

Connect Claude to your Instagram

Every screen of the setup, the prompt to paste, and a real run on our own account. Nothing goes out until you say yes.

uplika.com

Setup guide
October 2026

What you will have in 10 minutes

1. Claude **reads your Instagram posts and their numbers**.
2. It **drafts next week**: a hook, a caption and hashtags for each post.
3. You hand over the clips. It **schedules them and posts them**, after you say yes.
4. People who comment your keyword **get a DM, automatically**.

What it does not do. Uplika does not make your videos or images. You bring the clips. Claude and Uplika do the reading, the writing, the scheduling and the replying.

The connection screens are from **October 21, 2026**. The run screens are from a real run on our own account, **@uplika_center**, on October 5, 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 21, 2026.

2 **An Instagram professional account.**

Business or Creator. It is a free switch in the Instagram app's settings. A Facebook Page is only needed if you connect through Facebook (step 7).

3 **An Uplika account.**

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

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

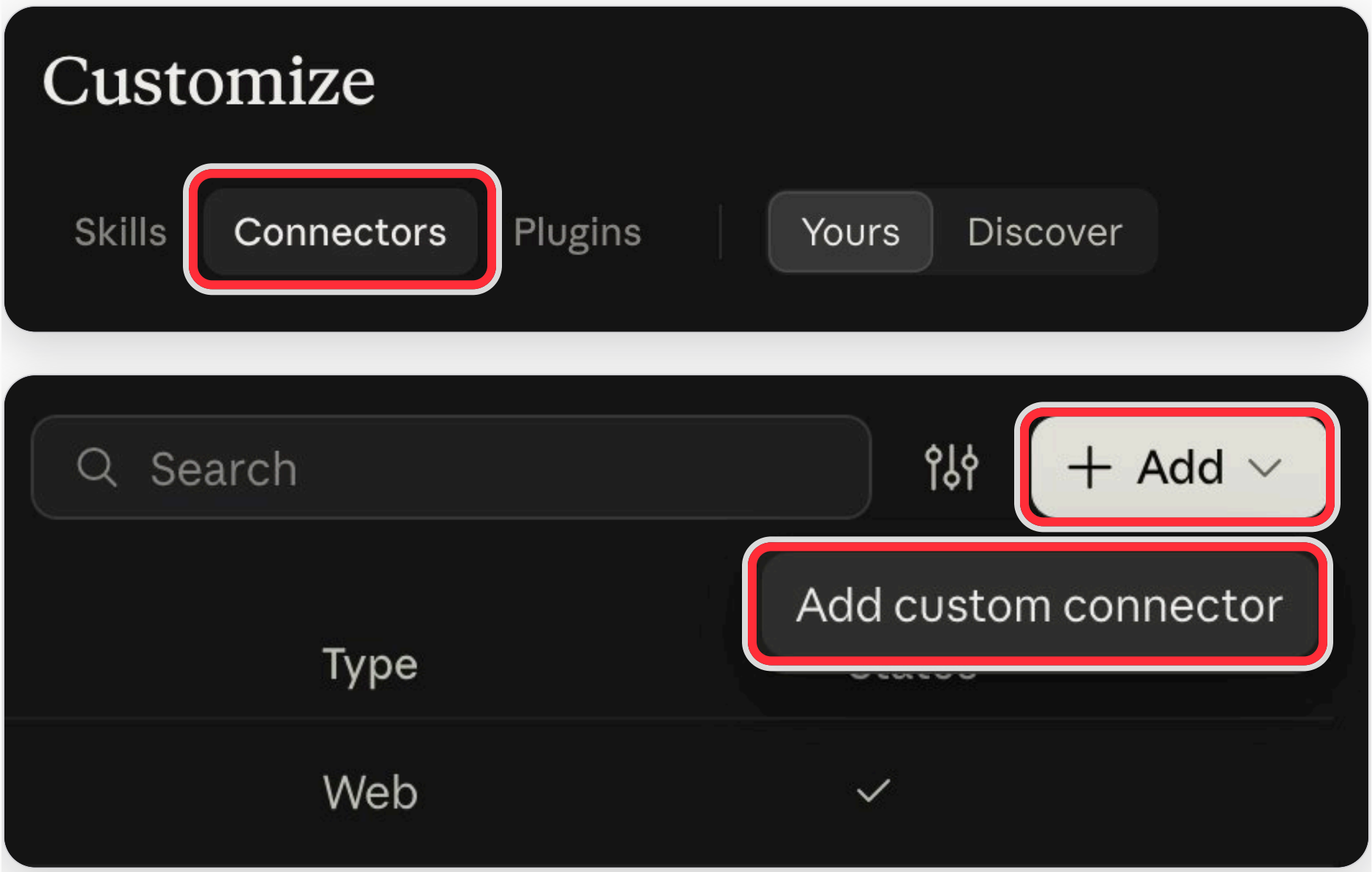
Add the connector from a browser on a computer. After that you can talk to Claude from anywhere.

The setup is **steps 1 to 10**, one screen per page. Then you paste one prompt, and Claude does the rest with you.

STEP 1

Open Connectors in Claude

In Claude, open **Customize** in the left sidebar, then the **Connectors** tab. Press **Add**, then **Add custom connector**.



