

Never guess what to post

Claude searches YouTube for what is already working on your topic, turns it into reel ideas, and posts to your Instagram after your yes. The setup, the prompt, and a real run with every screen shown.

uplika.com

Setup guide
October 2026

What the research does

1. **Searches YouTube for your topic.** The most-watched Shorts for the words a viewer would type, from the last few months.

2. **Flags the ones that beat their channel size.** More views than subscribers means the title and topic did the work, not the channel.

3. **Pulls out the title patterns.** Numbers, a question, "stop doing X", and what the winners did differently.

4. **Writes reel ideas for you.** A title and the hook for the first 3 seconds, in your words.

What it does not do. It reads public YouTube search results: titles, views, subscribers and length. It does not watch the videos, and it does not read anyone's Instagram. Uplika does not make your videos either. You film them, Claude writes the words, Uplika posts them after your yes.

The research screens (step 7 to the five ideas) are from one real run on our own account, **@uplika_center**, on October 9, 2026. The connection and posting screens are from our setup on October 7.

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 professional account.**

Business or Creator. It is a free switch in the Instagram app's settings.

3 **An Uplika account.**

Free during the beta. 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". The research starts from it.

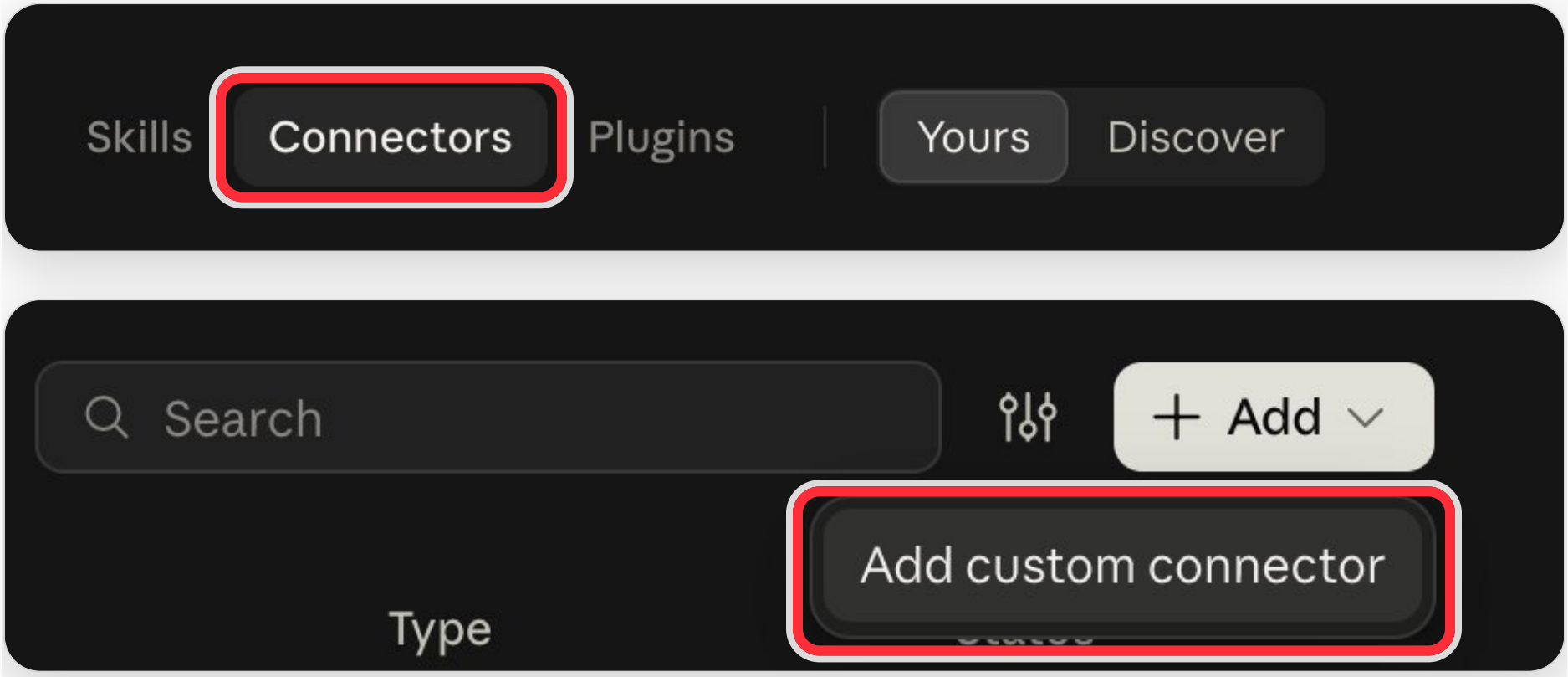
5 **Ten minutes, on a computer.**

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

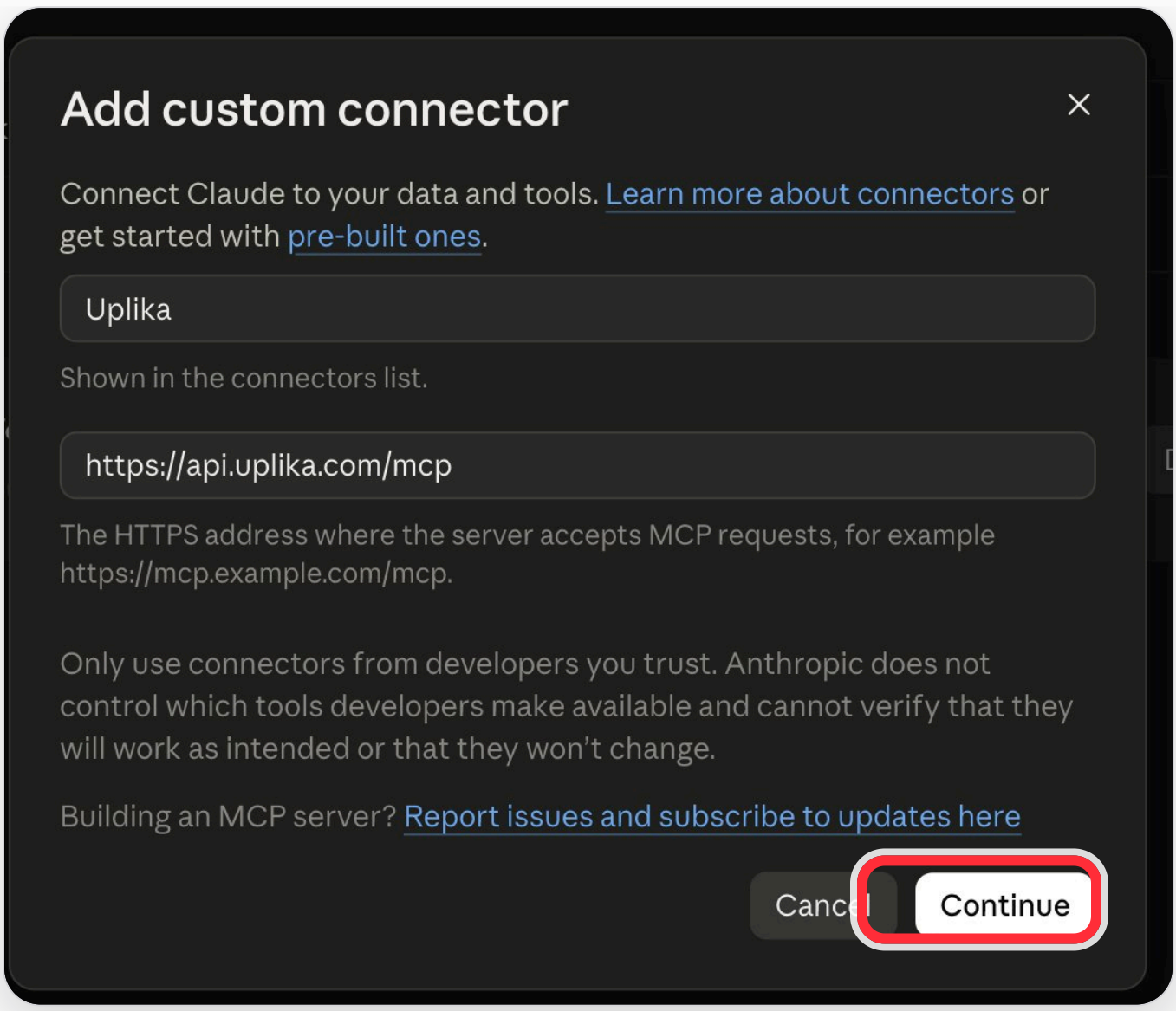
Name it and paste the link

NAME

```
Uplika
```

MCP SERVER URL

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

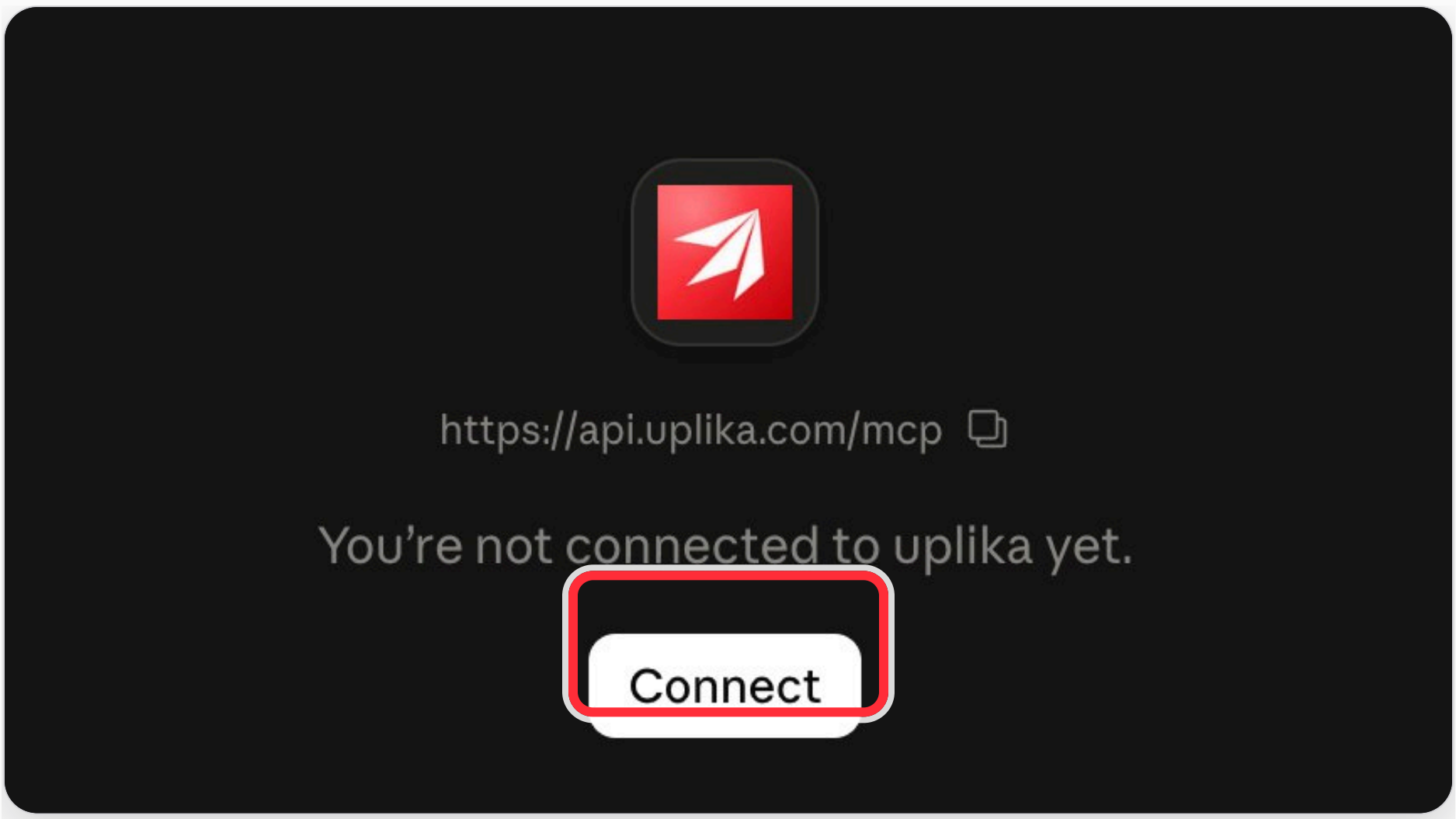


Press **Continue** and confirm. Shortcut: **this link** opens the same window with both fields filled in.

