

Comment-to-DM from one sentence

Connect Uplika to Claude once. Then tell it the reel, the keyword and what to send. The setup, the prompt, and a real run with every screen shown.

uplika.com

Setup guide
October 2026

What changes

1. No form to fill in. You **tell Claude** the reel, the keyword and what to send, in one sentence.
2. Claude **finds the reel** on your account and writes the DMs, the button and the public replies.
3. It can send **to followers only**. Everyone else is asked to follow first, then gets it.
4. It stays a **draft until you say yes**. Then it runs on Uplika's servers, with Claude closed.

Instagram's rules still apply. A comment can get one automatic DM, and only within 7 days of the comment. Uplika follows that rule. It does not make your videos or images.

Every screenshot in this guide is from a real run on our own account, **@uplika_center**.

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 6, 2026.

2

An Instagram professional account.

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

3

An Uplika account.

Everything is free during the beta. You can create it in the middle of step 4 with Google, GitHub or email.

4

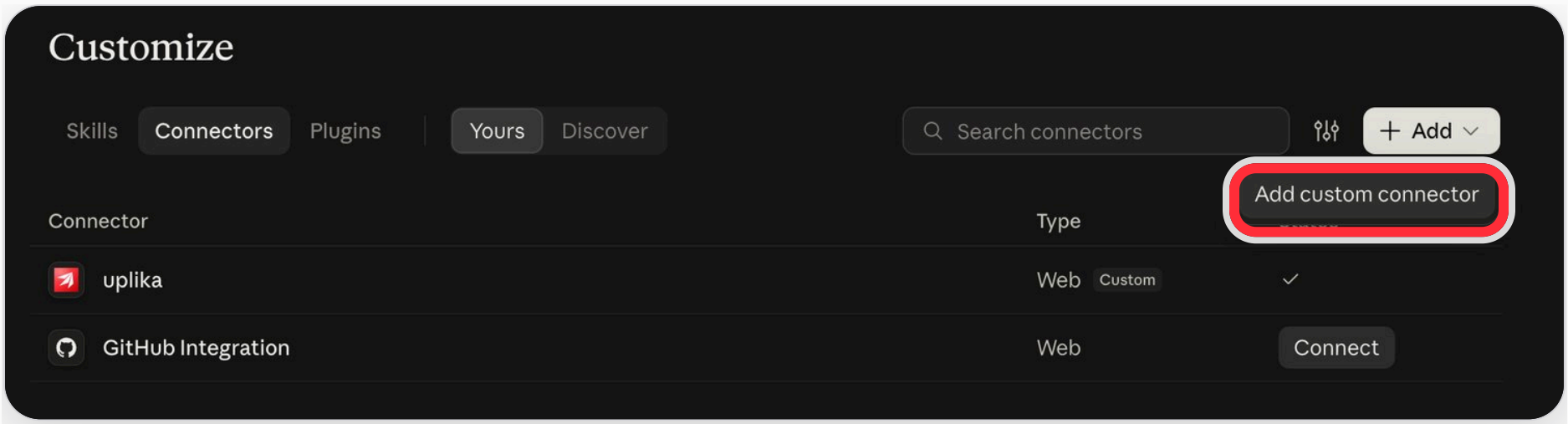
Ten minutes, on a computer.

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

STEP 1

Open Connectors in Claude

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



The list under it is ours. Yours will be empty the first time.