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

STEP 2

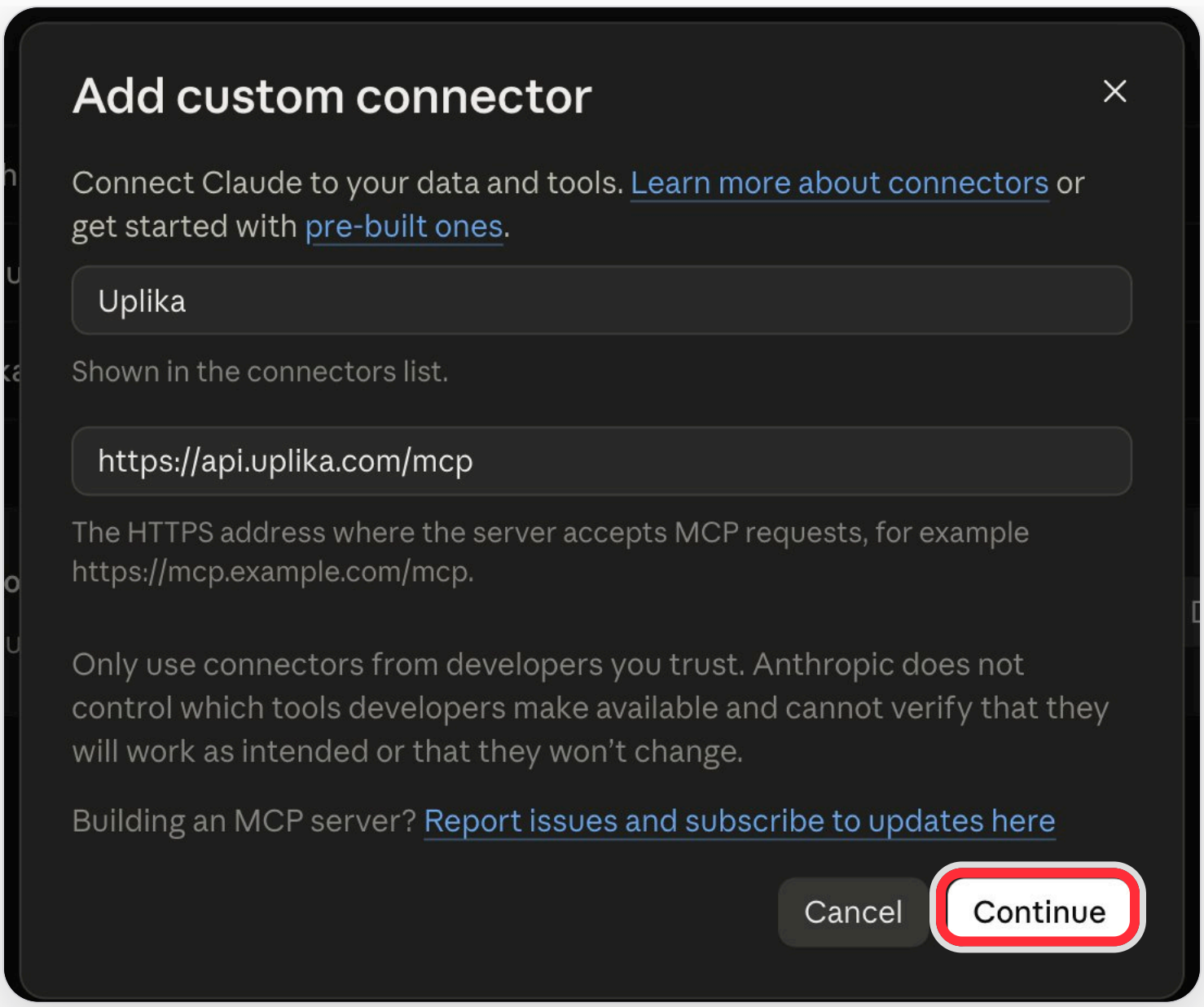
Name it and paste the link

NAME

Uplika

MCP SERVER URL

https://api.uplika.com/mcp

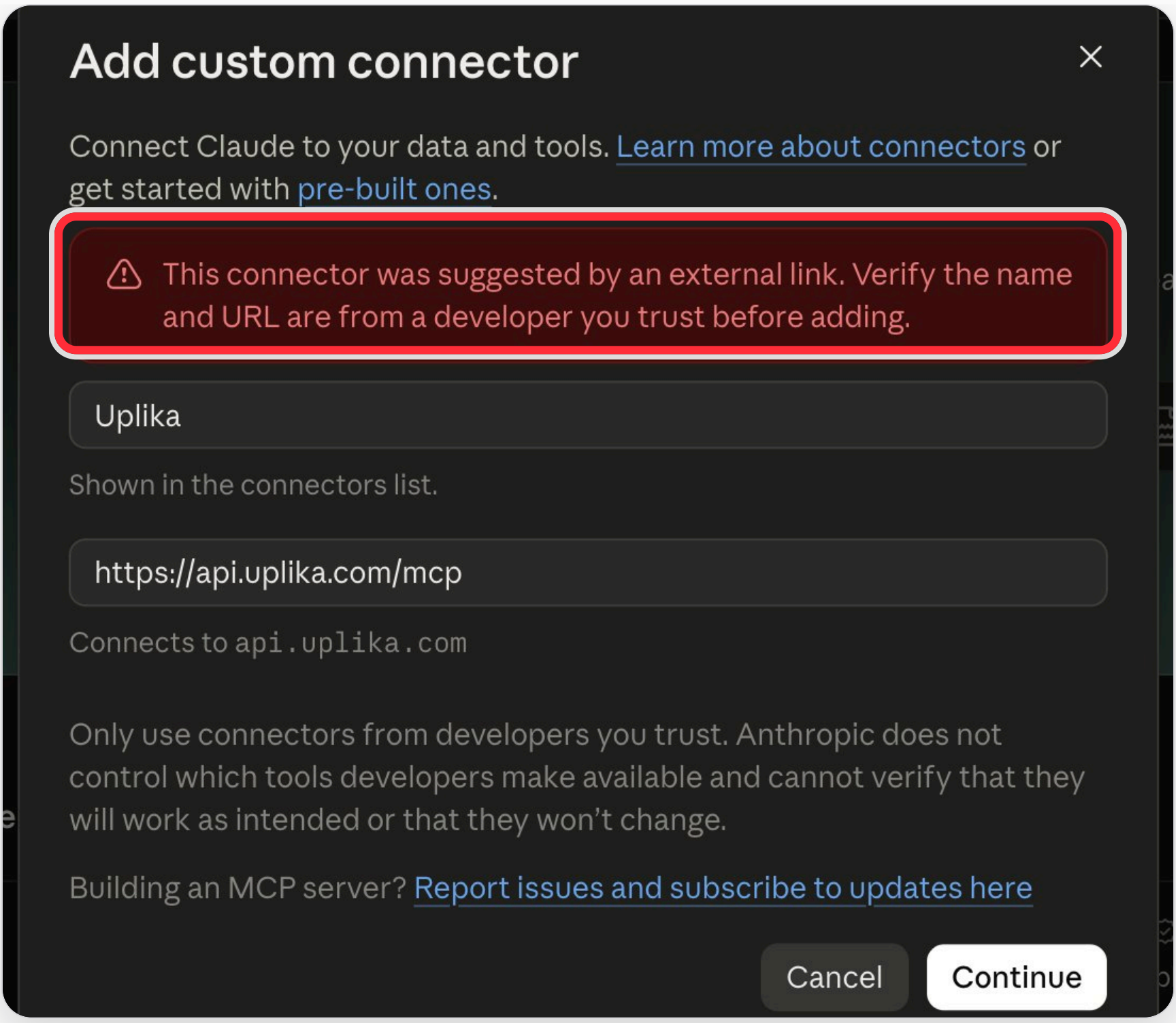


Press **Continue**. Uplika is added to your list of connectors.

STEP 2 · SHORTCUT

Or let a link fill it in

This link opens the same window with both fields already filled in.

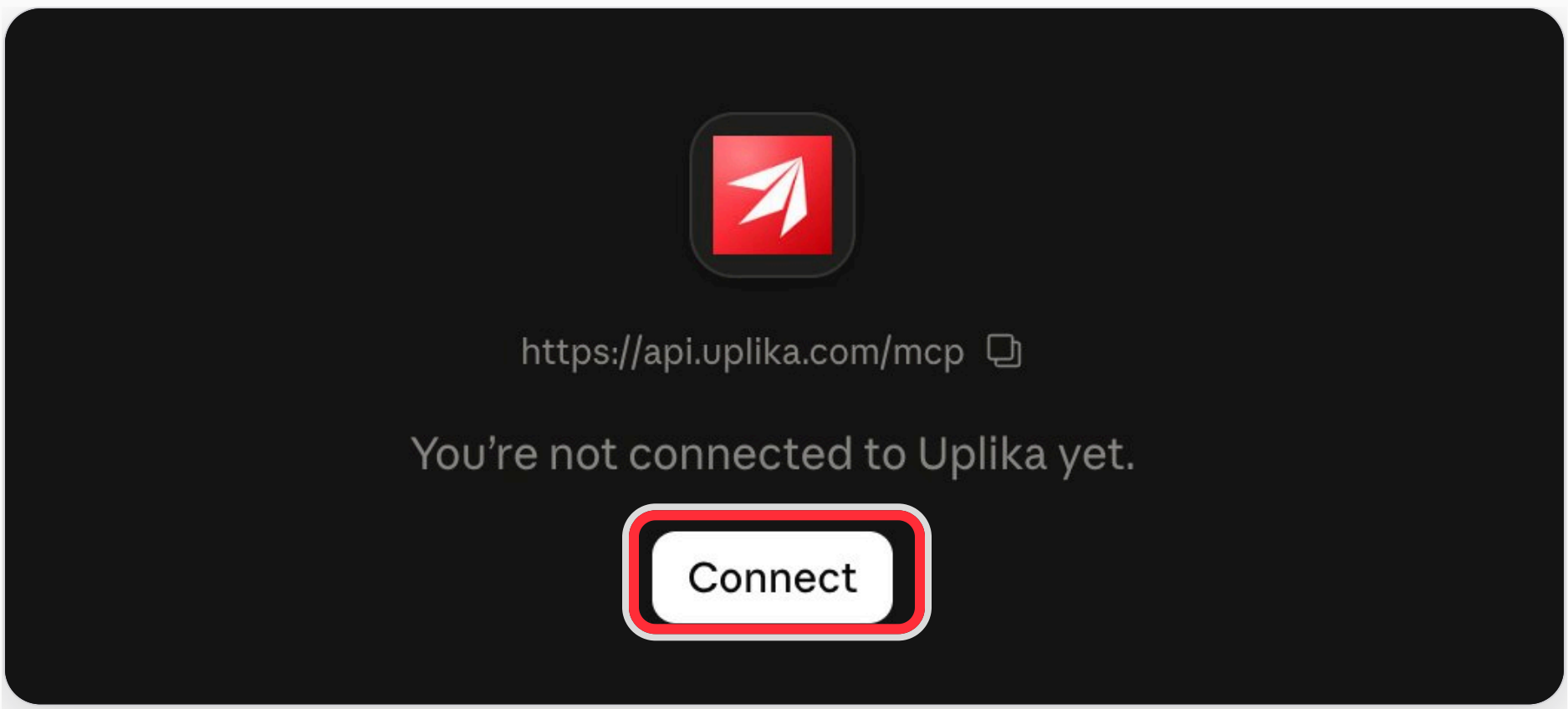


Claude shows a red warning for any connector that comes from a link. Check that the fields say **Uplika** and **https://api.uplika.com/mcp**, then press **Continue**.

