

Turn Claude into your Instagram growth agent

Five moves from one chat: find the idea, write the hook, schedule the reel, answer comments, then read the numbers and rewrite the next hook. The setup, the prompt, and a real run with every screen shown.

uplika.com

Setup guide
October 2026

The five moves

1. **Finds the idea.** The most-watched YouTube Shorts for the words a viewer would type, with the ones that beat their channel size marked.
2. **Writes the hook and the caption.** Three reel ideas, each with the line for the first 3 seconds.
3. **Schedules the reel you shot.** You upload the clip, it posts at the time you pick.
4. **Answers comments and DMs the link.** One keyword, one automatic DM.
5. **Closes the loop.** It reads views, likes, comments and shares on every reel, then rewrites your next hook.

What it does not do. It does not make the video, the cover or the voice, and it does not promise followers. Research reads public YouTube search results only. It does not read anyone else's Instagram.

The run screens are from one real run on our own account, **@uplika_center**, on October 11, 2026.

What you need

1 **A Claude account.**

Custom connectors work on Free, Pro, Max, Team and Enterprise. Free allows one custom connector. Source: Claude Help Center, checked October 7, 2026.

2 **An Instagram Business or Creator account.**

Personal accounts cannot be connected. Switching is free, in the Instagram app settings.

3 **An Uplika account.**

Free to start. You can create it in the middle of step 4 with Google, GitHub or email.

4 **Your topic, in one line.**

For example "10-minute home workouts" or "coffee at home". Move 1 starts from it.

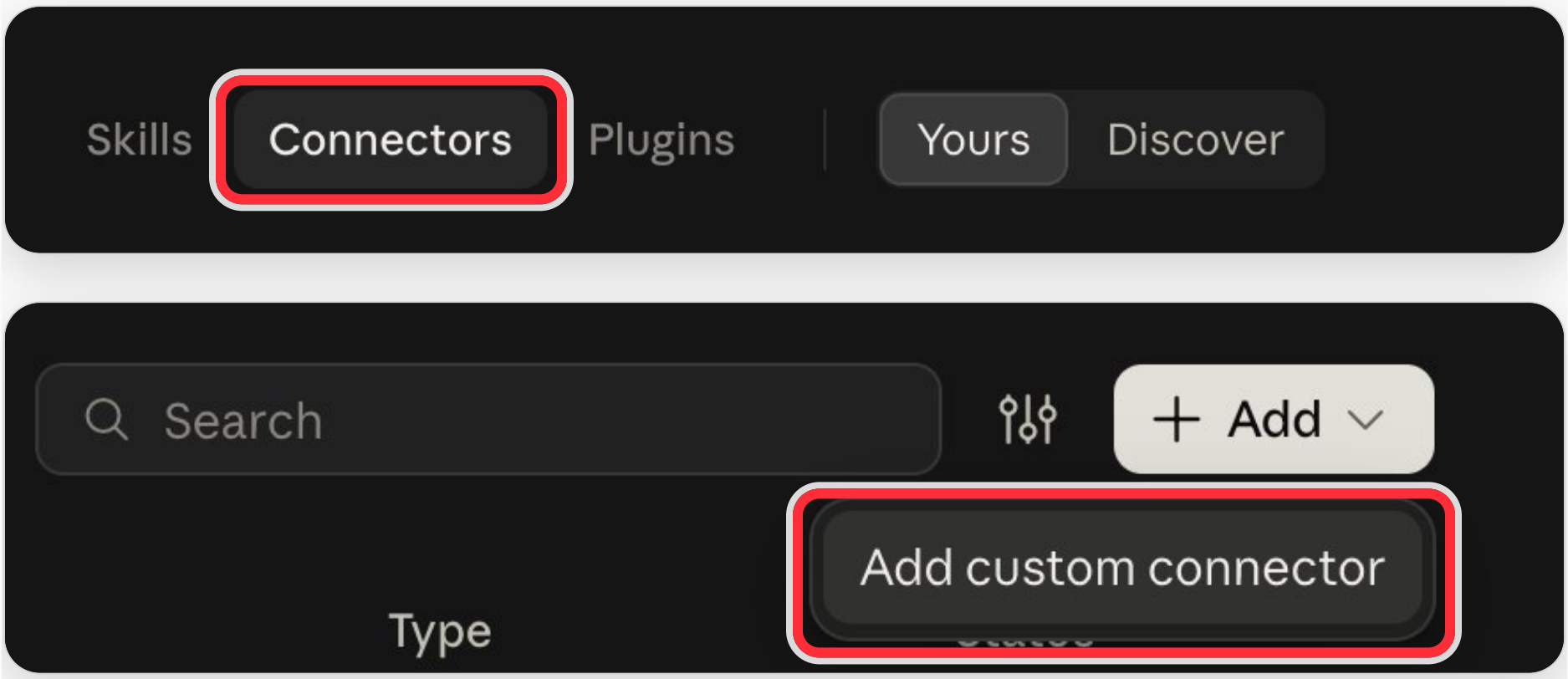
5 **Ten minutes, on a computer.**

Add the connector from a browser on a computer. After that you can talk to Claude from anywhere.

STEP 1

Open Connectors in Claude

In Claude, open **Customize**, then **Connectors**. Press **Add**, then **Add custom connector**.



Top: the Connectors tab. Bottom: the Add button and its menu.

