Fields I fill out for each post:

- Scheduled Date
- Scheduled Time
- Ready to Post (checkbox)

💡 *I only create a row for Instagram. The script creates and schedules the Pinterest row automatically.*

Fields required by NotionSocial:

- Platform
- Pinterest Board
- Caption
- Media
- Time
- NotionSocial (identifier)
- Status / NS Status Filter

NotionSocial will also **populate stats** after posting:

- Likes, comments, views, first comment, post URL, etc.
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AI-Generated Fields

The AI prompt uses the keywords, buyer info, engraving details, and style to create optimized content for Instagram, Pinterest, and Etsy.

My script fills out:

- SEO Title 1, 2, 3 (for Etsy)
- Pinterest: Engaging / Gift-Oriented / Story-Telling (options for different content tones)
- Hashtags for both platforms
- Instagram Caption
- Pinterest Caption

You can customize your prompt and fields to match your needs. I prefer to let AI write everything—even if I tweak later, it saves a ton of time and gives me a solid starting point.

Final Note

You don't have to use the AI part at all—you can manually create content and just use Notion + NotionSocial to schedule. I wanted something that would run with **as little hands-on effort as possible**, so I went the automation route.

It's not the fanciest setup, but it works—and that's what matters.

First version complete. More to come. 💪