STEP 3

Press Connect

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

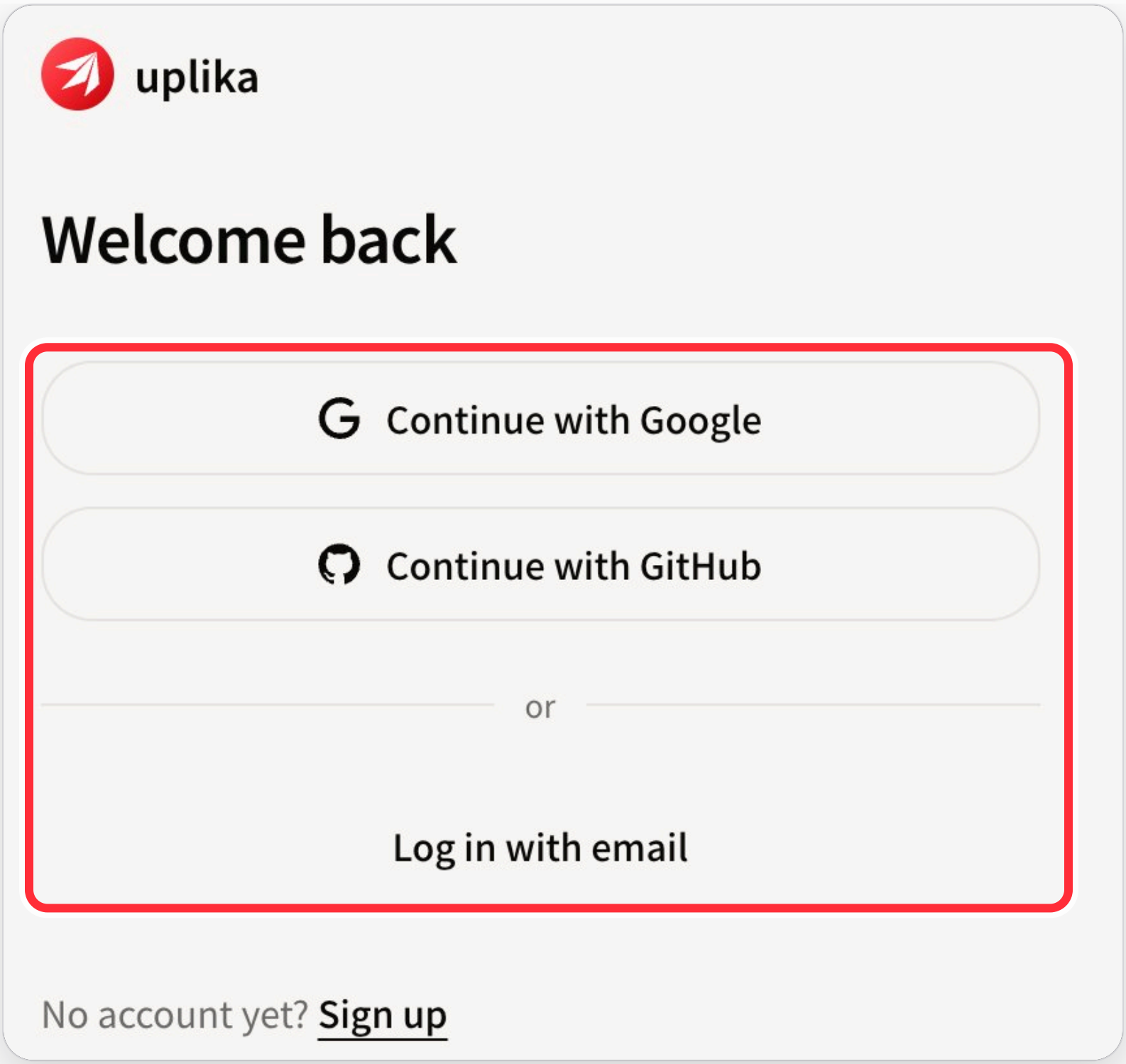


There is no key to copy and nothing to paste. Signing in is the whole handshake.

STEP 4

Sign in to Uplika

Continue with **Google**, **GitHub** or **email**. No account yet? Press **Sign up** at the bottom. It takes a minute.

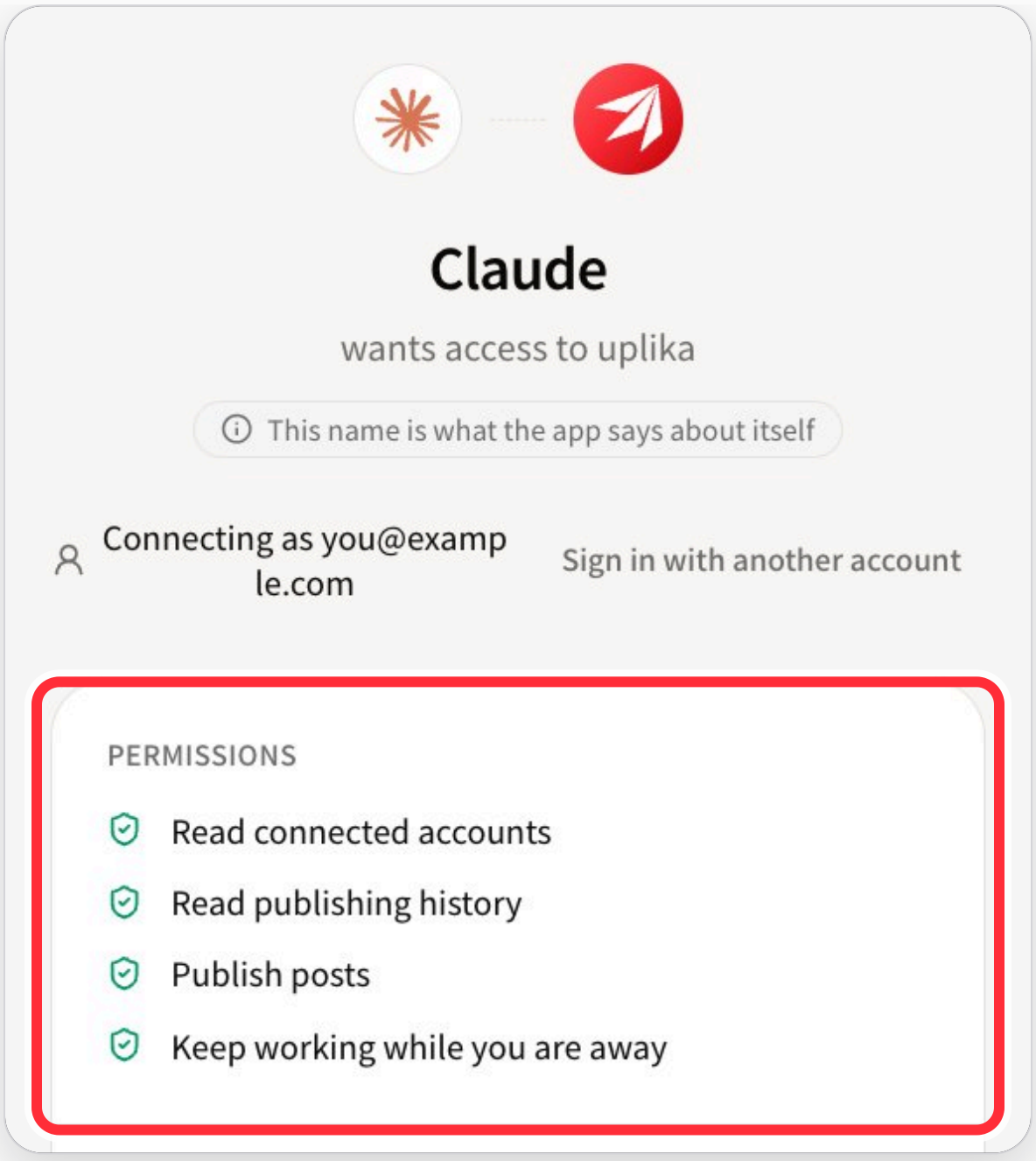


Signing up with email? Open the confirmation link we send you first. Then the approval screen in the next step appears.

STEP 5

Read what Claude asks for

The approval screen says **Claude wants access to Uplika** and lists what it may do: read your connected accounts, read your publishing history, publish posts, and keep working while you are away.

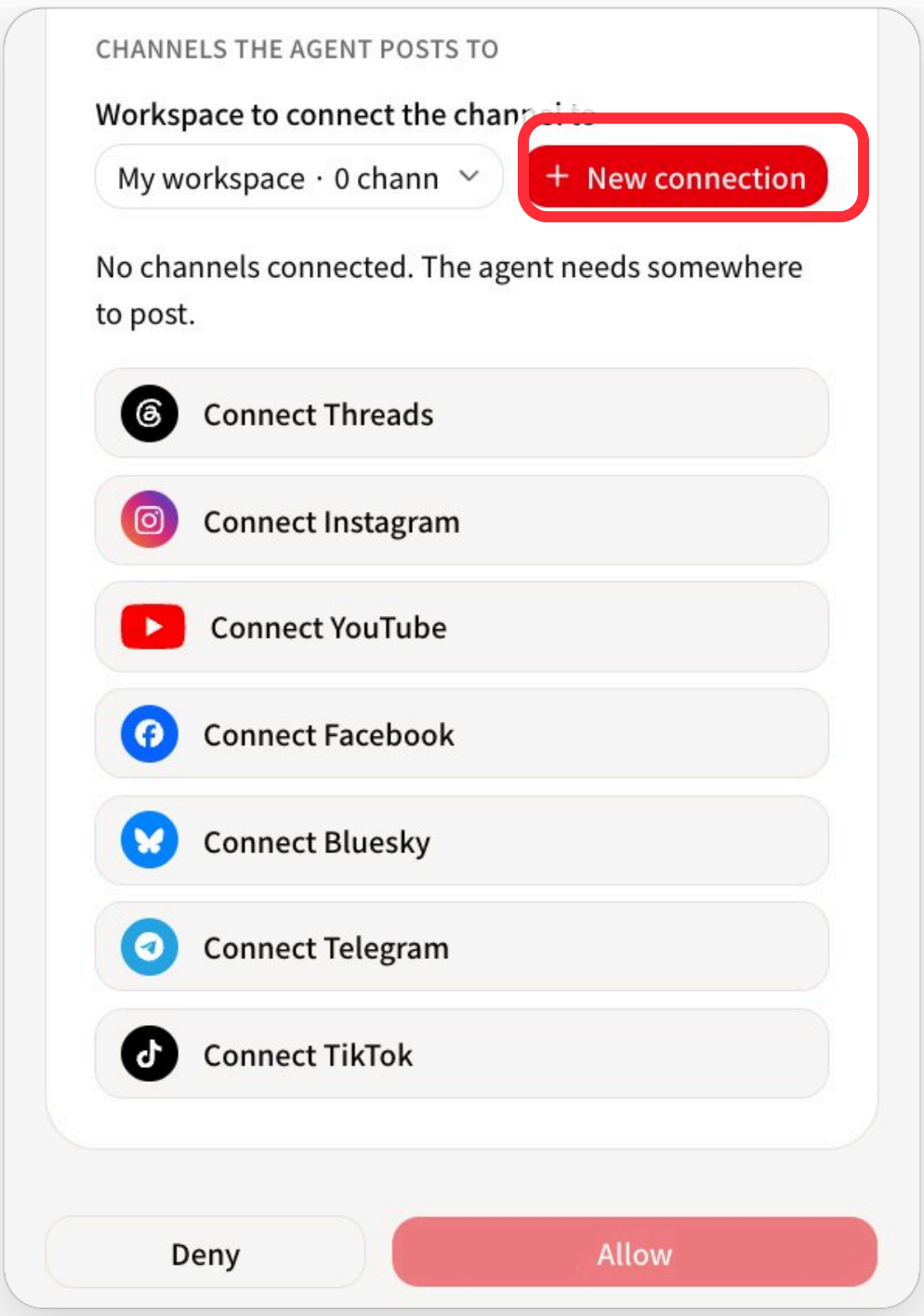


The line at the top shows the Uplika account you signed in with. We hid ours. Wrong account? Press **Sign in with another account**.