STEP 2

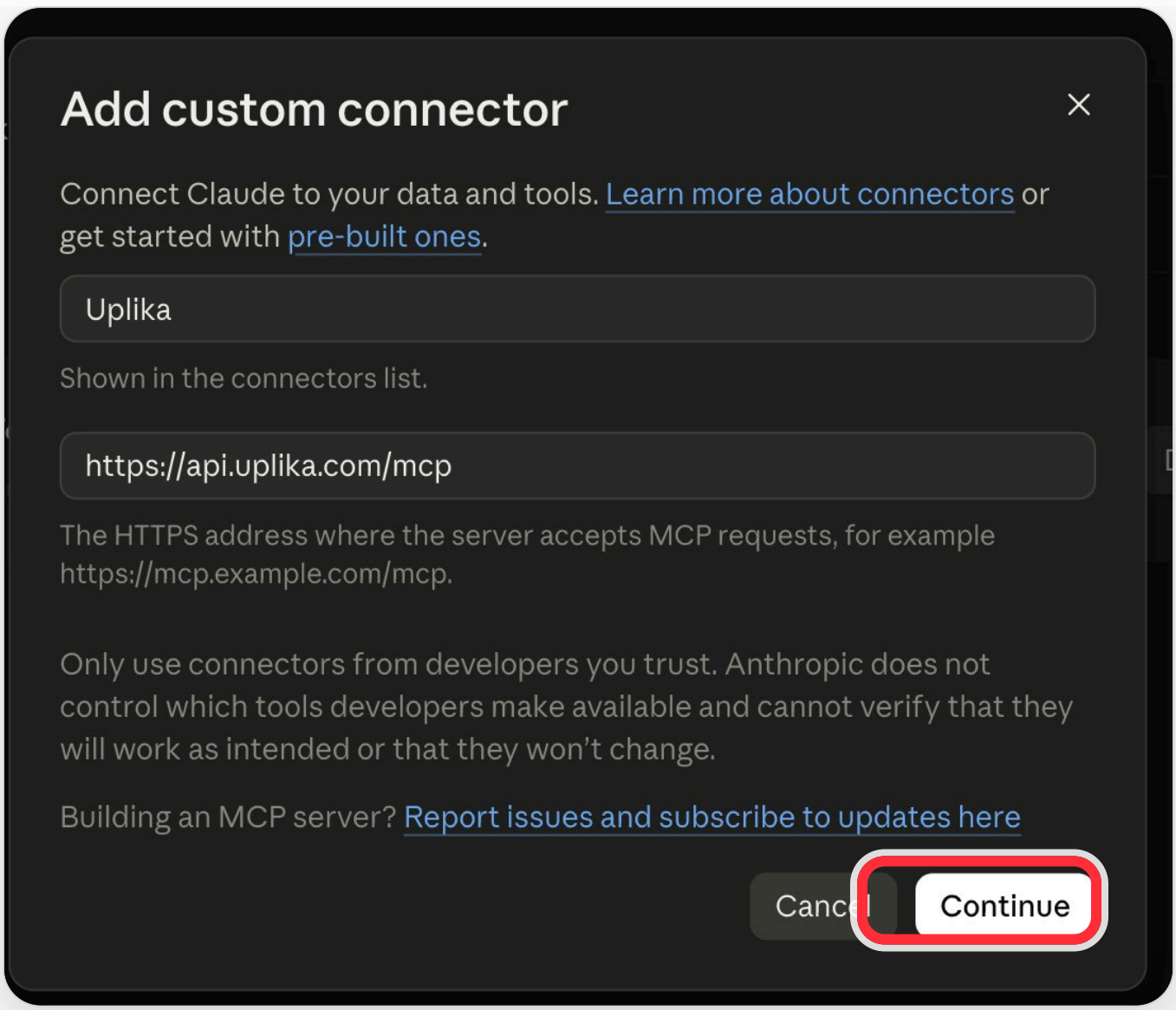
Name it and paste the link

NAME

```
Uplika
```

MCP SERVER URL

```
https://api.uplika.com/mcp
```

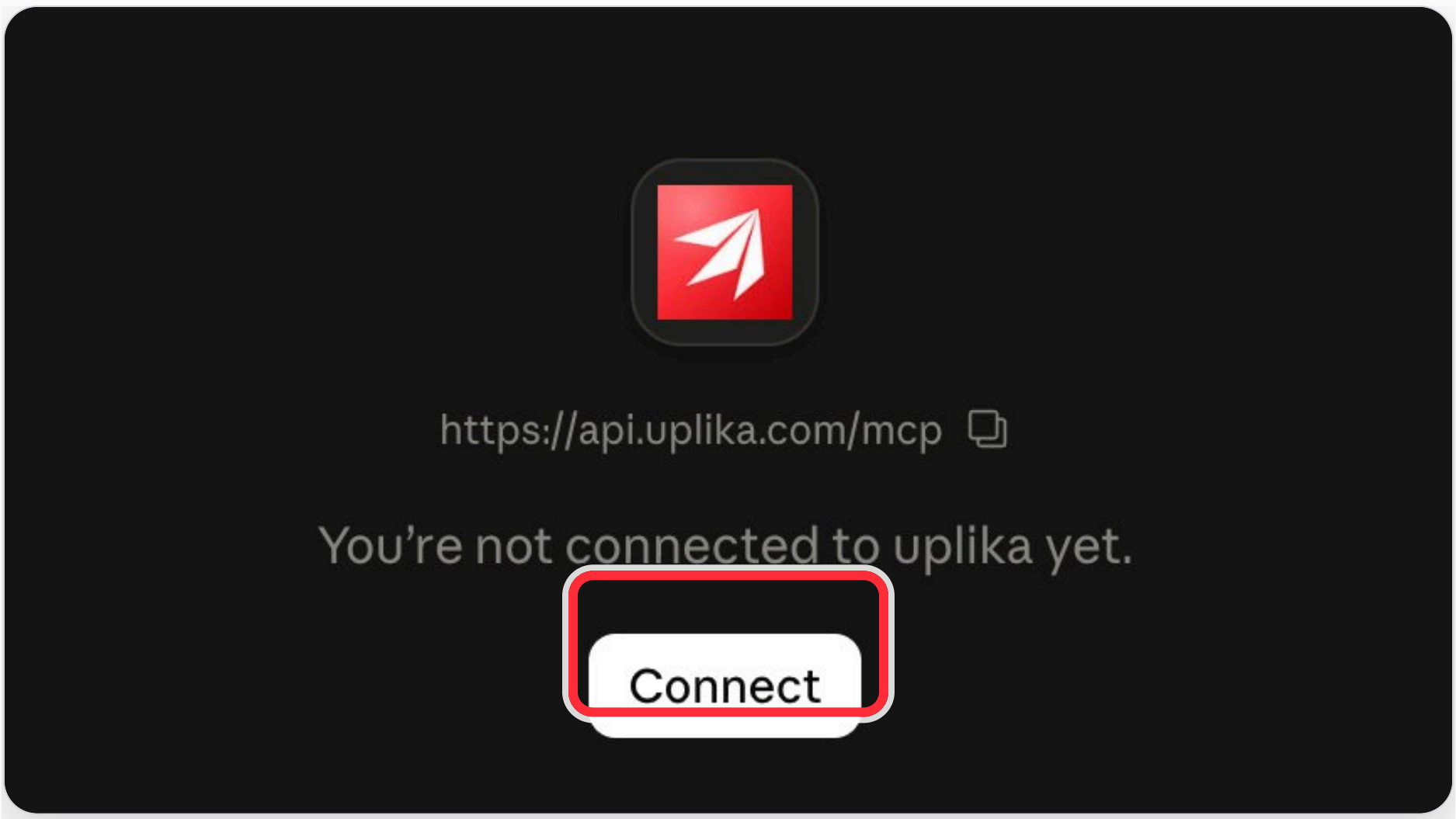


Press **Continue** and confirm. Shortcut: **this link** opens the same window with both fields filled in.

STEP 3

Press Connect

The new connector says it is not connected yet. Press **Connect**. Claude sends you to Uplika in the same tab.

