Cross-Post Like a Machine

How to take one TikTok and post it to every platform using Blotato + Claude

A Signal Engine Guide by Danny Rules

How to Use This Book

This book gives you a repeatable system for cross-posting your TikToks to every other social platform — Twitter/X, LinkedIn, Instagram, Facebook, YouTube Shorts, Bluesky, and Pinterest — using two tools: Blotato (the API that publishes) and Claude (the AI that adapts).

You will set it up once. After that, every TikTok you post becomes eight platform-native posts in minutes, not hours.

Tools you'll need:

- A Blotato account (free trial works to start)
- Claude Code installed on your computer (free)
- Your social accounts connected to Blotato
- One TikTok video you actually want to cross-post

Time to set this up the first time: about 90 minutes. Time per cross-post after that: under 10 minutes.

Introduction: The Problem With TikTok

TikTok wins discovery. Nothing else comes close. The For You page surfaces creators with no followers, no history, no leverage. You can post a video at 2am and wake up to 80,000 views.

But here is the trap: those views live and die on TikTok. The algorithm gives you the visibility, then takes it back the moment you stop posting. You build no list. You own no relationship with the viewer. The platform owns the audience, not you.

The fix is not to post less on TikTok. The fix is to cross-post.

Every TikTok you make should also be:

- A tweet thread
- A LinkedIn post
- An Instagram Reel
- A Facebook post
- A YouTube Short

- A Bluesky post
- A Pinterest pin

That is the same one piece of content showing up in eight different places at the same time. Same idea, different platform-native delivery. Eight chances for it to land. Eight algorithms working for you simultaneously.

The problem most creators run into: doing this manually takes hours. You log into every platform, you reformat the caption for each one, you upload the video, you write platform-specific hashtags, you click publish, you log out, you log into the next one. By the time you finish posting everywhere, you have lost the entire afternoon and the content is already old.

This book solves that problem.

By the end of it, you'll have a system where you paste in a TikTok URL, run one command, and your content goes live on eight platforms with platform-native captions, formatting, and hashtags — all in under ten minutes. No copy-paste. No reformatting. No logging into eight different apps.

This is what the workflow looks like:

1. You post a TikTok
2. You give Claude the TikTok URL
3. Claude extracts the video and the description
4. Claude adapts the caption for each platform's voice
5. Blotato publishes to all eight platforms in parallel
6. You go back to making the next TikTok

That is it.

Let's build it.

Chapter 1: The Stack

Three pieces. That is the whole system.

Blotato

Blotato is a social media publishing API. You connect your social accounts to it once. After that, any time you want to post somewhere, you send Blotato a request and it handles publishing on your behalf.

This is the part of the system that actually talks to TikTok, Instagram, LinkedIn, Twitter, etc. Without Blotato, you would have to integrate with each platform's API individually — and most platforms either don't let you, or charge you to. Blotato is the wrapper that makes all of them work the same way.

Cost: starts free for trial usage. Paid tiers scale by how much you publish. For most independent creators, the entry-level paid tier is more than enough.

Claude Code

Claude Code is Anthropic's command-line AI assistant. It runs on your computer. It has access to your files, the web, and any other tools you connect to it.

In this system, Claude does three jobs:

1. Reads the TikTok video and pulls the description, hook, and any text on screen
2. Rewrites the caption for each platform's specific voice (Twitter is not LinkedIn, LinkedIn is not Instagram)
3. Sends the final posts to Blotato to publish

This is what makes the system actually feel like magic. Without Claude in the middle, you would either have to write all eight captions yourself, or you would post the same generic caption everywhere — which is the lazy version of cross-posting and the reason most cross-posts get no engagement.

Cost: Claude Code is free to install. You pay for API usage, which for this workflow is pennies per cross-post.

Your Social Accounts

You need the actual accounts on each platform:

- TikTok (the source)
- Twitter/X
- LinkedIn (personal profile is fine, business page works too)
- Instagram (business or creator account, not personal)
- Facebook (a Page, not a personal profile)
- YouTube
- Bluesky
- Pinterest (business account)

If you don't have one of these, skip that platform. You can always add it later.

Important: Instagram and Facebook require business/creator accounts to publish via API. If you are on a personal account, you'll need to convert. This takes 60 seconds in each app's settings.

Chapter 2: Setting Up Blotato

This is the longest part of the setup. Take your time here. Once it's done, it's done forever.

Step 1: Create the account

Go to blotato.com. Sign up. Confirm your email. Log in.

You will land on the Blotato dashboard. The two things you care about on this screen are: the Connected Accounts section, and the API Keys section (usually under Settings).