STEP 2

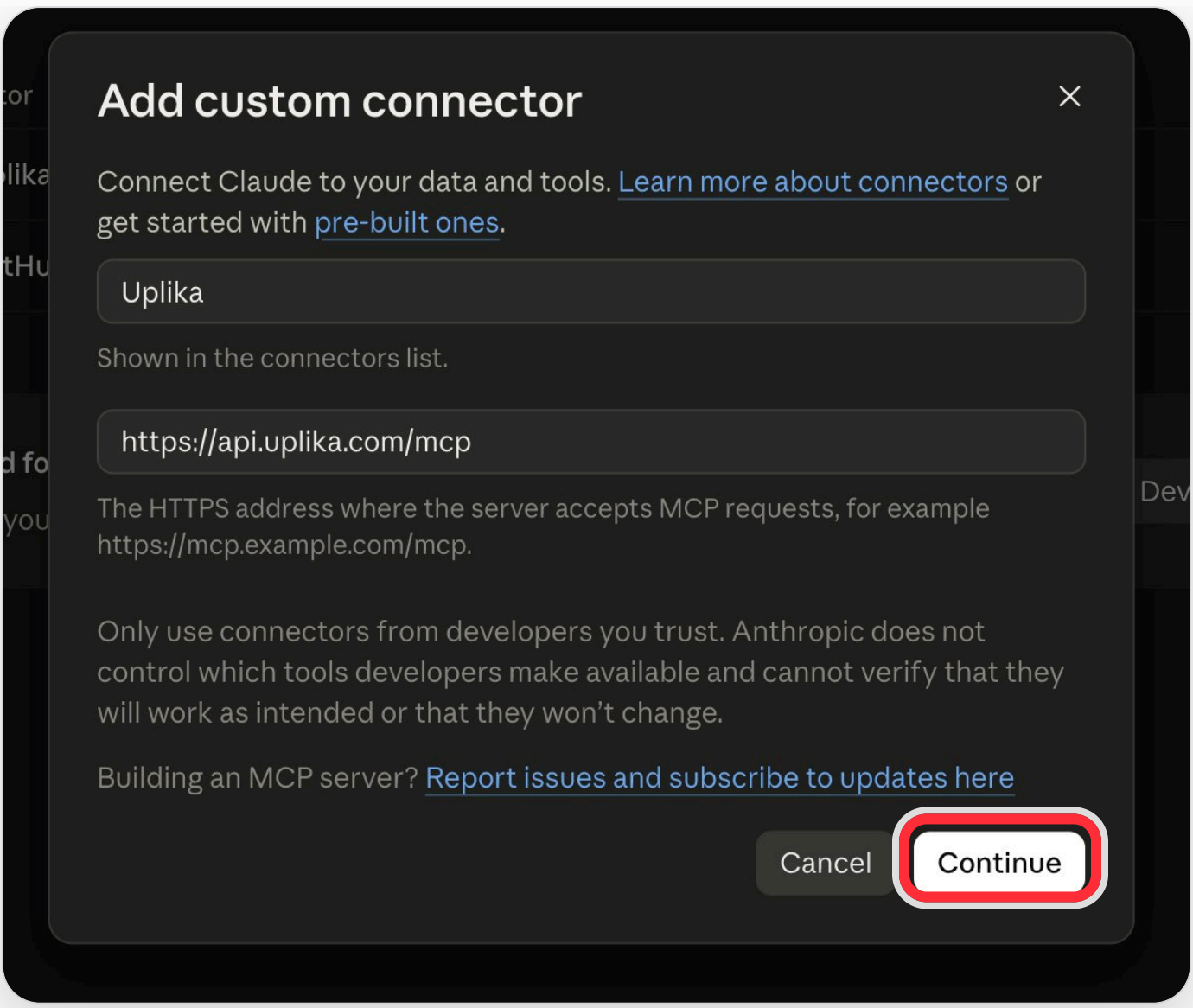
Name it and paste the link

NAME

Uplika

MCP SERVER URL

https://api.uplika.com/mcp

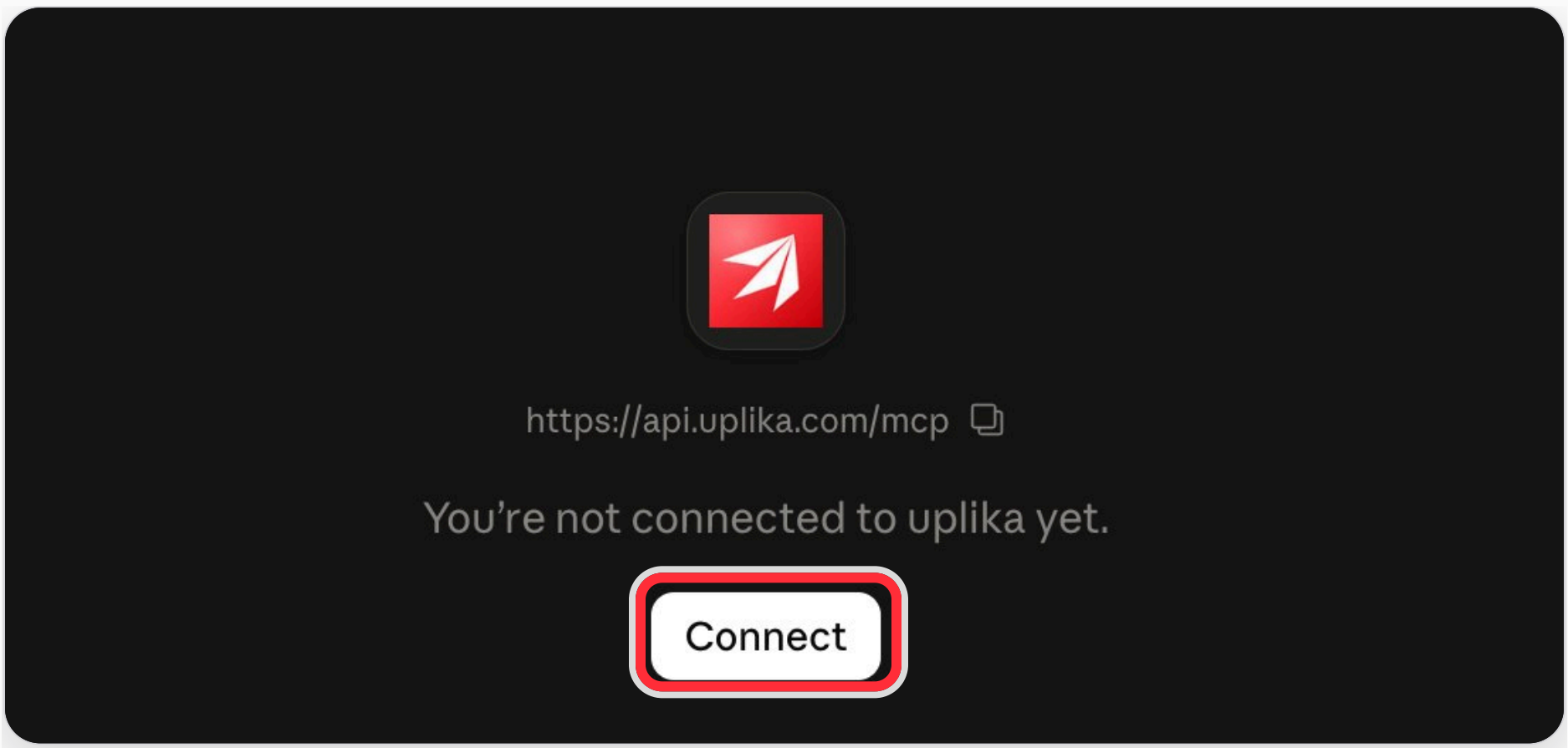


Press **Continue** and confirm. Shortcut: **this link** opens the same window with both fields already filled in.