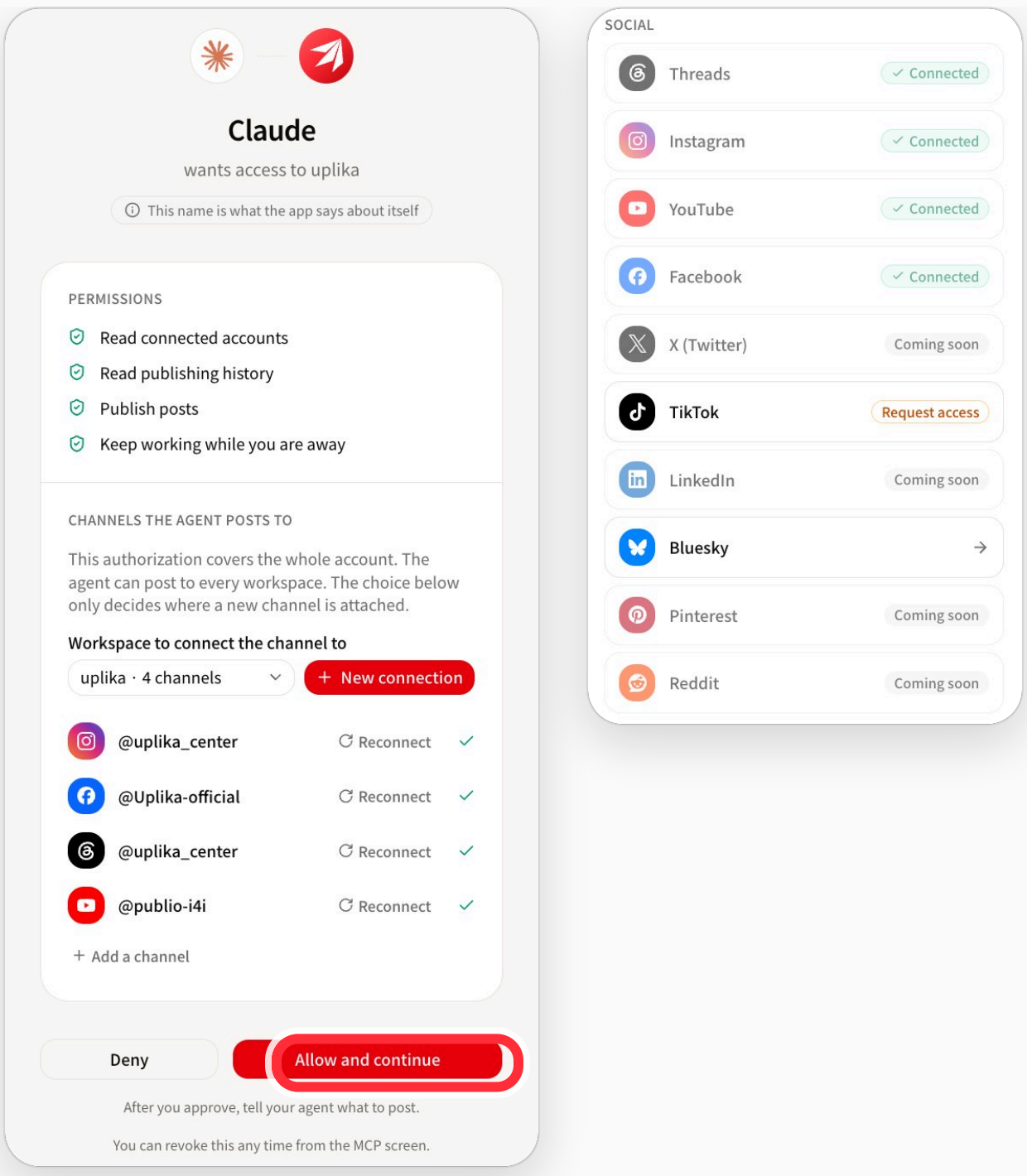


There is no key to copy and nothing to paste. Signing in is the whole handshake.

STEP 4

Sign in, add Instagram, allow

Sign in to Uplika. On the approval screen press **New connection** and pick **Instagram**. Log in on Instagram's own screen, land back here, then press **Allow and continue**.