STEP 6

Press New connection

Scroll down to **Channels the agent posts to**. A new account has no channels yet, so **Allow** cannot be pressed. Press **New connection**.

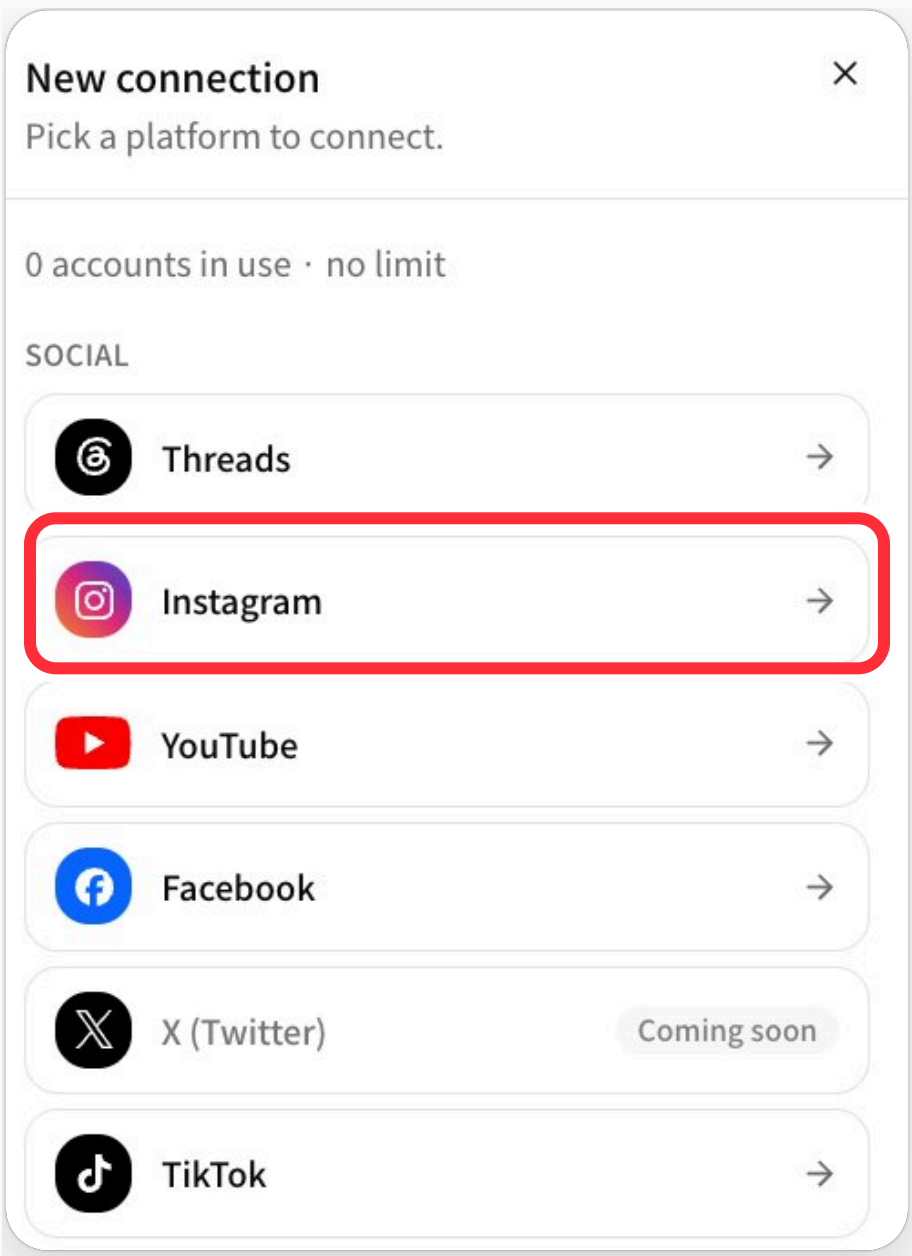


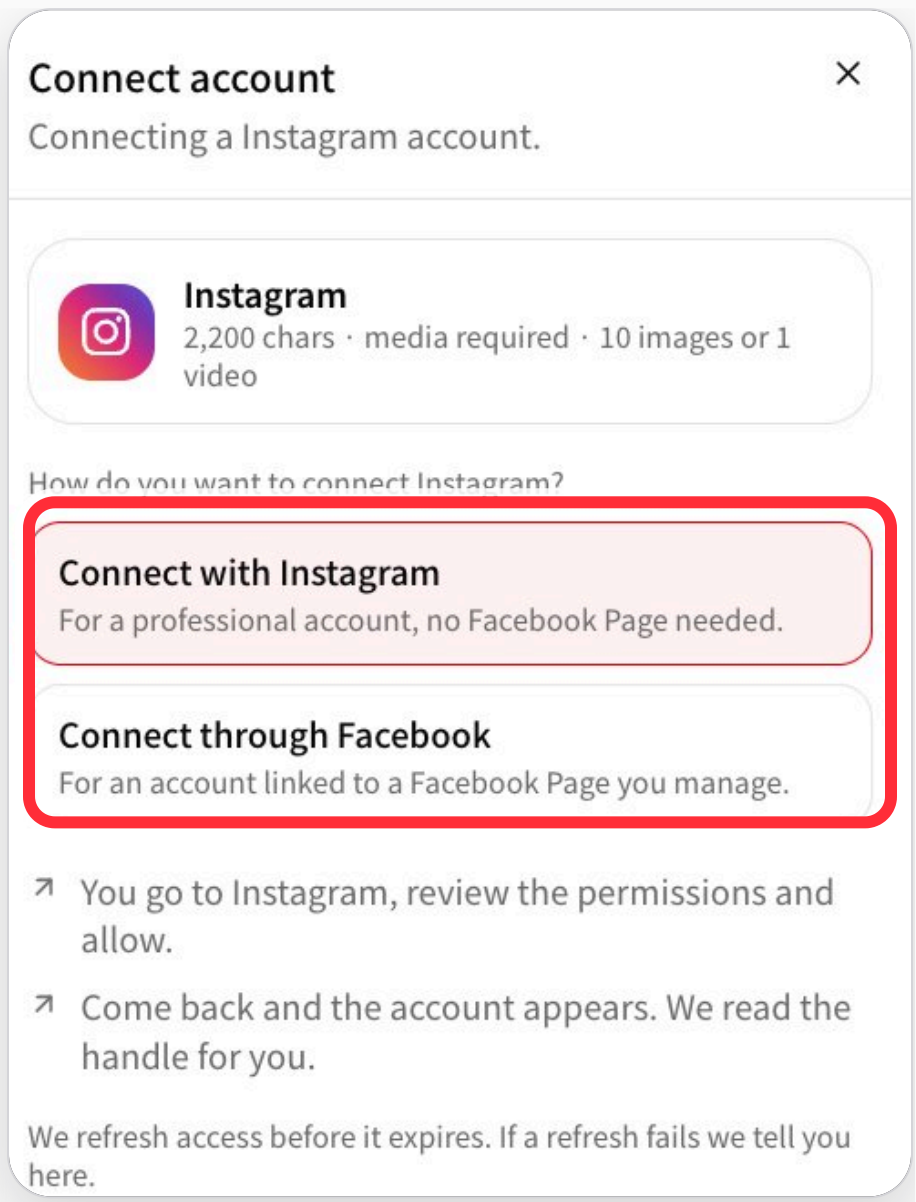
The workspace menu next to it picks where the new channel goes. One brand? Leave it as it is.

STEP 7

Pick Instagram, then how

A panel opens on the right. Pick **Instagram**. Uplika asks how you want to connect it. Choose one, then press **Go to Instagram** at the bottom of the panel.





Left: the list of channels. Right: the two ways to connect Instagram. The next page tells them apart.

STEP 7 · WHICH WAY?

With Instagram, or through Facebook

Connect with Instagram

For a Business or Creator account. **No Facebook Page needed.**

Reading posts and numbers, posting, scheduling, comments and comment-to-DM all work.

Connect through Facebook

For an Instagram account **linked to a Facebook Page you manage.**

Everything above, plus three things the other way cannot do: deleting posts, likes, and music from Instagram's library on reels.

Not sure? If your account has no Facebook Page, pick **Connect with Instagram**. Our own account, **@uplika_center**, is connected through Facebook.

STEP 8

Log in on Instagram's side

1 **Instagram opens in the same tab.**

Through Facebook, Facebook's screens open instead.

2 **Log in with the account Claude will post to.**

Already logged in on this browser? Check that it is the right account first.

3 **Keep every permission on, messages included.**

Without messages, comment-to-DM answers `reconsent_required` later.

4 **Through Facebook: choose the Page linked to your Instagram.**

Back on Uplika you pick the Instagram account from a short list.