Step 2: Connect every social account

Go to Connected Accounts and click Add Account for each platform.

Each platform will pop open an OAuth window. Log in, approve access, and Blotato will save the connection. Some platforms (Twitter, LinkedIn) take 10 seconds. Some (Instagram, Facebook) require you to select which page or business account to connect, which adds a step.

Connect every platform you plan to post to. Skip ones you don't have.

When you're done, the Connected Accounts page should show a green checkmark next to each platform. If anything is yellow or red, click into it and finish the connection.

Step 3: Grab the account IDs

For each connected account, Blotato gives you an Account ID. This is the unique identifier the API uses when you tell it where to post.

Write these down in a text file. You'll need them in the next chapter. The format should look like this:

```
Twitter: 16039
LinkedIn: 17160
Instagram: 39644
Facebook: 25861 (pageId: 1045066755361881)
TikTok: 37643
YouTube: 32892
Bluesky: 34208
Pinterest: 6179 (boardId for default board: 1138073837026490033)
```

Note: Facebook and Pinterest require extra IDs (pageId and boardId respectively). Blotato shows you these on the connection details page.

Step 4: Generate your API key

Go to Settings → API Keys. Click Create New Key. Name it something like "Claude Cross-Post" so you remember what it's for.

Copy the key immediately. You will only see it once. If you lose it, you have to regenerate.

Save it somewhere secure (a password manager is best). You'll add it to your Claude setup in the next chapter.

Step 5: Test the connection

Open Terminal and run this curl command, substituting your API key:

```
curl https://backend.blotato.com/v2/accounts \
  -H "blotato-api-key: YOUR_KEY_HERE"
```

If you see a JSON response listing your connected accounts, you're done. If you see an authentication error, your key is wrong.

Chapter 3: Setting Up Claude Code

Claude Code is what turns Blotato from "a publishing API" into "a content distribution machine."

Step 1: Install Claude Code

Go to claude.com/code and follow the installation instructions for your operating system. The install takes about two minutes.

Once installed, open Terminal and run:

```
claude
```

You should see the Claude Code prompt. If you do, the install worked. Type `/exit` to leave for now.

Step 2: Create a project folder

Make a folder on your computer where this system will live. Anywhere is fine — Documents, Desktop, wherever. Call it something like `social-manager` or `cross-post-machine`.

Open Terminal and `cd` into that folder.

Step 3: Store your Blotato API key

You need to make the key available to Claude Code as an environment variable. The simplest way: create a file called `.env` in your project folder with this content:

```
BLOTATO_API_KEY=your_actual_key_here
```

Or, if you prefer Claude Code's settings, add it to `.claude/settings.local.json`:

```
{
  "env": {
    "BLOTATO_API_KEY": "your_actual_key_here"
  }
}
```

Either works. Don't commit this file to GitHub if you put the folder under version control.

Step 4: Create the post skill

A "skill" in Claude Code is a reusable instruction set Claude follows when you invoke it. You're going to create one called `post` that knows your accounts, your brand voice, and how to talk to Blotato.

Create a folder structure inside your project:

```
.claude/skills/post/SKILL.md
```

Inside `SKILL.md`, paste this template (filling in your own account IDs):

```
---
name: post
description: Create and publish social media posts via Blotato.
```

```
argument-hint: [platform or "all"] [topic or URL]
allowed-tools: Bash(curl:*), Agent
---

# Cross-Post Skill

You create and publish posts across all my social platforms using the Blotato API.

## API Setup

- Base URL: https://backend.blotato.com/v2
- Auth: -H "blotato-api-key: $BLOTATO_API_KEY"

## Connected Accounts

| Platform | Account ID | Notes |
|----------|-----------|-------|
| Twitter | YOUR_ID | @yourhandle |
| LinkedIn | YOUR_ID | Personal profile, no pageId |
| Instagram | YOUR_ID | @yourhandle |
| Facebook | YOUR_ID | pageId: YOUR_PAGE_ID |
| TikTok | YOUR_ID | @yourhandle |
| YouTube | YOUR_ID | Channel name |
| Bluesky | YOUR_ID | yourhandle.bsky.social |
| Pinterest | YOUR_ID | boardId: YOUR_BOARD_ID |

## When the user says "post all" or gives a TikTok URL with no platform specified:

1. Extract the TikTok video, caption, and on-screen text
2. Spawn parallel subagents — one per platform
3. Each subagent adapts the caption for that platform's voice
4. Each subagent publishes via the Blotato POST /posts endpoint
5. Report back the live URLs of each published post

## Brand Voice by Platform

(See Chapter 4 for the voice templates — paste them here.)

## Quality Checks Before Publishing

- No em dashes anywhere (use commas or periods)
- Character limits: Twitter 280, LinkedIn 3000, Instagram 2200, Facebook 63206, Bluesky 300
- 1 to 4 hashtags per post (not zero, not 5+)
- Single CTA link in every post
- Instagram and TikTok always require media; never publish text-only to those
```

That is the spine of the skill. We will flesh out the brand voice section in the next chapter.