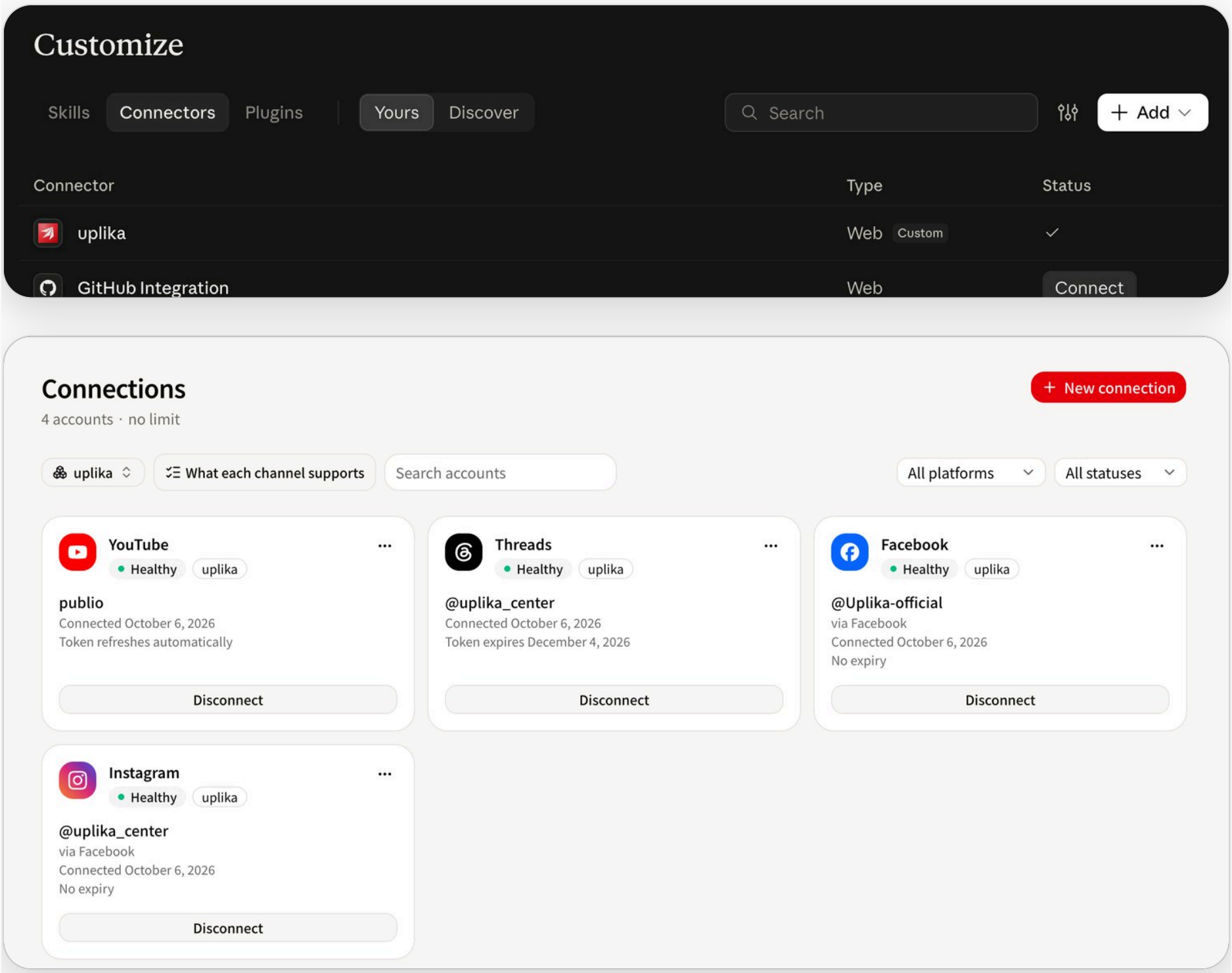


Instagram asks you to allow Uplika. Keep every box on, the comment and DM moves need them. Signing up with email? Open the confirmation link first.

STEP 5

Check that it says connected

Back in Claude, **uplika** shows a check mark. In Uplika, the Connections screen lists your Instagram account as Healthy.



You can undo this any time: **Disconnect** in Claude, or revoke it from the MCP screen in Uplika.

THE PROMPT · 1 OF 2

Copy this, all of it

```
You are my Instagram growth agent. You work through the Uplika connector.
Always answer me in English.

0. Call list_accounts and tell me which Instagram account is connected. If
none is, stop and send me to https://uplika.com/dashboard/connections.

Move 1, find the idea (start here every time I ask "what should I post?"):
1. Ask me my topic in one line if you don't know it yet.
2. Call search_youtube_videos with q set to the words a viewer would type for
that topic, format "shorts", order "viewCount", period "3m", and topic set to
my one line. If it answers research_quota_exceeded, tell me today's searches
are used up and continue with what we have. If it answers
youtube_quota_exhausted, tell me it resets at midnight Pacific time.
3. Show me the results as a table: title, channel, views, subscribers, views-
to-subscribers ratio. Mark every video whose ratio is above 1. Those beat
their channel size, so the title and topic did the work.
4. Say in one line which 3 to 5 title patterns the marked ones share.

Move 2, write it:
5. Write 3 reel ideas for my topic, in my voice. For each: the hook I say in
the first 3 seconds, a caption whose opening line makes people tap "more",
and 5 hashtags. Do not copy any title word for word.

Move 3, schedule it:
6. When I pick one and have the clip, call media_upload_link and give me the
link to upload it. Wait until media_upload_status shows it ready.
7. Show me the caption, the hashtags and the time. After I say yes, schedule
it with publish (scheduledAt), with the hashtags in
options.instagram.firstComment.
```

It goes on over the page. Copy both parts into one message.