STEP 3

Press Connect

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

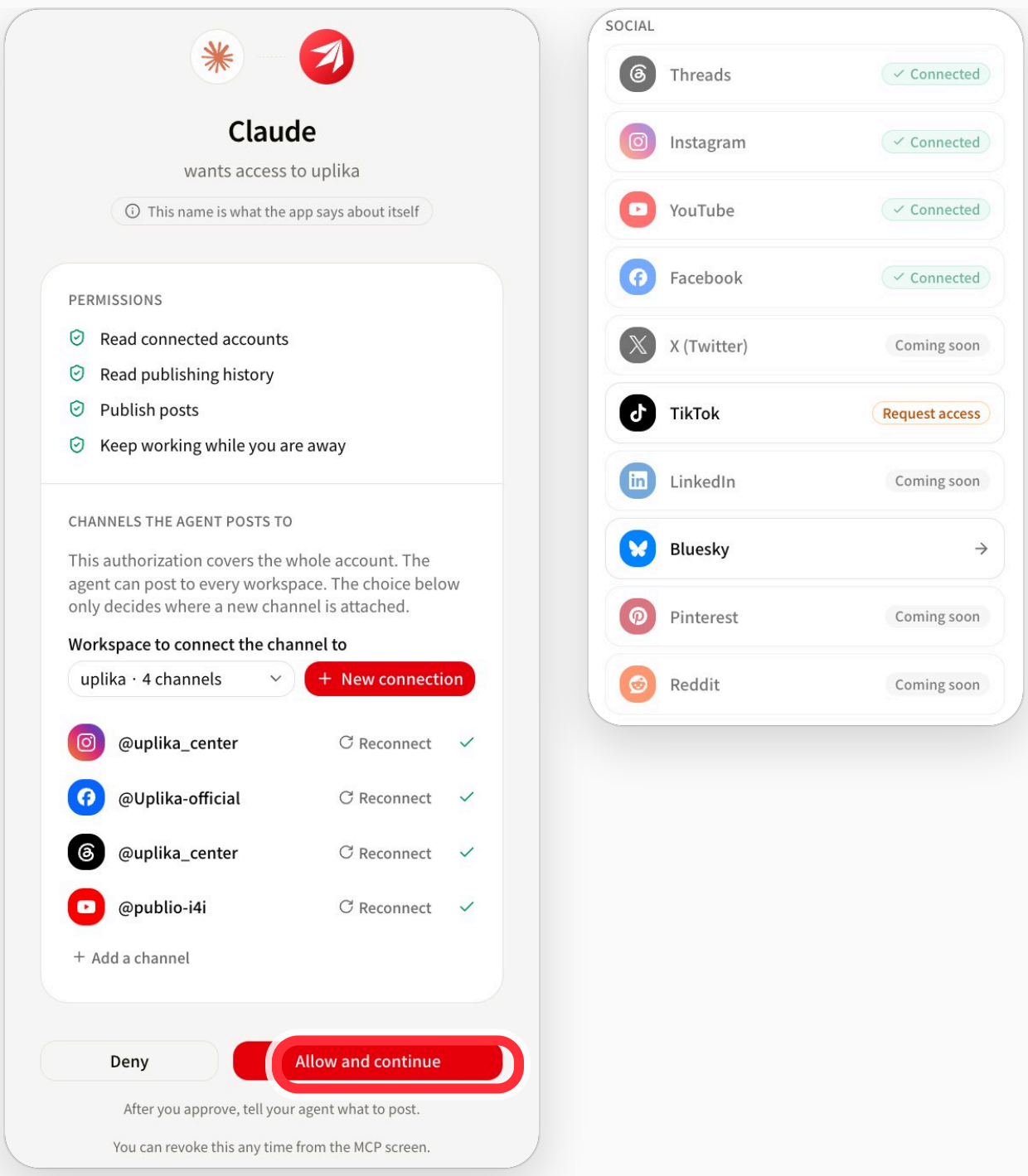


There is no key to copy and nothing to paste. Signing in is the whole handshake.

STEP 4

Sign in, add Instagram, allow