STEP 3

Press Connect

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

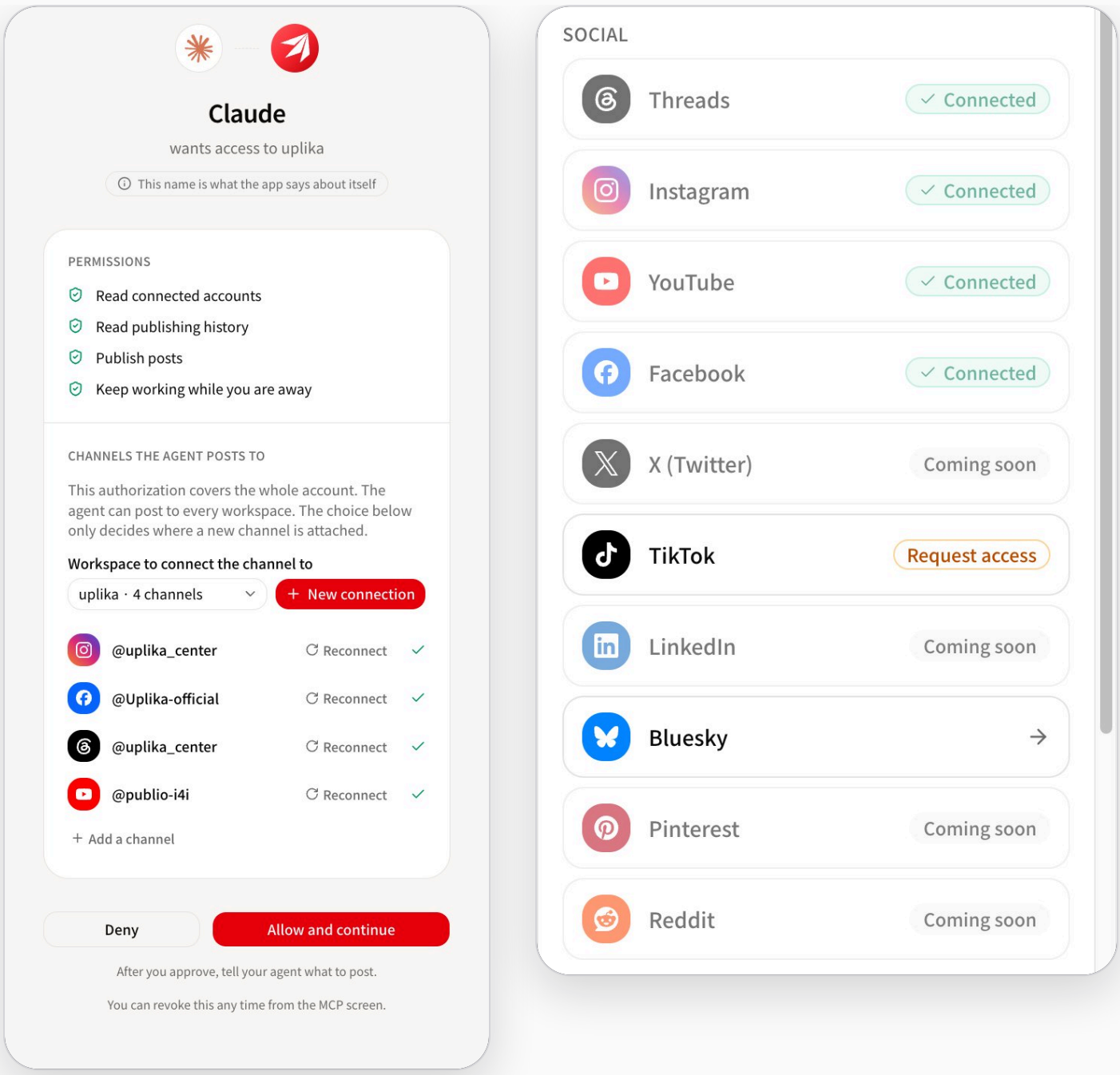


There is no key to copy and nothing to paste. Signing in is the whole handshake.