Step 5: Test it

Start Claude Code:

```
claude
```

Then run:

```
/post twitter test message
```

Claude should compose a draft tweet, show it to you, and ask if you want to publish. Say no — we are just testing. If Claude understood the command, the skill is wired up.

Chapter 4: The Voice Templates

This is the part most people get wrong. They write one caption and copy-paste it to every platform. That is technically cross-posting. It is not what works.

Each platform has its own native voice. A post that crushes on LinkedIn dies on Twitter. A post that goes viral on Instagram looks insane on LinkedIn. Your job is to adapt the same idea to each native language.

Below are voice profiles you can paste directly into your SKILL.md. They are based on the creators who actually win on each platform.

Twitter/X (Leila Hormozi style)

- Direct. Punchy. No fluff.
- One idea per tweet.
- Contrasts and blunt cause-and-effect.
- Line breaks between thoughts.
- Challenge conventional thinking.

Example output for a TikTok about "AI music generation":

```
Most people think AI music sounds fake.

That's because they've heard the worst 90%.

The top 10% is already on Spotify charts.

The question isn't whether AI music wins.

It's whether you're using it yet.
```

LinkedIn (Justin Welsh style)

- Strong hook in the first line. Pattern interrupt.
- Short paragraphs. Heavy line breaks.
- Numbered lists.
- Personal stories framed as lessons.
- End with a question or call to action.

Example output for the same topic:

```
I spent 20 years trying to finish music in a home studio.

Last month I released a full album in 6 days.

Here's what changed:

1. I stopped tweaking knobs and started writing prompts
2. I let AI do the production while I focused on the song
3. I shipped instead of polishing

The result? My most-streamed work to date.

What's the one thing stopping you from finishing your next project?
```

Instagram (Leila Hormozi style)

- Unfiltered and direct.
- Numbered lists. Personal mantras.
- Short, punchy sentences.
- Caption complements the visual, never repeats it.

Example output:

```
Three things I learned releasing music with AI:

1. The song matters more than the production
2. Done beats perfect every single time
3. The algorithm rewards consistency, not genius

Your next move isn't another beat.

It's pressing publish on the one you've been sitting on.
```

Facebook (Sabrina Ramonov style)

- Educational. Problem-solution structure.
- Bullet points.
- Anti-hype. No emojis screaming.
- Always teach something specific.

Example output:

```
If you've been wanting to make music but think you need a studio, here's what most people miss:

- Modern AI tools generate studio-quality production from a text prompt
- Most major streaming services already accept AI-assisted releases
- The creative work (lyrics, melody, vision) is still 100% yours
- Production cost has dropped from thousands to almost zero
```

```
The barrier isn't gear anymore. It's deciding to start.

(Want the full playbook? Link in comments.)
```

TikTok (mirror of source caption)

For TikTok, you usually keep the same caption you wrote on the TikTok itself. This is the source. You're cross-posting *from* TikTok, not *to* it.

If you want, you can ask Claude to clean up your TikTok caption for Reels — Instagram tends to reward more polish than TikTok does. But the core copy stays.

Bluesky (Twitter-like, but slower)

- Same Hormozi-direct voice as Twitter
- 300 character limit (tighter than Twitter)
- Audience leans tech-aware, so you can use more jargon
- No need to dumb anything down

Pinterest (search-driven captions)

- Pinterest is a search engine, not a feed
- Captions need keywords people actually search
- "How to" framing wins
- Always include a clear destination link

Example: "How to make AI music videos with no camera (full workflow inside)" beats any motivational opener.

YouTube Shorts

- Caption is mostly hashtags and a one-line hook
- The video does the work, not the caption
- Title matters more than caption (think SEO)

Chapter 5: The Cross-Post Workflow

Setup is done. Now we use it.

Step 1: Post your TikTok first

Always post to TikTok first. Get the URL. The URL looks like:

```
https://www.tiktok.com/@yourhandle/video/7234567890123456789
```

Step 2: Open Claude Code in your project folder

```
cd ~/social-manager
claude
```

Step 3: Hand Claude the URL

```
/post all https://www.tiktok.com/@yourhandle/video/7234567890123456789
```

The `all` tells Claude to publish everywhere.

