

AI Startup KIMIA develops Web App for Automated Social Media Content Creation



Hannover, Niedersachsen Sep 6, 2025 ([IssueWire.com](https://www.IssueWire.com)) - The AI startup [KIMIA](#) is developing a new web application, introducing an innovative **AI social media content creatotion tool** designed to support small and medium-sized businesses. The launch marks the move from initial design to a functional product that is now in its pilot phase.

A Growing Need for Automation in Social Media

In today's digital landscape, companies face the challenge of maintaining active and authentic profiles across platforms like LinkedIn, Instagram, and Facebook. Limited resources and the constant demand for fresh ideas often make this difficult. KIMIA addresses this gap with a [social media management tool](#) that combines personalised **AI-powered content creation for brands** with **management tools**.

Core Features of the Platform

The KIMIA platform integrates several capabilities into a single **social media managemtn tool**:

- **AI-generated social media post ideas** and an **automated caption generator** that adapt to each brand's voice.
- A centralized **social media content scheduler** for planning and publishing posts across multiple platforms.
- Templates and smart workflows that function as an **Instagram or LinkedIn [content generator](#)**, enabling quick customization.
- Bulk scheduling and calendar views for businesses to streamline their campaigns.

Relevance for Startups and SMEs

KIMIA positions itself as a **social media tool for small businesses** and startups that lack the time or staff to run professional campaigns. As a **Made in Germany AI social media tool**, it emphasizes usability and localized support. Unlike traditional agency models, the platform gives teams direct control over their **content strategy AI** while saving costs and improving consistency.

The planned launch represents a milestone not only for KIMIA but also for the wider adoption of [social media tools in Germany](#). With automation and AI steadily reshaping marketing workflows, KIMIA highlights how small and mid-sized companies can benefit from technologies that were once only available to large corporations.

Media Contact

KIMIA

*****@kimia.social

Source : KIMIA Startup

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