5 **You land back on the approval screen.**

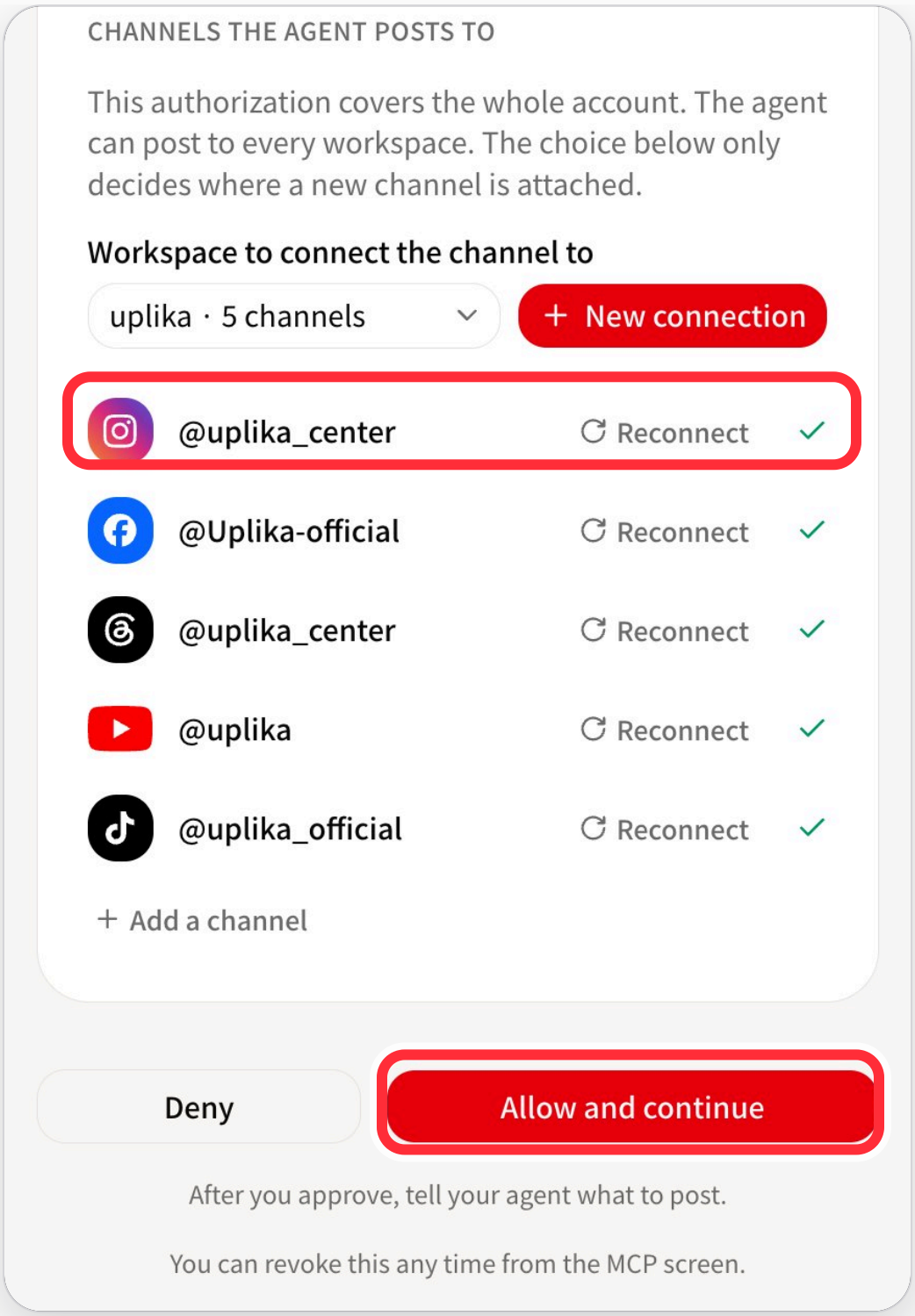
Your Instagram account is now in the list.

We leave Instagram's and Facebook's own screens out of this guide. Follow what they ask, and allow Uplika.

STEP 9

Check the list, then allow

Your Instagram account shows in the list with a check. Press **Allow and continue**. Claude takes it from there.

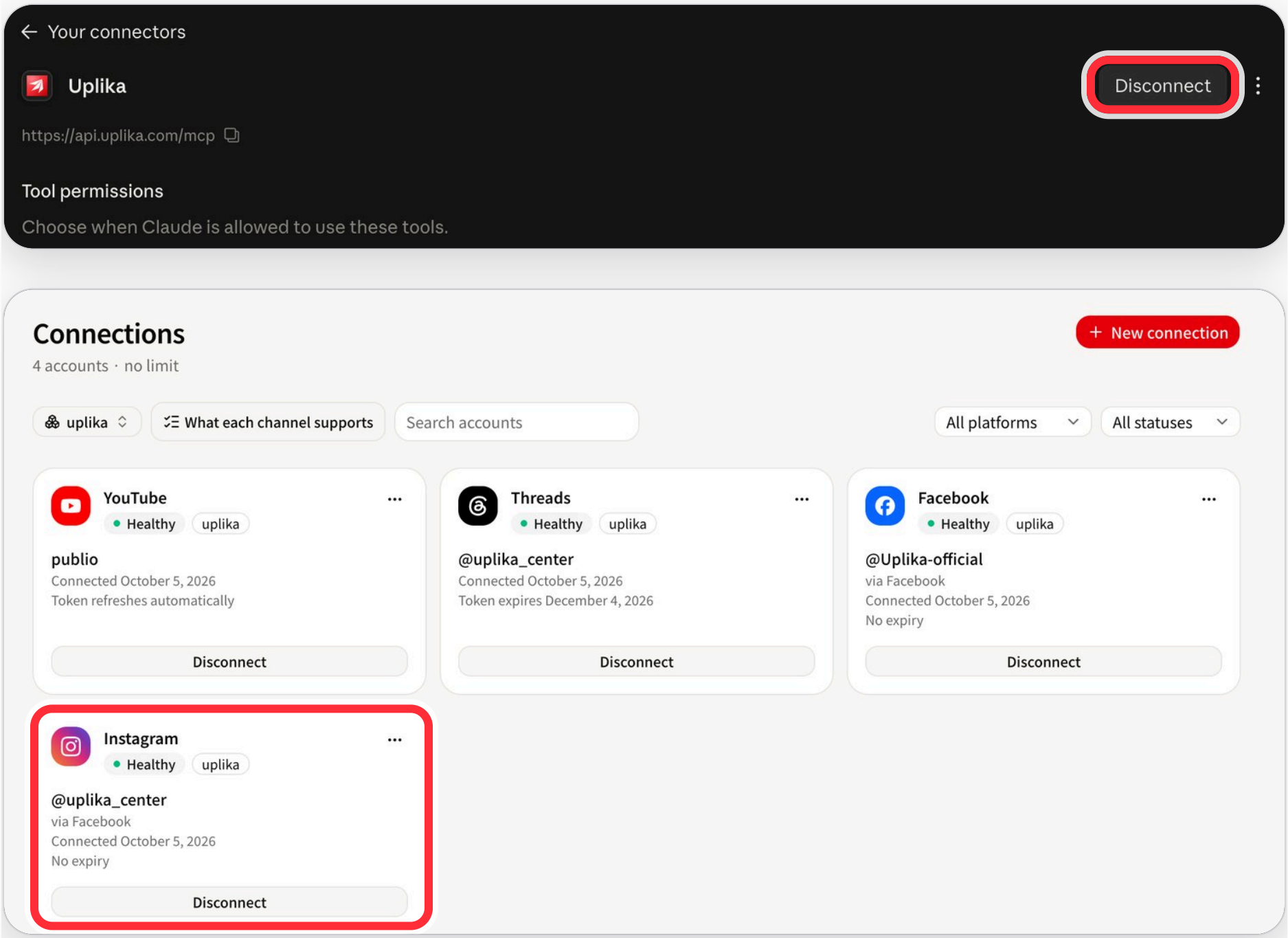


Our list is longer because our workspace has more channels. Yours shows what you added. The approval covers your whole Uplika account.

STEP 10

Check that it says connected

Back in Claude, the Uplika connector now offers **Disconnect**, which means it is connected. In Uplika, the **Connections** screen lists your Instagram as **Healthy**.