Step 4: Watch Claude work

Claude will:

1. Fetch the TikTok page
2. Pull the description, the on-screen text, the hashtags
3. Spawn one subagent per platform
4. Each subagent writes the platform-native version
5. Each subagent calls Blotato to publish

You will see real-time output as each platform publishes. Within 60 to 120 seconds, all eight platforms have your content.

Step 5: Review the published posts

Claude will report back URLs for each published post. Open them and confirm they look right.

If anything looks off — a hashtag missing, a caption you don't love, a hook that didn't land — you can either:

- Edit it directly on the platform (fastest)
- Ask Claude to delete and republish with new copy

That is the entire workflow. From TikTok to eight platforms in under ten minutes.

Chapter 6: Scheduling Instead of Publishing Live

Sometimes you don't want to publish immediately. Maybe your audience on TikTok is US-based and your LinkedIn audience is in Europe. Same content, different best-times-to-post.

Blotato supports scheduling. Add a `scheduledTime` field to your API call (ISO 8601 format) and the post goes into a queue.

In your skill, you can add a rule:

```
If the user says "schedule" instead of "post", set scheduledTime to:
- Twitter: 9am their local time
- LinkedIn: 7am their local time on weekdays
- Instagram: 6pm their local time
- Facebook: 12pm their local time
- (and so on per platform's known best times)
```

Now you can record three TikToks on a Sunday morning, queue them all for the week, and not touch social again until next weekend.

Chapter 7: The Quality Gate

This is the secret weapon. Most cross-post systems fail because somewhere down the line, AI writes a post that includes an em dash, or runs over the character limit, or forgets the link, or uses 12 hashtags. One bad post out of eight breaks the whole vibe.

A pre-publish hook fixes this.

In your `.claude/hooks/` folder, create a file `validate-post.py` that runs every time Claude tries to publish. It checks:

1. **No em dashes (—) or en dashes (–).** Use commas, periods, or "..." instead. (Em dashes are the #1 tell of AI-written content.)
2. **Character limits per platform.** Twitter 280, LinkedIn 3000, Instagram 2200, Facebook 63206, Bluesky 300.
3. **Hashtags between 1 and 4.** Zero looks lazy. Five or more looks like spam.
4. **One CTA link per post.** Your landing page or smart link, every time.
5. **Banned words.** Make your own list. Add the hype words you never say: "unleash," "revolutionize," "game-changer," "level up," "the secret to," etc. Block anything that sounds like a LinkedIn guru.
6. **Required media for Instagram and TikTok.** Block any attempt to publish text-only to those platforms.

If the post fails any check, the hook blocks the publish and Claude has to fix it before trying again. This means you literally cannot accidentally publish bad copy.

This single hook makes the difference between a system that works for a week and a system that works for a year.

Chapter 8: Scaling Up

Once the system is working, scale it.

Multi-week planning

Add a `/plan-week` skill that takes a topic (or pulls from a list of upcoming releases) and writes seven days of cross-platform content in one session.

Workflow:

1. You give Claude a topic ("AI music releases in May")
2. Claude drafts seven TikTok hooks
3. For each hook, Claude generates eight platform-native captions
4. You record the seven TikToks in one afternoon

5. After each TikTok goes live, you `/post all <url>` to fire the cross-posts

You're now operating on a content calendar instead of vibes. Seven posts a day across eight platforms = 56 pieces of content per week, all from one batch session.

Repurposing old TikToks

Anything you've ever posted on TikTok can be cross-posted retroactively. Pull the URL, run the same workflow. You'll be surprised how many of your old TikToks have never been seen on LinkedIn or Bluesky.

Connecting to your CRM

Blotato can be triggered from Zapier, Make, n8n, or any webhook. Once a post is live, fire a webhook to your CRM or analytics tool to track engagement. You will start to see patterns — which platforms convert, which ones just inflate vanity metrics.

Closing: This Is Your Distribution Stack

The hardest part of being a creator is no longer making the content. AI tools have collapsed the cost of production to near zero. The hardest part is distribution — getting the content in front of the right eyes in the right format on the right platform at the right time.

This system solves that. Permanently.

Set it up once. Use it forever. Every TikTok you post from now on lives on eight platforms, in each platform's native voice, with no extra work from you.

You are no longer a creator who happens to use AI.

You are a creator running an AI-powered distribution machine.

Now go build it.

Cross-Post Like a Machine — Signal Engine Series, by Danny Rules. For the full Signal Engine playbook (music, video, distribution, monetization), visit artist-clone.com/blueprints.