THE PROMPT · 2 OF 2

...and the rest

```
Move 4, comments:
8. Ask me for one keyword and what the DM should send (a link or a file).
Create it with create_comment_to_dm for that post as a draft, with a short
public reply that says the DM is on its way. Ask me whether to make it
followers only (requireFollow). Show me the draft and call enable_automation
only after I say yes.
9. When I ask about comments, call list_replies on my newest posts, draft a
short answer to every real question, and send each one with reply only after
I say yes.

Move 5, the loop (every week):
10. Call list_channel_posts for my Instagram, then get_insights on my last
reels, and show me views, likes, comments and shares side by side. If a
number comes back null, say it is not reported yet. Do not guess.
11. Tell me which reel did best and what its hook did differently from the
rest. Then rewrite the hook and the caption for my next reel using that, and
show me the old one and the new one side by side.
12. Go back to Move 1 with what we learned.

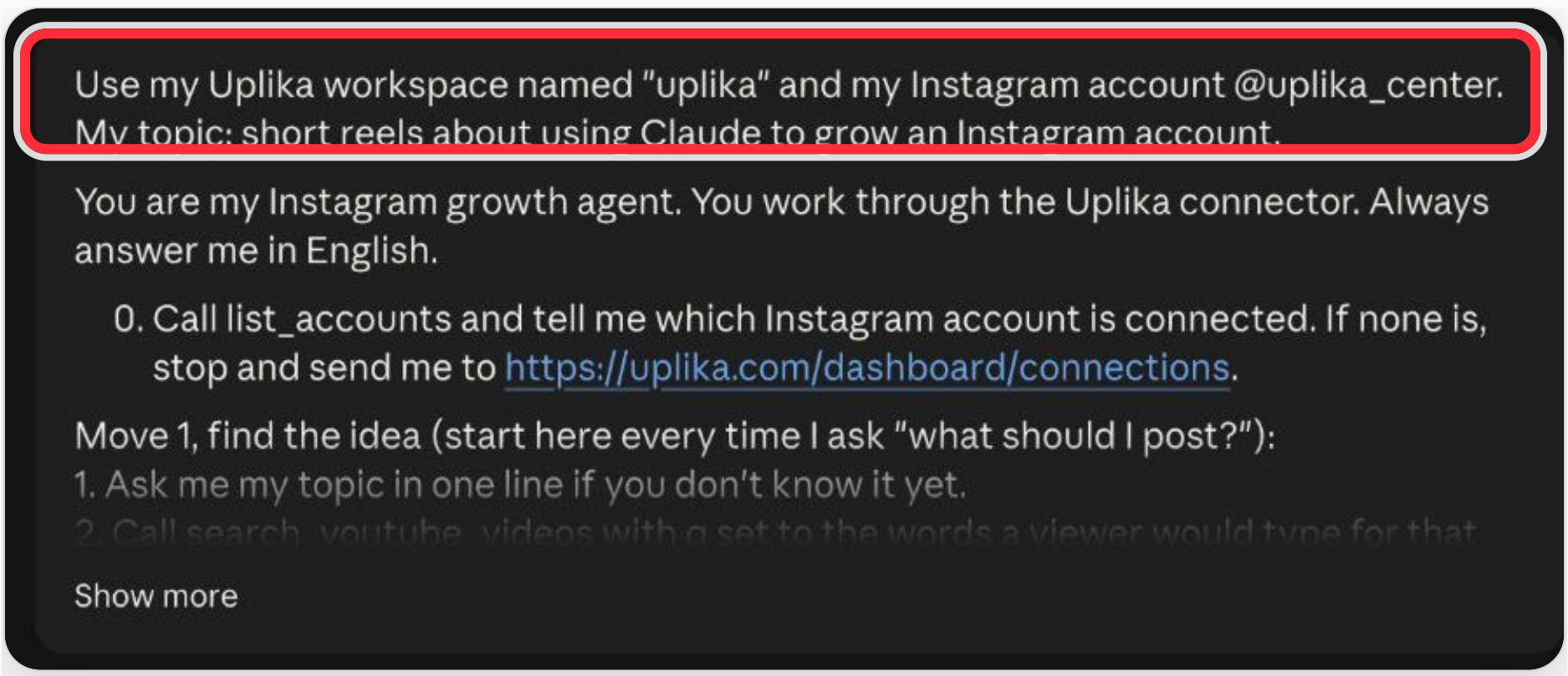
Never publish, schedule, reply or turn anything on without my yes.
```

It names the Uplika tool for each move, and it never publishes, schedules, replies or turns anything on without your yes.

STEP 6

Paste it into a new chat

Open a new chat in Claude, paste the prompt and send it. Add a first line with your account and your topic, like we did.