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

THE PROMPT

Copy this, all of it

```
You run my Instagram through the Uplika connector.

1. Call list_accounts and tell me which Instagram account is
connected. If none is, stop and send me to
https://uplika.com/dashboard/connections.
2. Read my recent posts with list_channel_posts, then get the
numbers for them with get_insights.
3. Tell me what is working and why: which topics, which formats,
which opening lines. Use only my own numbers. Do not guess at
numbers you did not read.
4. Draft next week: seven posts. For each one give me the hook,
the caption and the hashtags, and say which of my past posts it
builds on.
5. Ask me for the clips or images. Give me an upload link with
media_upload_link so I can drop them in from my phone.
6. When I approve a post, schedule it with publish and
scheduledAt. Show me the text and the time before you schedule
anything. Never publish without my yes.
7. Offer to set up a comment-to-DM automation for one keyword of
my choice. Create it as a draft and turn it on only when I say
so.

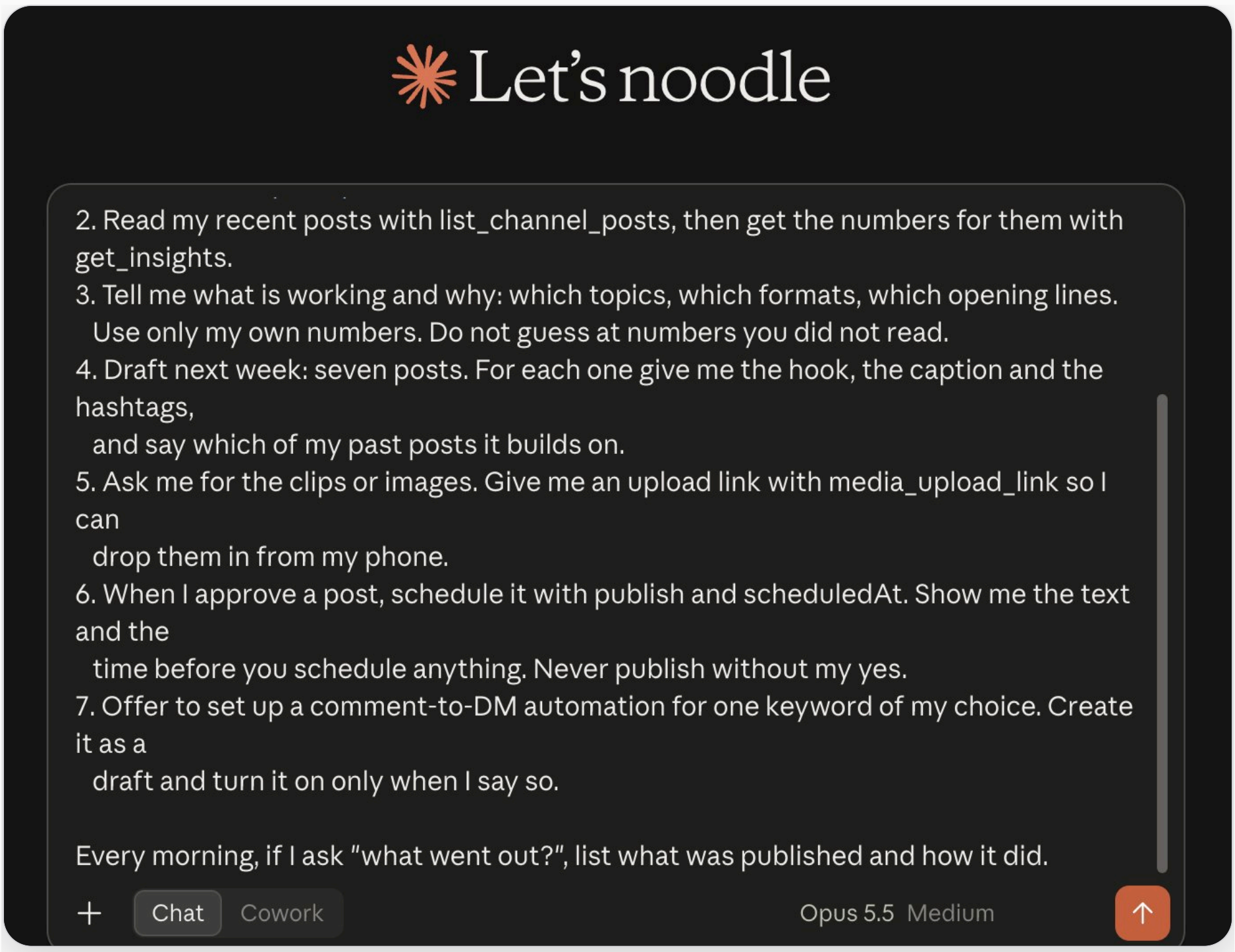
Every morning, if I ask "what went out?", list what was
published and how it did.
```

It only asks for things the Uplika tools do today. Change the tone to yours, keep the steps.

STEP 11

Paste it into a new chat

Open a new chat in Claude, paste the prompt and send it. That is the last thing you type for a while.

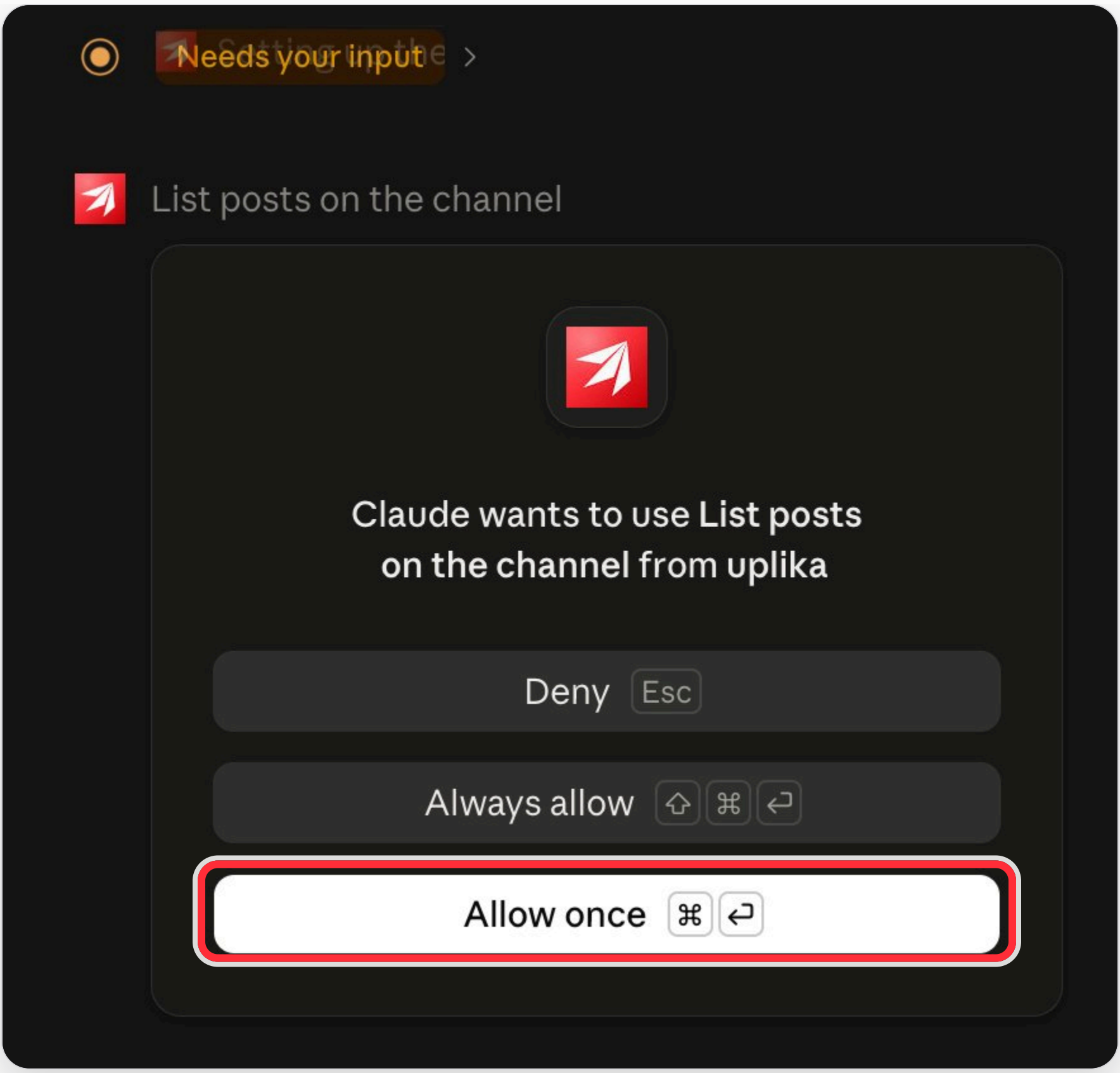


More than one brand in Uplika? Add a first line that names the workspace and the account.

WHAT HAPPENS

Claude asks before it uses a tool

Each tool gets a question the first time. **Allow once** is enough. **Always allow** saves the clicks for the tools that only read.



WHAT HAPPENS

It reads your posts and your numbers

Used uplika integration, loaded tools, read memory ›

1. Connected account

@uplika_center on Instagram is connected and active in the "uplika" workspace. The same workspace also has Threads (@uplika_center), Facebook (Uplika-official) and YouTube (publio), but I'll only touch Instagram unless you tell me otherwise.

2–3. What's working

You have 3 posts, all published within two minutes of each other on Sep 22 (about 02:52 KST):

Post	Format	Opening line	Views	Likes	Comments	Shares
A	Feed image	"Want the full catalog? Comment "catalog" below…"	23	1	2	0
B	Feed image	"Post once. Everywhere."	11	0	3	0
C	Reel	"Comment "catalog" and the link lands in your DMs…"	7	0	0	0

That is 41 views in total, which is too little data to call anything a pattern. Here is what the numbers support:

- **Format:** Both feed images beat the reel on every metric. With one reel, that could be

Our account had three posts and 41 views when we ran this. Claude said so and refused to call anything a pattern. **That is the behaviour you want** from something that reads your numbers.

WHAT HAPPENS

It drafts your week

4. Next week: 7 drafts (Mon Oct 12 – Sun Oct 18)

I've used "catalog" as the keyword to match your existing posts. Posts 1, 3, 5 and 7 should only go out once the DM automation is live.