STEP 4

Sign in, add Instagram, allow

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

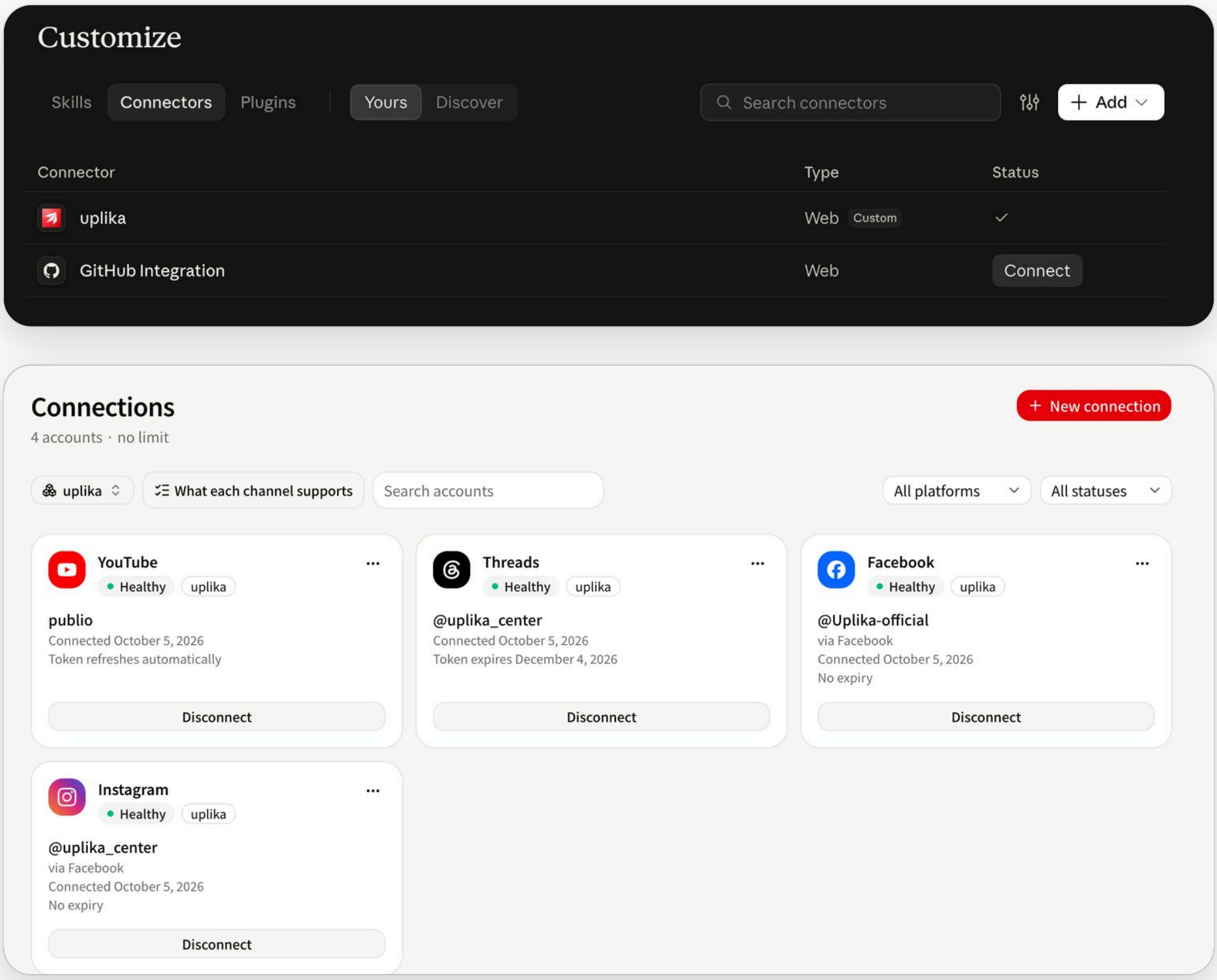


Instagram shows its own screen asking you to allow Uplika: **keep every permission on, messages included**. Without the message permission there is no DM to send. Signing up with email? Open the confirmation link first.

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.



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 set up my Instagram comment-to-DM automations 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. Ask me, in one message: which post (I can describe it, paste its
link, or say "every reel" or "my next reel"), the keyword, and what to
send (a link, a file, or both).
3. Find the post with list_channel_posts. Show me its first line and
date so I can confirm it is the right one.
4. Create it with create_comment_to_dm as a draft: whole-word keyword
match, a short opening DM with a button, followers only (requireFollow)
unless I say otherwise, my link as a button, and three short public
replies that only say the DM was sent. Write every message in my voice.
5. Show me the whole draft: the post, the keyword, every message, the
buttons, and whether it is followers only. Turn it on with
enable_automation only after I say yes.
6. Then offer to reach the comments already on the post with
send_to_past_comments. Run it in preview mode first, show me how many
would get it and why the rest are skipped, and start only after I say
yes.
7. When I ask "how is it doing?", read list_automation_runs and tell me
how many people got the DM and where any run stopped.