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

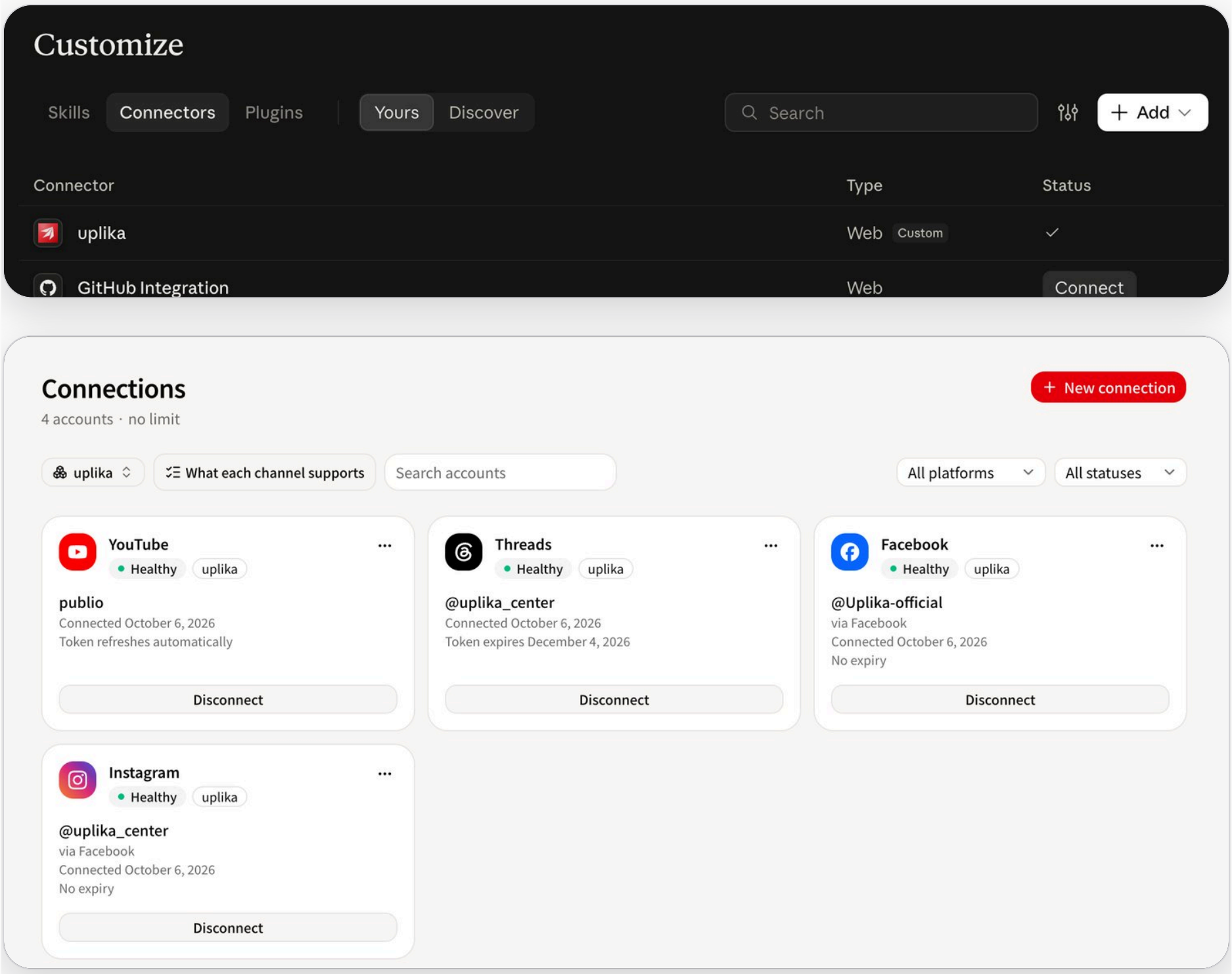


Instagram shows its own screen asking you to allow Uplika. Keep every permission on. Signing up with email? Open the confirmation link first.