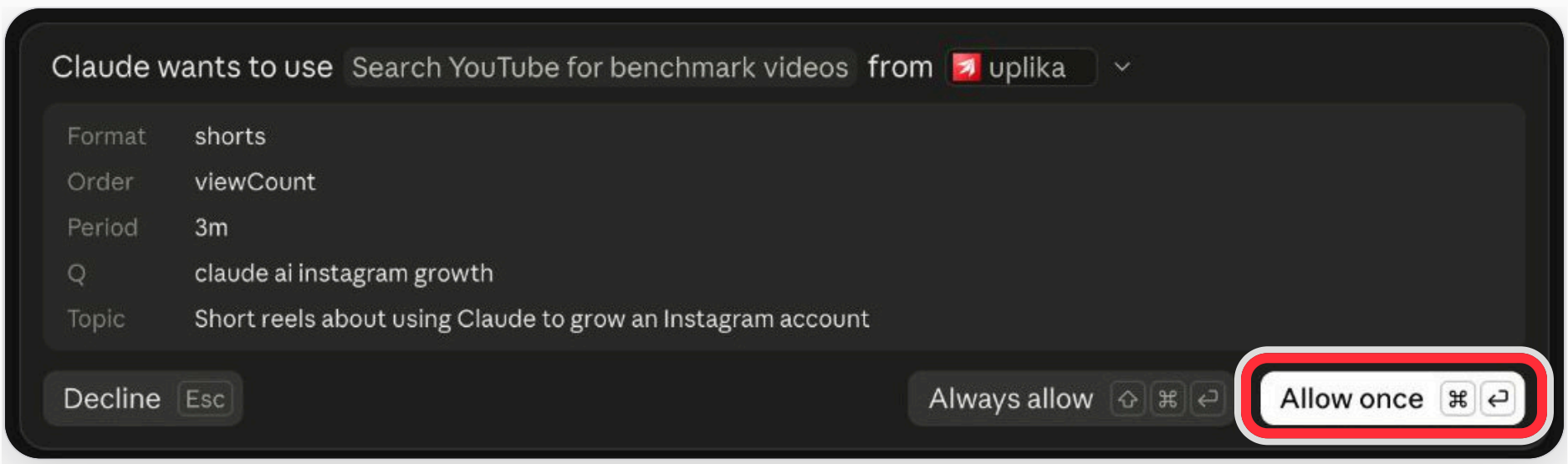


Our topic: "short reels about using Claude to grow an Instagram account". More than one brand in Uplika? Name the workspace in that first line too.

MOVE 1 `search_youtube_videos`

It checks the account, then asks to search

It confirmed **@uplika_center**, then asked to search YouTube Shorts from the last 3 months for our topic. Press **Allow once**.



Claude picked the search words itself: "claude ai instagram growth". It ran a second search on its own to widen the results. Each new search counts toward your 200 a day.

MOVE 1 `search_youtube_videos`

A check mark means it beat its channel size

Every row shows views, subscribers and the ratio between them. A ratio above 1 gets a **check mark**.

Used uplika ›

Your connected Instagram account is **@uplika_center** (Uplika · Publishing API + MCP). It's active in the "uplika" workspace, alongside TikTok, YouTube (publio), Threads and Facebook.

Move 1: what's working (YouTube Shorts, last 3 months, by views)

Search: "claude ai instagram growth". ✅ marks a views-to-subscribers ratio above 1.

	Title	Channel	Views	Subs	Ratio
✅	Unlimited AI Videos Kaise Banayein? 🔥 #shorts…	Kulvant Sagar	165,159	6,520	25.3
	How To Connect Claude To Instagram	Shax Finds	7,227	46,300	0.2
	I Edited My Reel Using Claude AI 🤯	Naveen	5,893	36,500	0.2
	I Turned Claude Into a Social Media Growth Machine	Duncan Rogoff	5,576	88,900	0.1
	I Used Claude to Get 2 Million Views in 30 Days	Automate AI Consulting	3,364	25,900	0.1
	How To Use Claude to Automate Posting on TikTok…	Robert Benjamin	3,060	926,000	0.0
✅	Important things for Instagram growth 📈 #shorts…	Priya Pandit	2,861	454	6.3

These are the real results, and we did not pick them. Big channels with small view counts sit at 0.0 to 0.2.

MOVE 1 `search_youtube_videos`

The small channels that won

	This Claude Plugin Unlocks 14 Social Media Skills	Automate AI Consulting	2,751	25,900	0.1
	Claude Code generates viral Instagram carousels…	Alex Tavi	2,726	12,500	0.2
✅	Claude Can Analyze Your Instagram & Grow Your Followers 🤯	JD TECH	2,696	192	14.0
	How To Use Claude to Automate Posting on IG Reels… #shorts	Robert Benjamin	2,621	926,000	0.0
	How To Use Claude to Automate Posting on IG Reels…	Robert Benjamin	2,602	926,000	0.0
	NEW Claude Prompt Makes Getting Followers EASY!	Robert Benjamin	1,664	926,000	0.0
✅	Never Run Out of Content Ideas Again 🤯	The AI box	1,638	152	10.8
	Grow Instagram from 0 - 20k within a month 🎉😱	AI Profit Lab	1,268	10,500	0.1
✅	do not sleep on this Instagram hack 😭 #claude…	growithluigiort	1,232	1	1,232
✅	do not sleep on this Instagram hack 😭 #claude…	Megz	1,229	25	49.2
✅	🖐Stop Making Carousels Manually! #canva #claudeai…	Tool Orbit Ai	1,229	200	6.1

Claude flagged its own caveats (one marked video is off topic, two share a title) and named what the marked ones share: a "don't / stop / never" command, one concrete payoff, a reaction emoji, and plain everyday words.

MOVE 2 Claude writes

Three reel ideas, hooks included

Move 2: three reel ideas

1. The caption reel

- **Hook (0–3s):** "Stop writing your own Instagram captions. Watch this."
- **Caption:** "I gave Claude my last 10 reels and asked one question… 👇
  It found the one line all my best posts open with, then wrote my next caption from it. Here's the exact prompt I used."
- **Hashtags:** #claudeai #instagramtips #reelstips #contentcreator #aitools

2. The flop audit

- **Hook:** "Claude just told me why my last reel flopped. It was brutal 😭"
- **Caption:** "I didn't want to hear this, but it was right…
  Claude lined up views, likes, comments and shares for every reel I posted this month, and the losers had one thing in common: the first 3 seconds."
- **Hashtags:** #instagramgrowth #claude #reelsstrategy #socialmediatips #creatortips

3. The comment-to-DM reel

- **Hook:** "Don't answer another DM by hand. Comment one word and watch."
- **Caption:** "Comment CLAUDE and see what lands in your inbox 👀
  Every reel I post now sends the free resource automatically, and I set it up in one chat with Claude."
- **Hashtags:** #instagramautomation #claudeai #growoninstagram #dmautomation #aitools