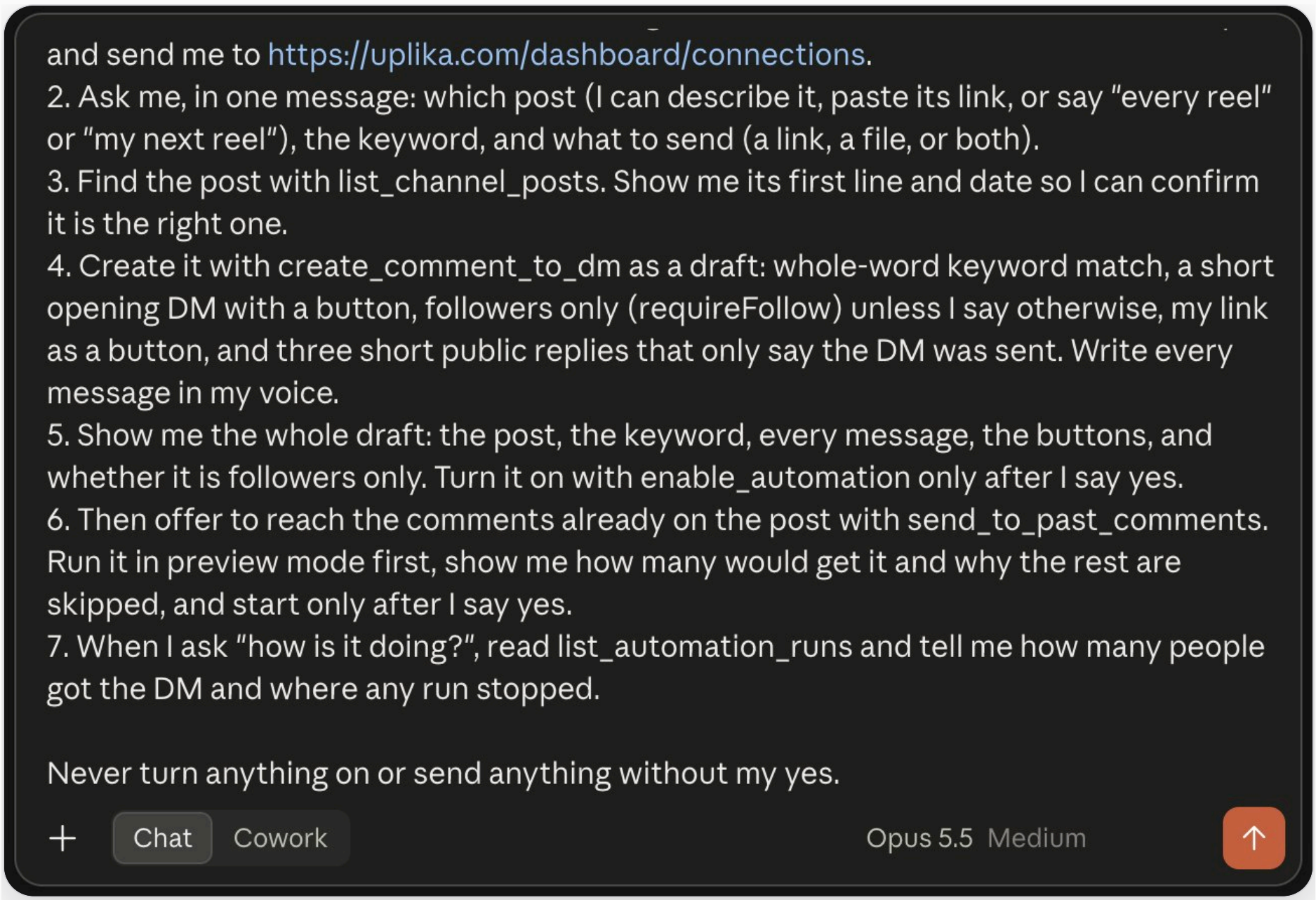
Never turn anything on or send anything without my yes.
```

It only asks for things the Uplika tools do today, and it never turns anything on without your yes.

STEP 6

Paste it into a new chat

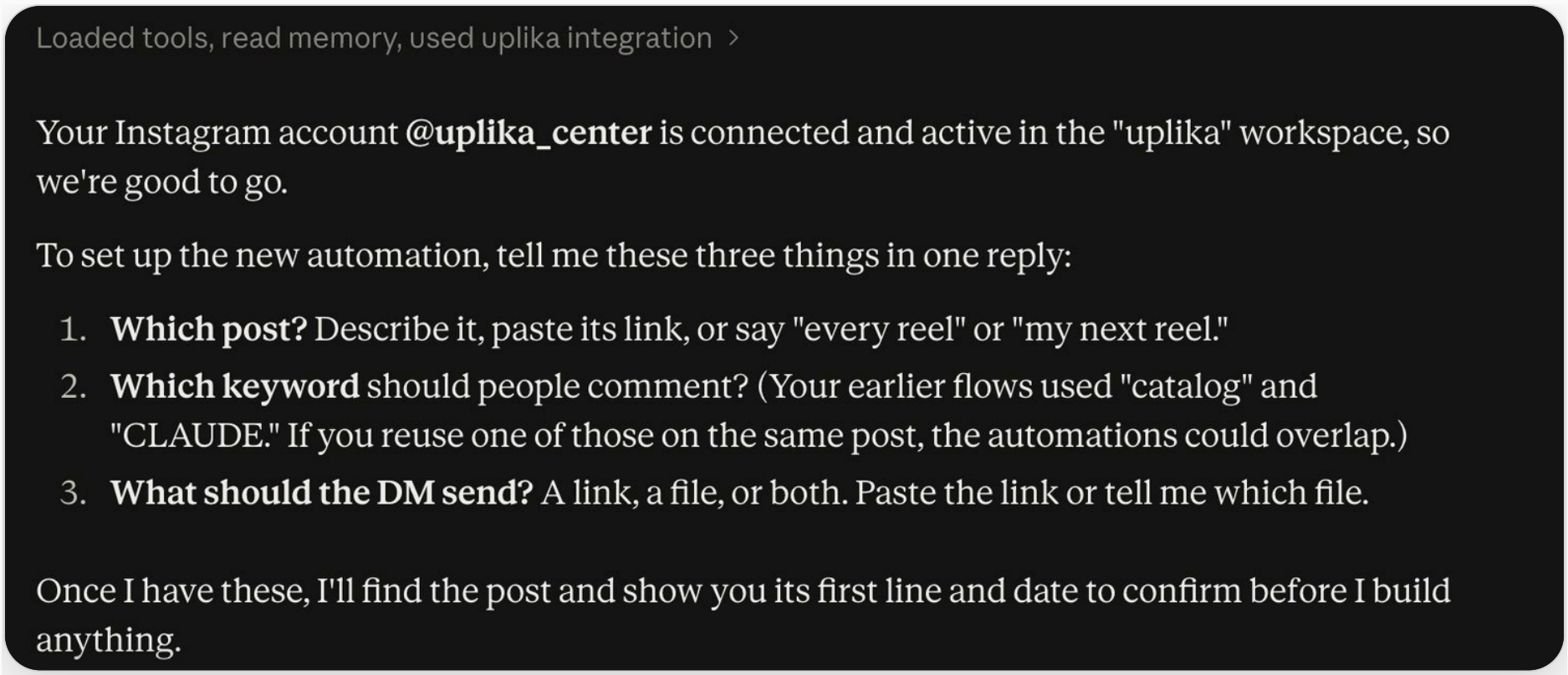
Open a new chat in Claude, paste the prompt and send it.



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

WHAT HAPPENS

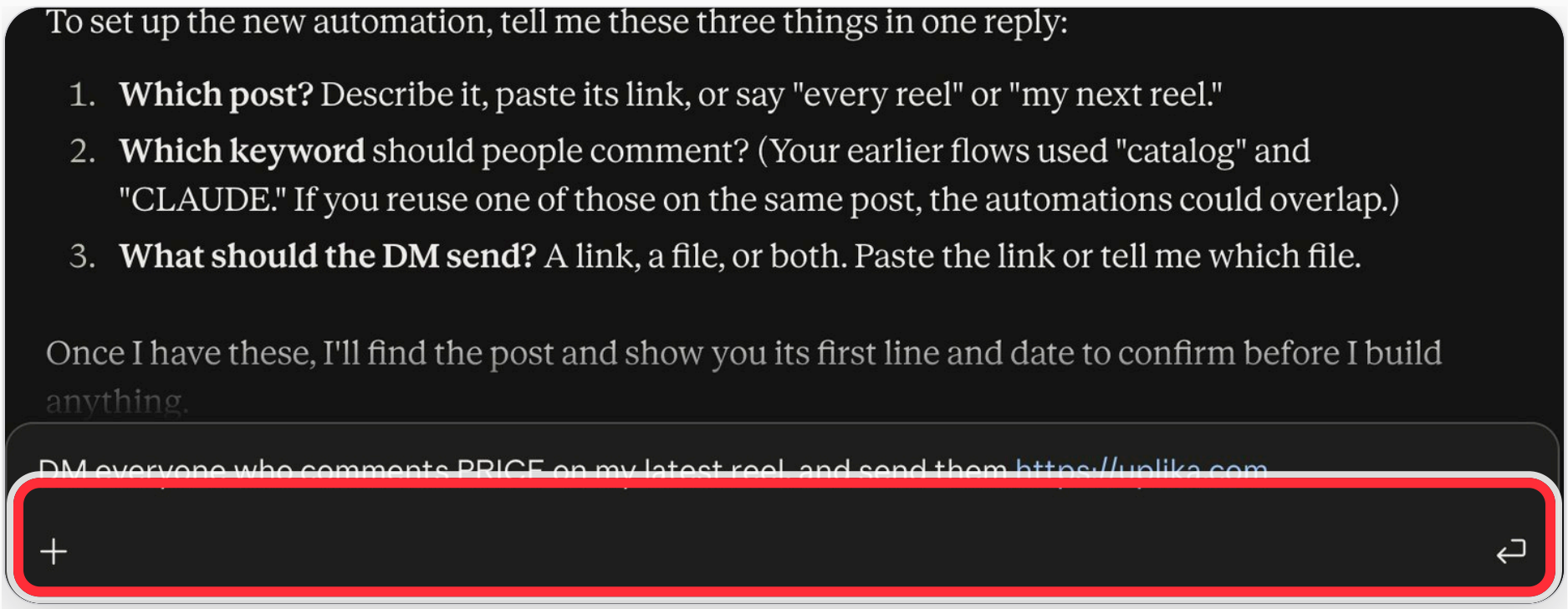
It checks the account and asks three things



Which post, which keyword, what to send. It also noticed the keywords our other automations already use, so two flows do not fight over the same word.

STEP 7

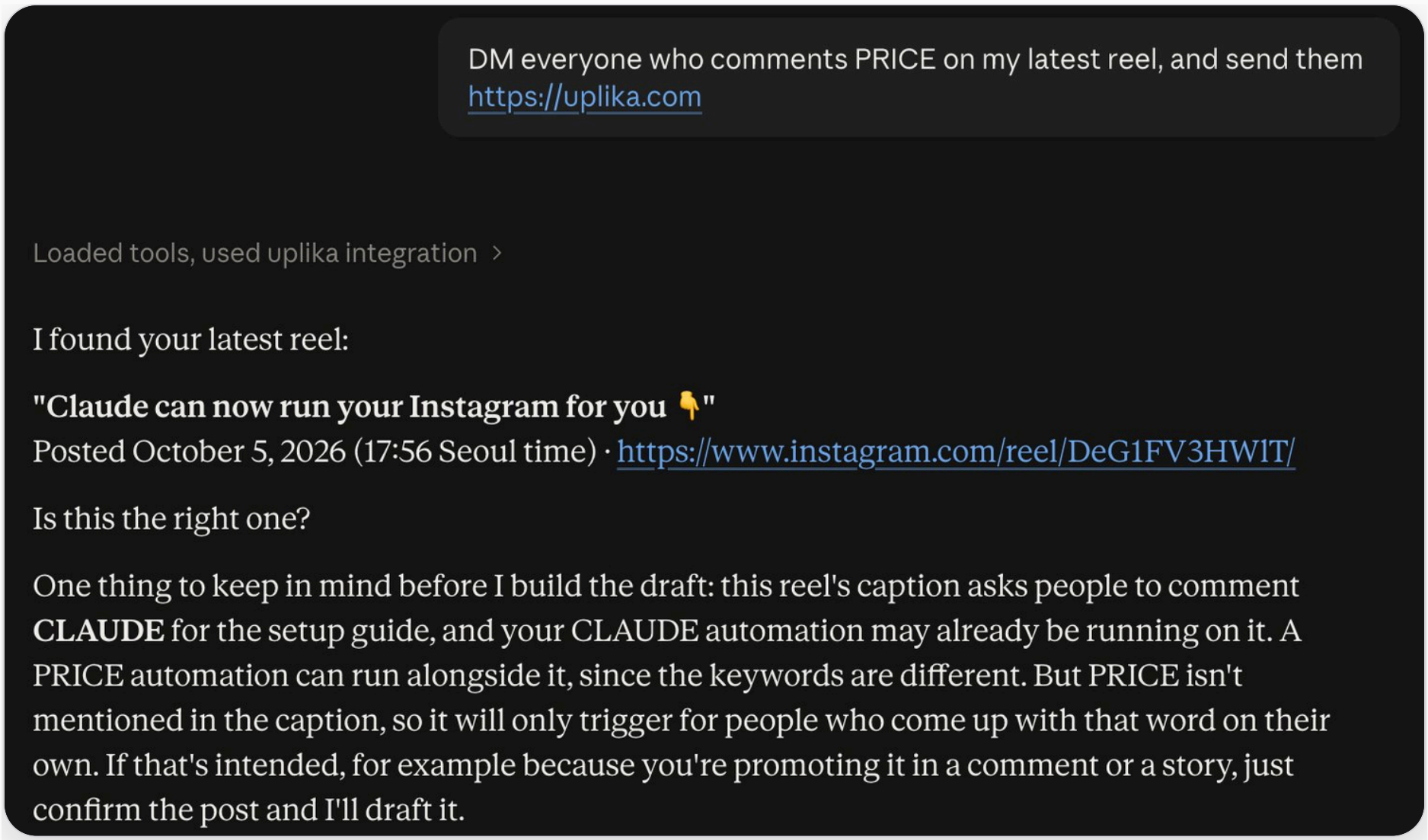
Answer in one sentence



That is the whole setup on your side. Describe the reel in your own words, paste its link, or say "every reel" or "my next reel".

WHAT HAPPENS

It finds the reel and asks you to confirm

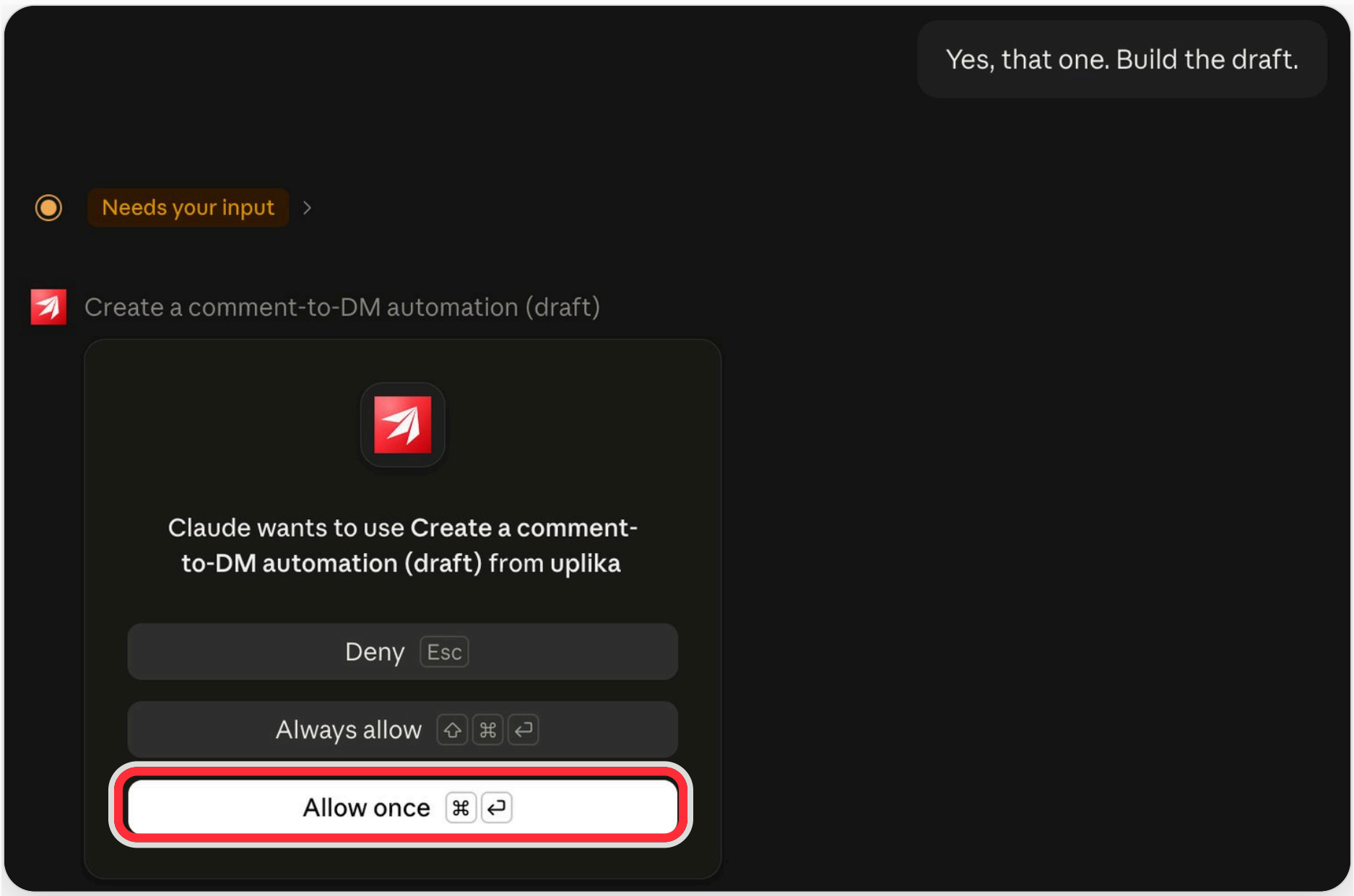


It read the reel's caption and date from the account, then warned us that PRICE is not in the caption yet. Say "yes, that one".

WHAT HAPPENS

Claude asks before it uses a tool

Each tool gets a question the first time. **Allow once** is enough.



STEP 8