1. Mon, feed image. Builds on A, your top post. It keeps the question-plus-ask opening.
Hook: *Want every product and price in one place?*
Caption: Want every product and price in one place? Comment "catalog" and we'll DM you the full PDF. It lands in your inbox within a minute.
Tags: #uplika #contentautomation #instagramautomation #aiagent

2. Tue, carousel. Builds on B, your most-commented post, and turns its claim into proof.
Hook: *One sentence. Four channels.*
Caption: One sentence. Four channels. Slide 1 is what we told our AI agent. Slides 2–5 show the same post going live on Instagram, Threads, Facebook and YouTube. No copy-pasting, no logging in four times.
Tags: #uplika #crossposting #socialmediamanagement #aiagent

3. Wed, reel. Builds on C. It retests the reel format with a stronger hook taken from your own data: the 4-second reply.
Hook (on screen): *Watch a comment turn into a DM in 4 seconds.*
Caption: Someone comments "catalog". Four seconds later, the link is in their DMs, and nobody on our team touched a thing. Comment "catalog" to try it yourself.
Tags: #uplika #dmautomation #instagramtips #automation

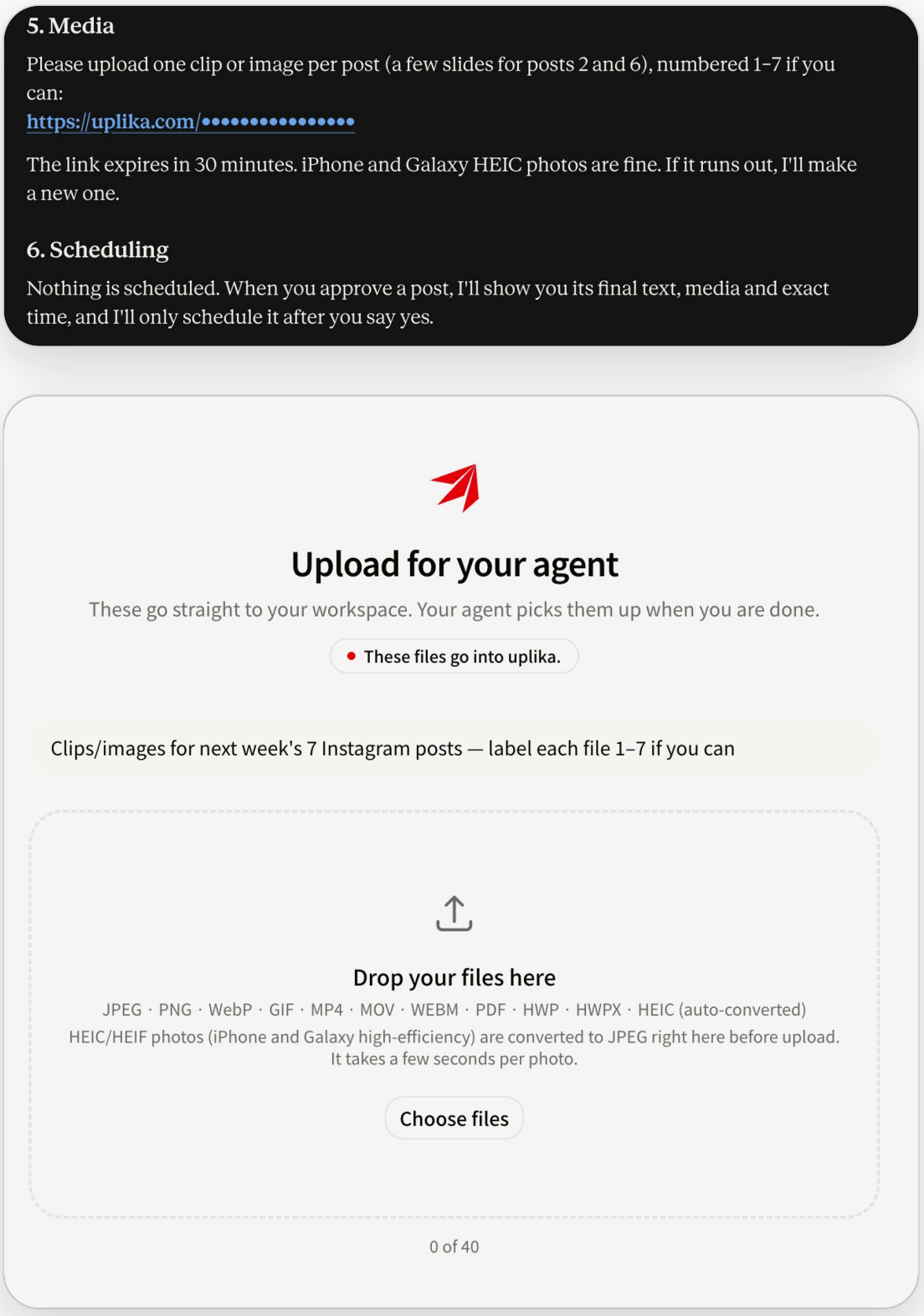
4. Thu, feed image. Builds on B. It asks a questi get comments from people who aren't you.
Hook: *How many apps do you open to post one update?*

Seven posts, each with a hook, a caption and hashtags, and each one says **which of your past posts it builds on**.

STEP 12

Hand over the clips

Claude gives you an upload link. Open it on your phone and drop the files in. They land in your Uplika workspace.



Already have a public link to the file? Paste the link in the chat instead.

STEP 13

Nothing goes out without your yes

automation at that post specifically, so the order doesn't matter. Should I do that?

Post 5, ready to schedule

Account: @uplika_center (Instagram), feed image
Image: https://uplika.com/og/og-en.png
Time: **Friday, Oct 16, 2026, 19:00 KST** (2026-10-16T19:00:00+09:00)

> Set it up once. Your agent does the rest.
>
> Uplika posts across your channels, answers keyword comments with a DM, and keeps going while you're offline.
>
> Comment "CLAUDE" and we'll DM you the setup guide and the prompt.
>
> #uplika #aiagent #mcp #automation #claude

I changed the call to action from "catalog" to "CLAUDE" so it matches the automation, and added #claude.

Two things to keep in mind:

- The automation is off, so it needs to be on before 19:00 on Friday. Otherwise people who comment CLAUDE won't get a DM.
- The loaded image expires on **Oct 7 at 17:24 KST** if it isn't attached to a post. If you say yes before then, it's fine. If not, I'll just load it again.

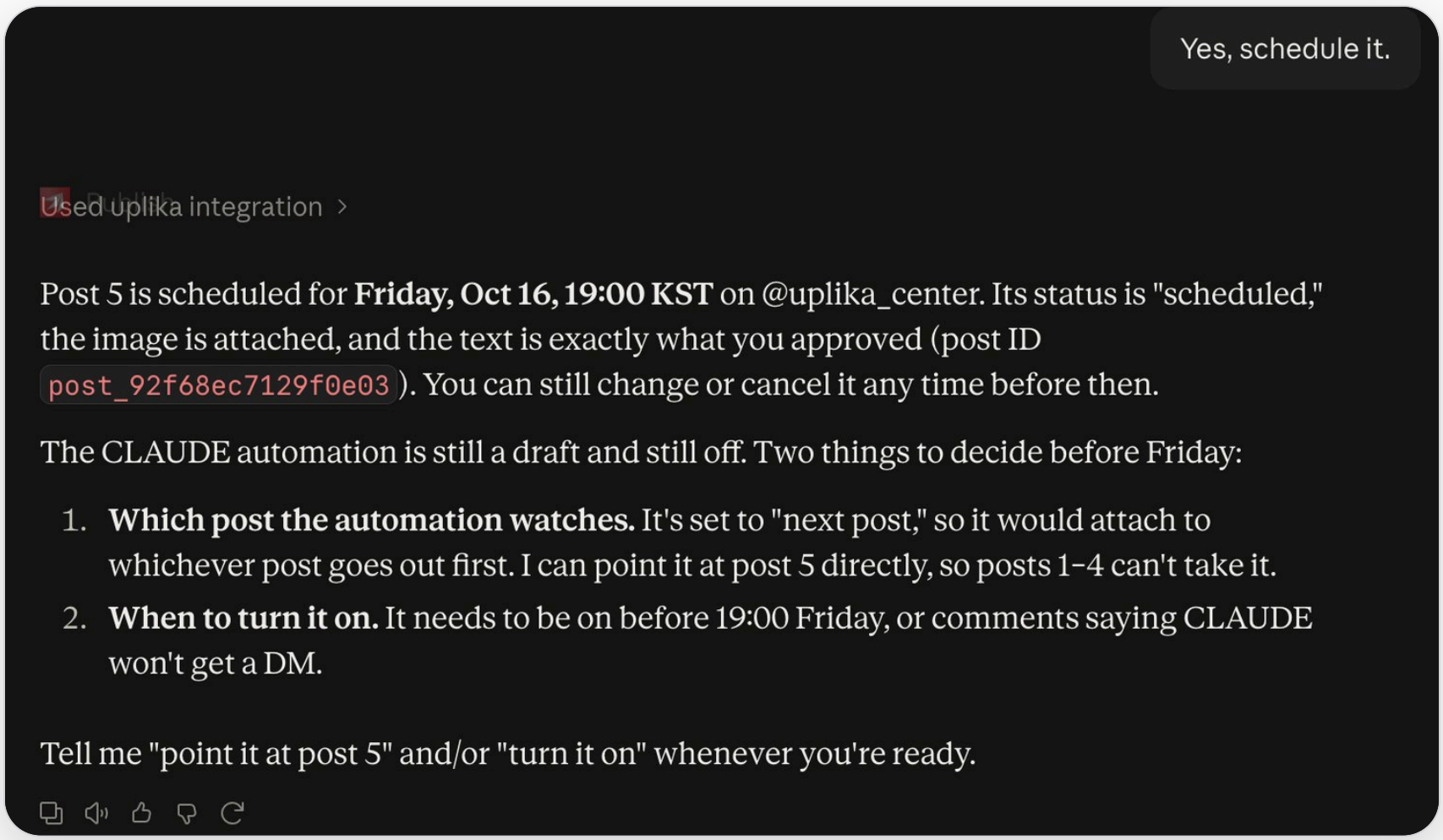
Reply **yes** and I'll schedule it exactly as shown.