STEP 5

Check that it says connected

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

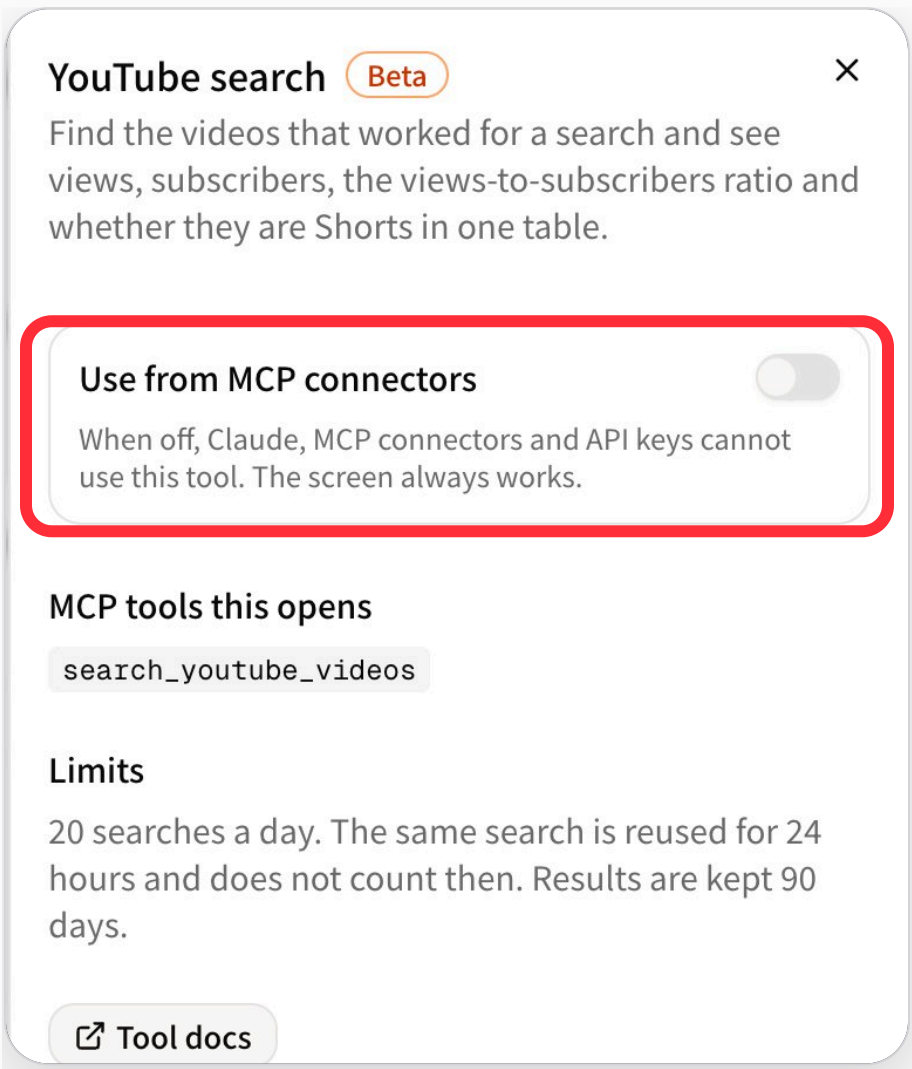


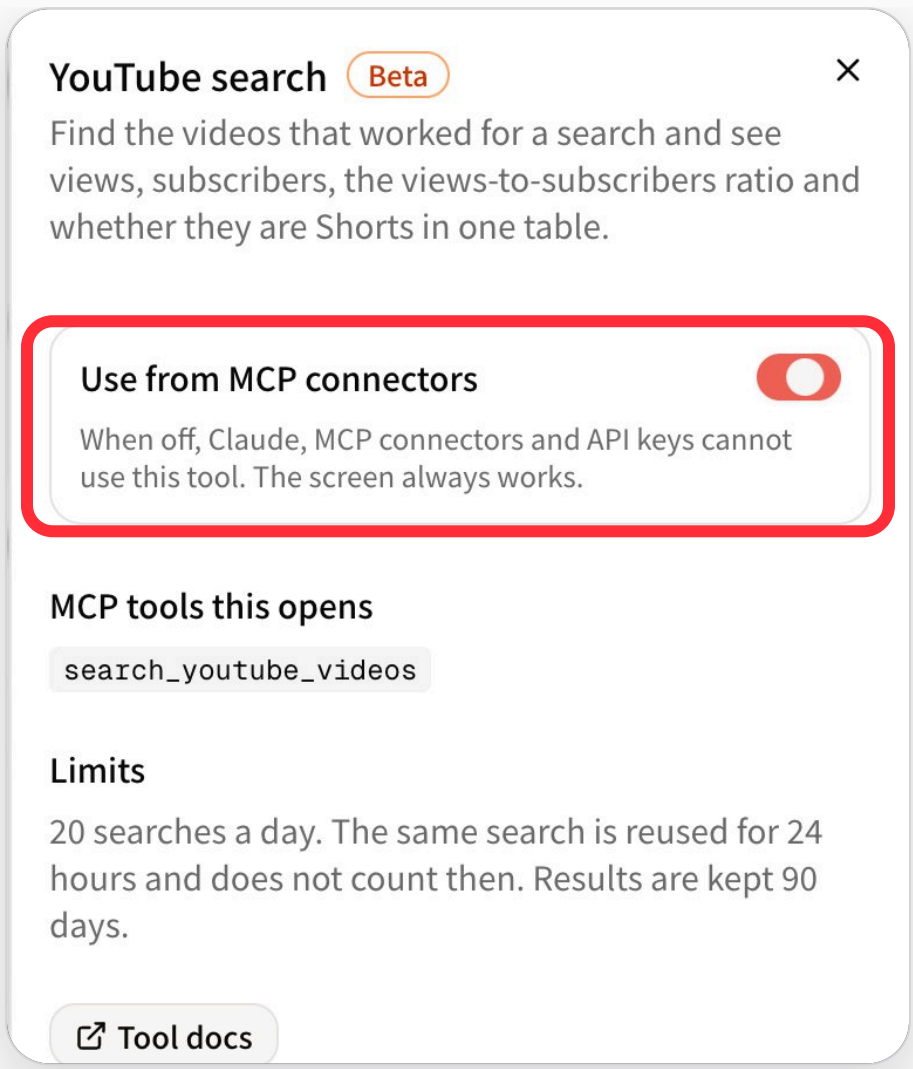
These connection screens are from our setup on October 7, 2026. You can undo this any time: **Disconnect** in Claude, or revoke it from the MCP screen in Uplika.