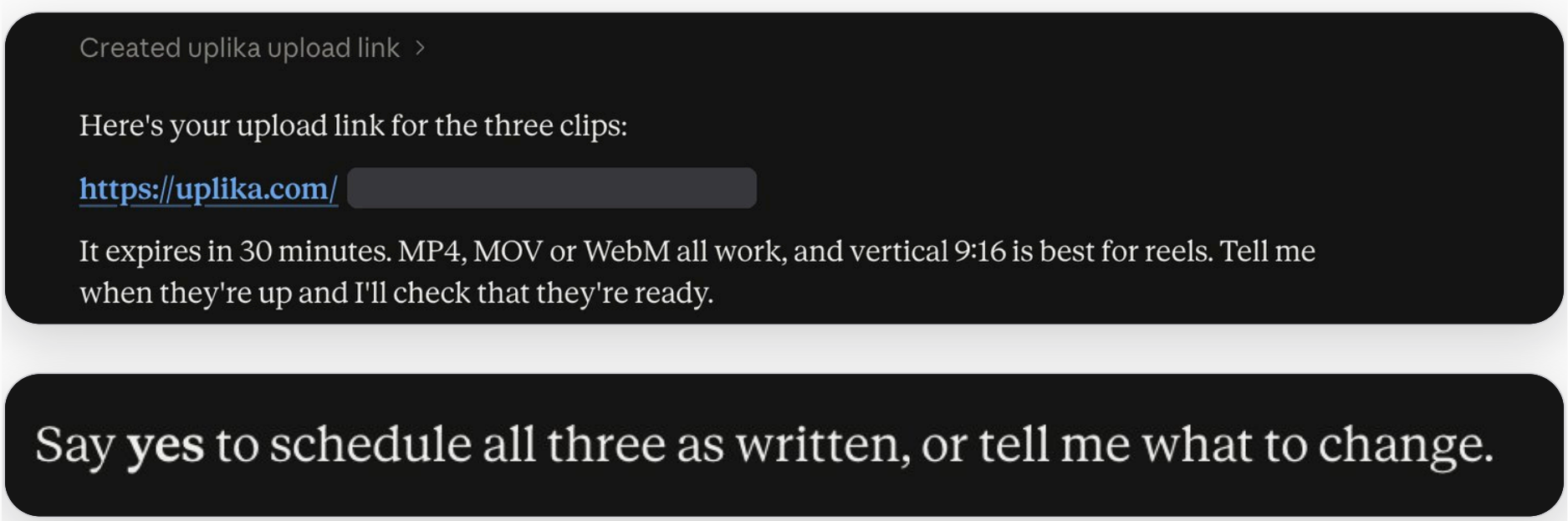
Idea 3 pairs naturally with Move 4: the keyword in the reel becomes the comment-to-DM trigger.

Each idea has the line for the first 3 seconds, a caption with an opening line for "more", and five hashtags. No title is copied word for word.

MOVE 3 `publish · scheduledAt`

Film it, then let Uplika post it

Tell Claude which idea you shot. It gives you an upload link, shows you the caption, the hashtags and the time, and schedules the reel after your **yes**.

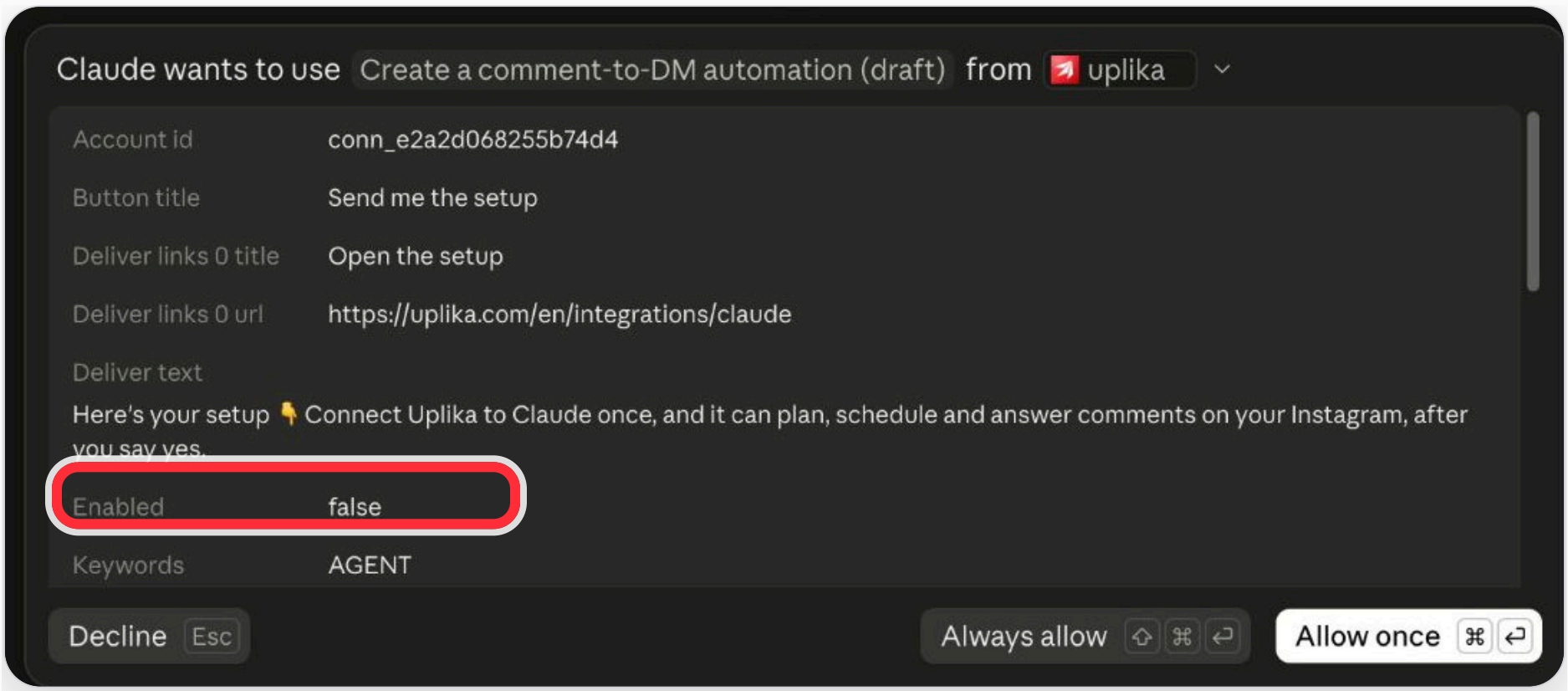


These two screens are from our earlier run on October 7 with the same tools. The link is yours alone and expires in 30 minutes. We did not upload anything for this guide.

