

Build an n8n AI agent that saves social media ideas to Google Sheets

Almost every n8n agent has the same parts: a trigger, the AI Agent node with a system message, a chat model, memory and a tool. This is the build from the free n8n AI agent lesson.

Before you build

- At platform.openai.com, click **Add to credit balance** first. A key with no credit only returns errors. It is billed separately from ChatGPT.
- + **Create new secret key**, name it after what uses it (**n8n agent**) and copy it. OpenAI shows it only once.
- Make a sheet called **Social Media Ideas** with headers Platform, Post Topic, Hook, Description and Call to Action.

Build it in n8n

1. **Create workflow, Add first step...**, then **On chat message**.
2. Click + and add **AI Agent**. + **Add Option, System Message**, paste the prompt below.
3. Under **Chat Model: OpenAI Chat Model**, + **Create new credential**, paste the key, **Save**. Pick **gpt-5-mini**.
4. Under **Memory: Simple Memory**.
5. Under **Tool: Google Sheets Tool**. Sign in with Google, set **Operation** to **Append Row**, pick the **Document** and **Sheet1**.
6. Click the ♦ next to each column so the model fills it in.

The system message

You are a social media content assistant for BrightPath Marketing.

The target audience is business owners and marketing managers.

For each idea, return:

- Platform
- Post Topic
- Hook
- Short Description
- Suggested Call to Action

When the user asks you to save the ideas, use the Google Sheets tool to store each idea.

Do not invent statistics or make unsupported claims.

Cut from the lesson's system message. Swap in your own company.

Test it

- Click **Open chat**, ask for social media post ideas and click **Send**.
- Then tell it to save them. It writes one row per idea.
- Red warning on the agent? It has no chat model yet.
- Without memory, "save those ideas" fails, because every message starts from nothing.

Remember: Name the sheet columns like the fields in your system message. That match is what lets the agent fill each column on its own.

Practice it free: n8n AI Agent Tutorial: Save Social Media Ideas to Google Sheets at learn.ynteractive.com/modules/n8n-ai-agent. This sheet: learn.ynteractive.com/content/cheat-sheets/n8n-ai-agent-google-sheets. BrightPath Marketing is a made-up business from the lesson. By Robert Breen, October 1, 2026.