STEP 6

Turn on YouTube research

Research is off for Claude until you turn it on. Open **YouTube search in Uplika** and switch on **Use from MCP connectors**.





Left: off. Right: on. It is in beta. You get **20 new searches a day**, and the same search again within 24 hours is free. You can switch it off here any time.

THE PROMPT · 1 OF 2

Copy this, all of it

```
You are my Instagram content team. 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.

Research (do this first, 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_tool_disabled, send
me the enableUrl it gives once and wait until I say it is on. Do not
call it again before that. If it answers research_quota_exceeded, tell
me the daily search limit is used up and continue with what we already
have.
3. Show me the results as a table: title, channel, views, subscribers,
views-to-subscribers ratio, Short or not.
4. Mark every video whose ratio is above 1. Those pulled more viewers
than their channel size explains, so the title and topic did the work.
5. Pull out the 3 to 5 title patterns they share (numbers, contrast, a
question, "stop doing X", and so on), and say in one line what the
marked ones did differently.
6. Write 5 reel ideas for my topic, in English and in my voice. For
each: a title, the hook I say in the first 3 seconds, and which pattern
it uses. Do not copy any title word for word.
```

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

THE PROMPT · 2 OF 2

...and the rest

```
Then help me post:
7. When I pick an idea and have the clip, call media_upload_link and
give me the link to upload it. Wait until media_upload_status shows it
ready.
8. Write the caption with an opening line that makes people tap "more",
and put the hashtags in options.instagram.firstComment.
9. Show me the caption and the time. After I say yes, schedule it with
publish (scheduledAt).
10. A week later, when I ask how it did, call get_insights on it and
tell me the views, likes, comments and shares. If a number comes back
null, say it is not reported yet. Do not guess.

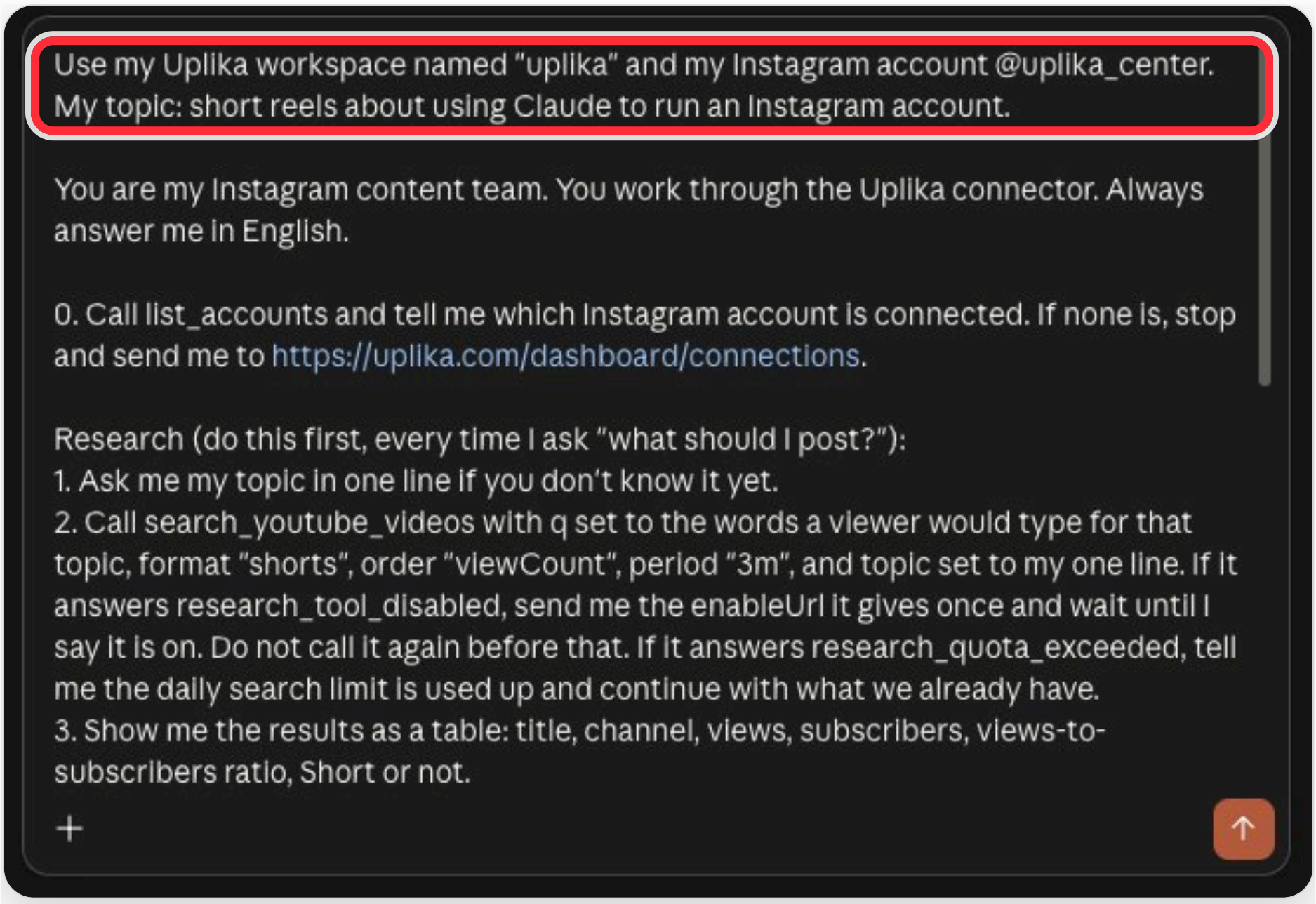
Never publish, schedule, or turn anything on without my yes.
```