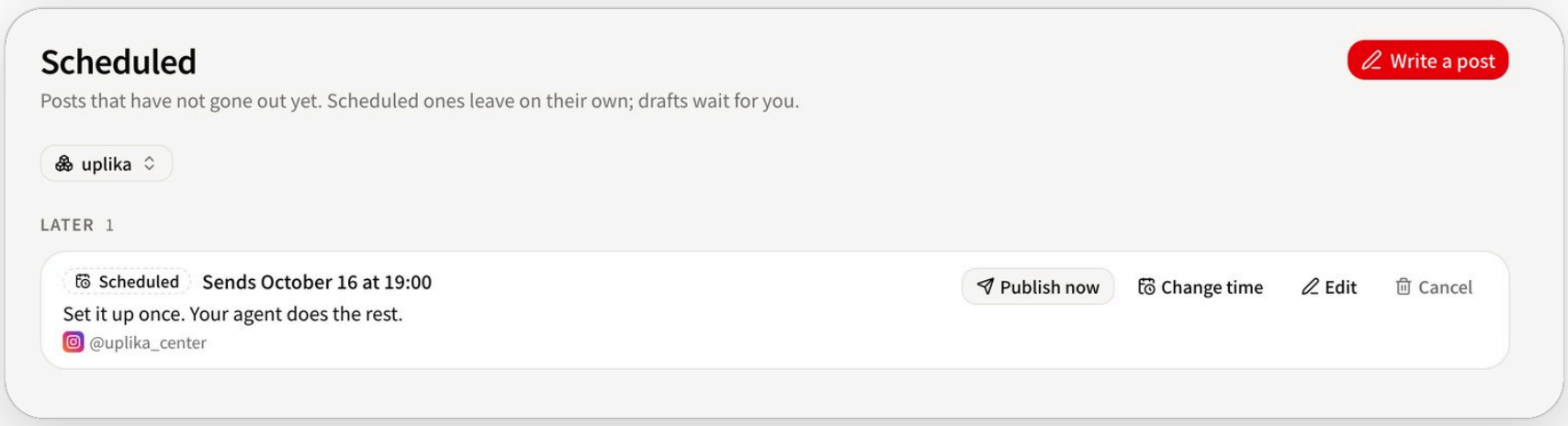
Before anything is scheduled you see the account, the image, the exact time and the full text. **Reply yes**, or tell it what to change.

WHAT HAPPENS

It is scheduled

Uplika's servers hold the post and send it at that time. Your computer can be off.



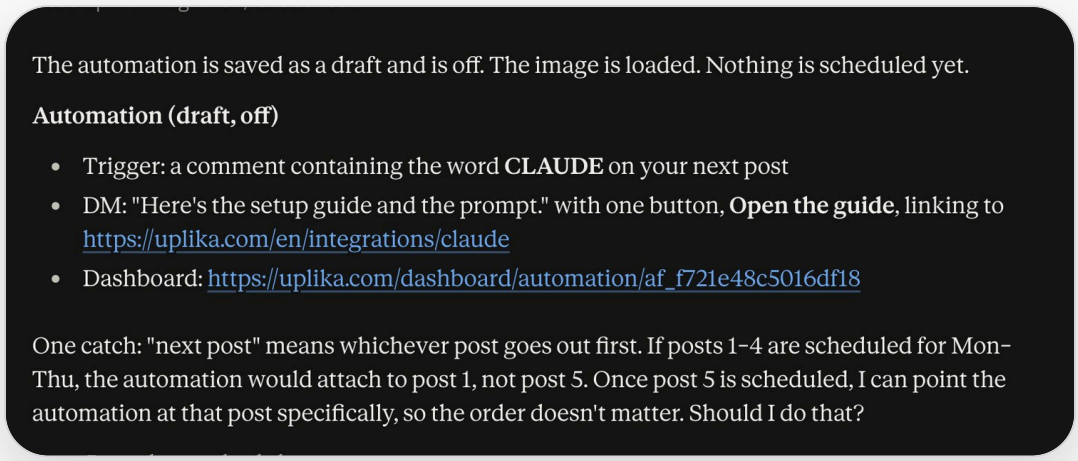


Change the time, edit or cancel from the **Scheduled** screen, or just tell Claude. This one was a demo, so we cancelled it after the screenshot.

STEP 14

Comment in, DM out

Tell Claude the keyword and what to send. It builds the automation as a **draft**. Turn it on when the post is live.

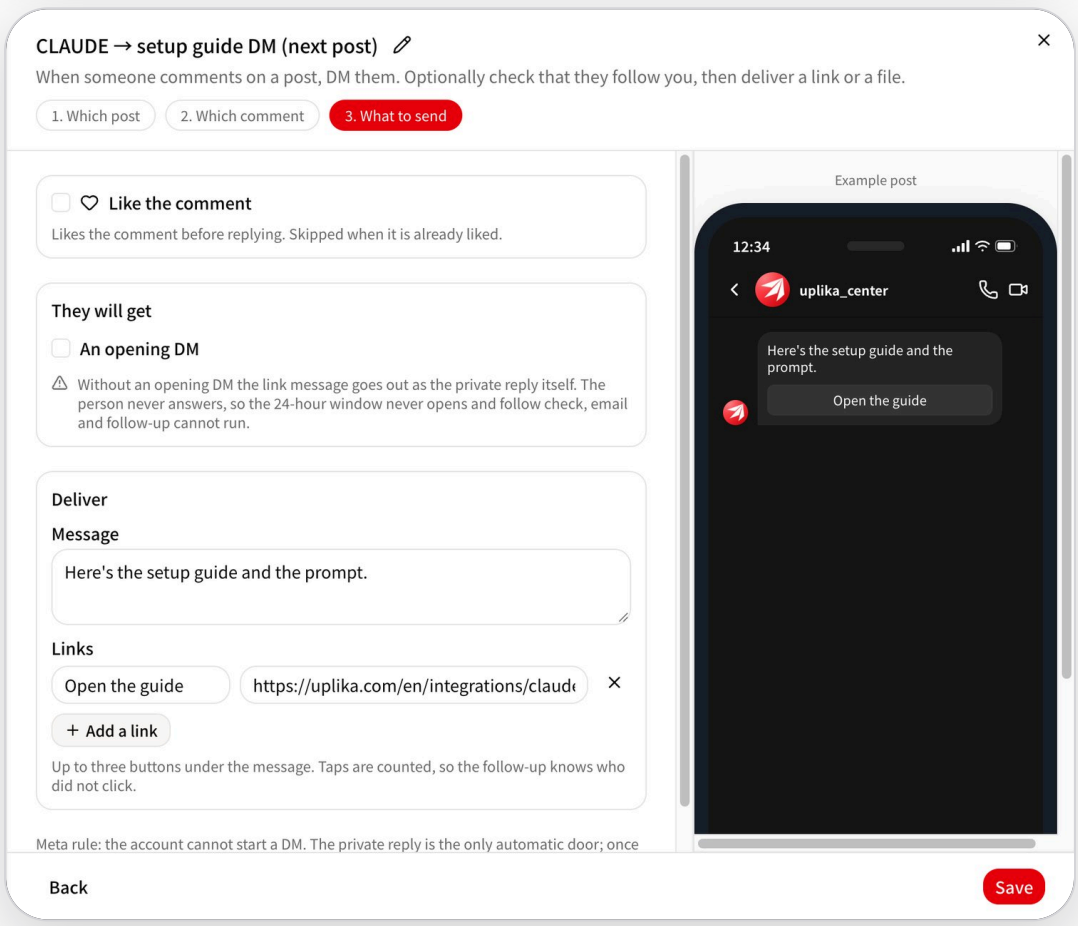


The automation is saved as a draft and is off. The image is loaded. Nothing is scheduled yet.

Automation (draft, off)

- Trigger: a comment containing the word **CLAUDE** on your next post
- DM: "Here's the setup guide and the prompt." with one button, **Open the guide**, linking to https://uplika.com/en/integrations/claude
- Dashboard: https://uplika.com/dashboard/automation/af_f721e48c5016df18

One catch: "next post" means whichever post goes out first. If posts 1–4 are scheduled for Mon–Thu, the automation would attach to post 1, not post 5. Once post 5 is scheduled, I can point the automation at that post specifically, so the order doesn't matter. Should I do that?



The DM can carry a link button or a PDF. Matching ignores upper and lower case. Instagram's rule: the first message is a private reply to the comment, one per comment.

IF IT DOES NOT WORK

Things that go wrong

Claude answers `reconsent_required`

The Instagram account was connected without message permissions. Reconnect it on the Connections screen and keep them on.

"No Facebook Page here has an Instagram professional account linked."

You chose Connect through Facebook, but no Page you manage is linked to a professional account. Link one and connect again, or pick **Connect with Instagram**.

Instagram refuses a post

Instagram has no text-only posts. Every post needs an image or a video.

The tools are missing in a new chat

Open the tools menu in the chat box and switch uplika on. More than one workspace? Name it in your first message.

Anything else

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

Connect once.
Then just ask.

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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