MOVE 4 `create_comment_to_dm`

One keyword, one automatic DM

We said: keyword **AGENT**, send this link, followers only, for my next reel. Before it creates anything, Claude shows every field. Look for **Enabled: false**.



It is a draft. Nothing is sent to anyone until you say yes and Claude calls `enable_automation`.

MOVE 4 `create_comment_to_dm`

The draft, in plain words

Created uplika comment-to-DM automation (draft) ›

The AGENT draft is saved for your next reel and is **off**. Nothing will go out until you say yes.

When someone comments a message containing "AGENT":

1. **Private reply (opening DM):** "Hey! 👋 Thanks for commenting AGENT. Tap below and I'll send you the setup for running your Instagram with Claude." It has a button labelled **[Send me the setup]**.
2. **Followers only:** if they don't follow you, they get "Almost there! Follow @uplika_center first, then tap below and the setup is yours." with an **[I followed]** button that checks again.
3. **Delivery (followers):** "Here's your setup 👇 Connect Uplika to Claude once, and it can plan, schedule and answer comments on your Instagram, after you say yes." It has a button labelled **[Open the setup]** that goes to https://uplika.com/en/integrations/claude.
4. **Public reply under their comment:** one of these, picked at random, and only after the DM actually sends:
   - "Sent! Check your DMs 📩"
   - "Just sent it to your DMs 📩"
   - "On its way to your inbox 📩"

Opening DM with a button, a follow check, the link, and a public reply that goes up only after the DM is sent. Instagram allows one automatic DM per comment, within 7 days. We deleted this draft after taking the screenshot.

MOVE 5 `get_insights`

"How did my last reels do?"

It lists your reels and reads views, likes, comments and shares for each, side by side.

Used uplika ›

Here's how your last six reels on @uplika_center did, measured as of today.

Move 5: last 6 reels

Posted	Hook (first line)	Views	Likes	Comments	Shares
Oct 10	Claude can now run your YouTube channel 👇	3,471	38	21	34
Oct 9	Claude just killed "what should I post?" 👇	1,989	32	17	10
Oct 8	Don't vibe code in Claude Code again until these 4 free plugins are in 👇	2,208	29	9	18
Oct 7	Give Claude these 5 jobs before you post anything else 👇	2,222	28	21	21
Oct 6	Stop setting up ManyChat by hand 👇	230	1	0	1
Oct 5	**Claude can now run your Instagram for you 👇**	**3,943**	**57**	**69**	**58**

All four numbers came back for every reel; none are null. Comment counts likely include the comment-to-DM keyword comments, so they also reflect demand for the guide.

Best reel: Oct 5, "Claude can now run your Instagram for you." It leads every column, and its 69 comments are more than three times any other reel's. The Oct 10 YouTube reel uses the same hook shape and reached 3,471 views in about a day, so the pattern is repeating.

Our real numbers, small as they are. One reel leads every column, and Claude says which and why.

MOVE 5 Claude rewrites

Then it rewrites the next hook

Next reel: old vs new

I applied the winning pattern to idea 1 from earlier, the caption reel.

	Old	New
Hook (0-3s)	"Stop writing your own Instagram captions. Watch this."	"Claude can now write every Instagram caption for you."
Caption	"I gave Claude my last 10 reels and asked one question… 👇 It found the one line all my best posts open with, then wrote my next caption from it. Here's the exact prompt I used."	"Claude can now write every Instagram caption for you 👇 1. It reads your last reels and their numbers 2. It finds the opening line your best posts share 3. It writes your next caption, with the hashtags in the first comment Nothing posts until you say yes. You film the reel. Claude writes the words. 💬 Comment CAPTION and follow, and we'll DM you the prompt 📩 🔖 Save this · ➕ Follow @uplika_center"

Old on the left, new on the right. It took the shape of our best hook and applied it to idea 1 from Move 2. This is the loop: the next search starts from what your own numbers said.

MORE YOU CAN SAY

Other sentences that work

1 **"Search again, last 7 days only."**

Fresh ideas. The period can be 7 days, a month, 3 months, 6 months or a year.

2 **"Use 'meal prep for beginners' as the search words."**

The words a viewer would type usually find more than your own wording.

3 **"Schedule this reel for Friday at 9 am."**

It shows the caption and the time first and waits for your yes.

4 **"Answer the questions under my last reel."**

It drafts a reply to each real question and sends them after your yes.

5 **"Which hook should I stop using?"**

It compares your reels by views, likes, comments and shares.

IF IT DOES NOT WORK

Things that go wrong

Claude answers `research_quota_exceeded`

You used your 200 searches for today. Repeating a search from the last 24 hours still works.

Claude answers `youtube_quota_exhausted`

YouTube limits the searches all Uplika users share each day. Try again after midnight Pacific time.

Claude answers `reconsent_required`

The account was connected without the DM permissions. Reconnect it on the Connections screen, then ask again.

A number is missing

Views can come back empty on a reel that just went out. Claude says "not reported yet" and does not guess.

Anything else

Ask Claude to call `get_help` with the error, or read **uplika.com/en/docs/help**.

Post it.
Read it.
Rewrite it.

Connector address `https://api.uplika.com/mcp`

Nothing goes out until you say yes.

Free to start. Questions: support@uplika.com

uplika.com

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