It names the Uplika tools for each step, and it never publishes or schedules anything without your yes.

STEP 7

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 run an Instagram account". More than one brand in Uplika? Name the workspace in that first line too.

WHAT HAPPENS

It checks the account, then searches

It confirmed **@uplika_center**, then called `search_youtube_videos` for Shorts from the last 3 months.

Used uplika

Your connected Instagram account is **@uplika_center** (Uplika · Publishing API + MCP) in the "uplika" workspace, active and healthy. The same workspace also has YouTube (publio), Threads, and Facebook connected.

Research

Searches for "claude ai instagram automation" and "claude instagram" returned almost nothing in the last 3 months (0 results and 1 result). So I widened the search to "AI instagram growth". That gave 25 Shorts. I've used 3 of your 20 searches today.

#	Title (shortened)	Channel	Views	Subs	Ratio	Short
–	Stop Coding Websites Manually! Use Claude AI Instead 🛑	Vaibhav Sisinty	117,887	868,000	0.1	Yes
1	Try This Prompt 💗 ChatGPT Photo Editing…	Rock Aftab71	784,136	19,500	✅ 40.2	Yes
2	Try This Prompt ❤ ChatGPT Photo Editing…	cute creation	328,503	2,350	✅ 139.8	Yes
3	How to get Real Views on Instagram? 😱 Try this trick! (Hindi)	Albat Tech	237,678	1,560	✅ 152.4	Yes
4	Unlimited AI Videos Kaise Banayein? 🔥	Kulvant Sagar	160,605	6,480	✅ 24.8	Yes

Our first two searches found almost nothing ("claude instagram"), so Claude widened the words on its own. That used 3 of our 20 searches for the day.

WHAT HAPPENS

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**.

5	How to get 1K and 100K views on Instagram (Hindi)	PG TECHNICAL	144,474	1,230	✅ 117.5	Yes
6	Why is a grey tick showing next to my name?	GYAN BOON	111,121	70,200	✅ 1.6	Yes
7	Views stopped? 😱 Turn this setting ON! (Hindi)	Akhilesh Tech Help	88,954	273	✅ 325.8	Yes
8	Turn ON these 3 settings 😱 Millions of views! (Hindi)	ashutechhy	83,579	246	✅ 339.8	Yes
9	Try This Prompt ❤ ChatGPT Photo Editing…	cute creation	106,865	2,350	✅ 45.5	Yes
10	Try This Prompt ❤ ChatGPT Photo Editing…	cute creation	80,618	2,350	✅ 34.3	Yes
11	Real Views kaise badhayein? 😱 Try this trick!	Rajeev_Tech_01	69,360	129	✅ 537.7	Yes
12	5 Instagram settings you need know to grow in 2026	Kulvant Sagar	58,784	6,480	✅ 9.1	Yes
13	Million Views? Only 1 Setting Change Karo! 📈	Technical zone	53,887	5,300	✅ 10.2	Yes
14	Instagram Funny AI Baby 😂	Epic Shiva Cartoons	40,625	120	✅ 338.5	Yes

These are the real results, and we did not pick them. Most came from small channels with Instagram tips in Hindi. That is what YouTube returned for those words that day.

WHAT HAPPENS

The patterns, and what the winners did

✅ marks a ratio above 1. Every video from the broad search has one. The only Claude-specific video does not (0.1).

Keep in mind that this pool is mostly Hindi "Instagram tips" content, not "Claude runs my account" content. That gap is a good sign for you: the topic is barely covered on YouTube yet.

Title patterns

1. **An order to try something:** "Try This Prompt," "Try this trick."
2. **A small number of switches:** "3 settings ON," "Only 1 setting," "5 settings you need."
3. **A problem asked as a question:** "Views stuck? Here's why," "Views stopped?"
4. **A big promised result:** "Millions of views," "45K followers in 10 days."
5. **Stop X, use Y instead:** "Stop coding manually, use Claude instead."

What the marked ones did differently: they came from tiny channels, ran 9–47 seconds, and promised one concrete action with a visible payoff rather than a general tool demo.

Five title patterns from the table, and one line on the marked videos: tiny channels, 9 to 47 seconds, one concrete action with a visible payoff. Claude also pointed out that almost nobody covers "Claude runs my account" yet.

WHAT HAPPENS

Five reel ideas, hooks included

5 reel ideas

#	Title	First 3 seconds	Pattern
1	Try This One Prompt — Claude Plans My Week of Reels	"Paste this one prompt and Claude plans your next five reels from what's already going viral."	Order to try something
2	Reels Not Getting Views? Let Claude Check What Works First	"If your reels are flopping, you're probably guessing. Here's how Claude checks what's already winning before I film."	Problem as a question
3	3 Things I Hand to Claude So My Instagram Runs Itself	"Three jobs I don't do anymore: scheduling, captions, and answering DMs."	Small number
4	Stop Answering "Link Please" Comments by Hand	"Every 'link please' comment gets a DM in seconds, and I didn't type a single one."	Stop X, use Y
5	I Gave Claude a Social Media Manager's Whole Week	"Research, captions, scheduling: I gave Claude the full job. Here's what came back."	Big promised result

All of these should be Shorts. Every top performer was under 60 seconds, so aim for 30–45.

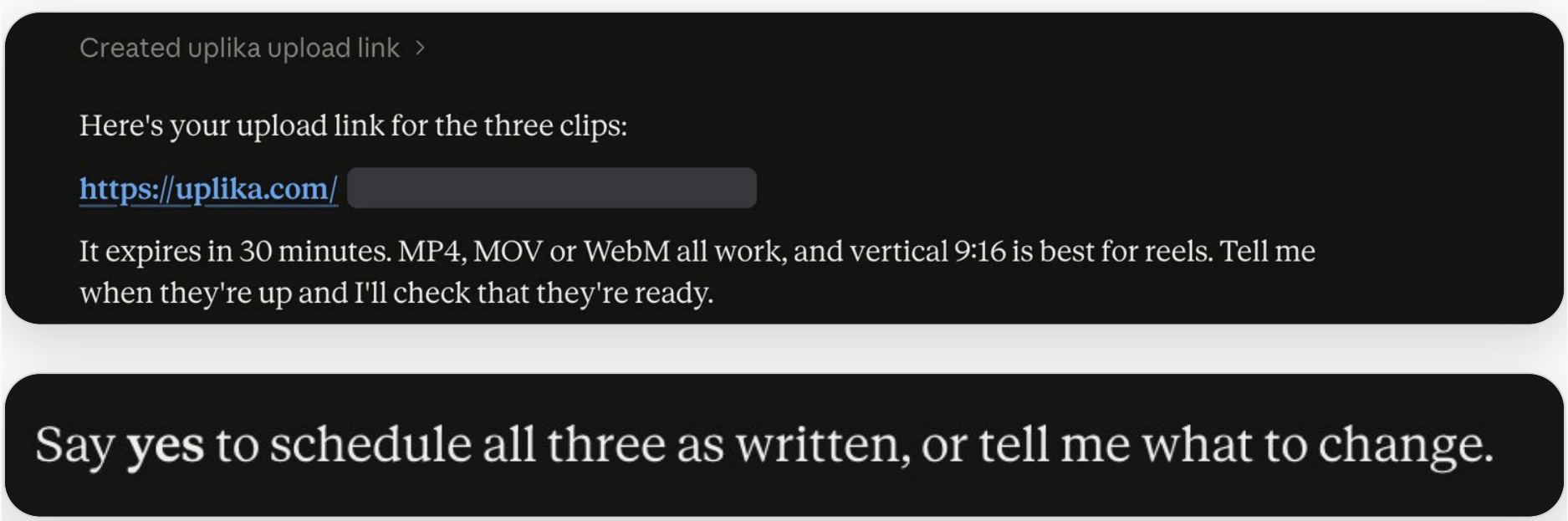
Pick an idea, and once you have the clip I'll give you an upload link.

Each idea has a title, the line for the first 3 seconds, and the pattern it borrows. No title is copied word for word. Ask for more, or for a different angle, in plain words.

STEP 8

Film it, then let Uplika post it

Pick an idea and film it. Tell Claude you have the clip: it gives you an upload link, writes the caption, and schedules it 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 schedule anything for this guide.

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 **"Only long-form videos this time."**

Useful when you plan a longer YouTube video instead of a reel.

4 **"Write the caption for idea 2."**

An opening line for "more", and the hashtags in the first comment.

5 **"How did my last reel do?"**

It reads views, likes, comments and shares on your own post.

IF IT DOES NOT WORK

Things that go wrong

Claude answers `research_tool_disabled`

Research is off for connectors. Do step 6, then tell Claude it is on.

Claude answers `research_quota_exceeded`

You used your 20 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.

The results have nothing to do with you

Give Claude the words your viewers would type, or a longer period. Small topics often return few Shorts.

Anything else

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

Stop guessing. Start from what works.

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

Nothing goes out until you say yes.

Free during the beta. Questions: support@uplika.com

uplika.com

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