Read the draft, then say yes

The draft is saved and switched **off**. Nothing goes out until you say yes. Here's the full draft:

Post: your latest reel, "Claude can now run your Instagram for you 👇" (Oct 5)
Keyword: PRICE, matched as a whole word only. This means "price" or "Price!" will trigger it, but "pricey" or "prices" won't.
Followers only: yes

1. Opening DM (sent privately in reply to the comment)
"Hey! Thanks for asking about pricing 🙌 Tap below and I'll send you the link 👇"
Button: **Send me the link**

2. If they don't follow you yet
"Almost there! Follow @uplika_center first, then tap below and the link is yours 📩"
Button: **I followed** ✅, which checks again whether they now follow you.

3. The link (sent to followers)
"Here you go 👇 Everything about uplika, pricing included. Free during the beta."
Button: **Open uplika.com** → https://uplika.com

4. Public reply under the comment (one is picked at random, and it's only posted if the DM actually went out)
"Sent you a DM 📩" · "Check your DMs 👀" · "Just DM'd you 🙌"

A quick check on the link message: I took "Free during the beta" from your reel caption. If you'd rather not repeat that line in the DM, I can remove it.

Should I turn it on?

Every message, every button, followers only or not. Change anything in plain words. When you say **yes**, Claude turns it on. We stopped here and deleted this one, because it was a demo.

MORE YOU CAN SAY

Other sentences that work

1 **"Do this on every reel."**

One automation for every post on the account.

2 **"Set it up for my next reel."**

It waits and attaches to the next post. One at a time per account.

3 **"Also send them this PDF."**

Instagram DMs attach PDF files. Other documents go as a download link.

4 **"DM the people who already commented."**

It counts them first and starts only after your yes. Comments older than 7 days cannot be reached.

5 **"How is it doing?"**

It reads the runs: who got the DM, and where a run stopped.

COMING FROM MANYCHAT

Three things to know

Your flows do not move over by themselves

Tell Claude what a comment-to-DM flow does: the reel, the keyword, the messages, the link. It builds the same thing in Uplika.

Give Uplika the conversation

Meta lets one app answer a conversation at a time. If another app holds it, the first DM still arrives but the messages after the button tap are refused. In the settings of the Facebook Page linked to the account, open **Page setup**, then **Instagram Conversation Routing**, and make Uplika the default app, or remove the other app.

Do not answer the same comment twice

A comment can get only one automatic DM. If both tools watch the same keyword on the same post, whichever answers first wins and the other is refused. Use different keywords while you switch over.

Why not ask Claude to do it inside ManyChat? ManyChat's public API has no call that creates a flow or a keyword trigger (api.manychat.com/swagger, checked October 6, 2026).

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.

Nothing came after the button tap

Another app holds that conversation. See "Give Uplika the conversation" on the page before.

Claude asks which workspace

You have more than one. Name it in your first message.

The tools are missing in a new chat

Open the tools menu in the chat box and switch uplika on.

Anything else

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

Connect once.
Then just say it.

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

Comment-to-DM works on Instagram and Facebook.

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

uplika.com

Claude, Instagram and ManyChat are trademarks of their owners.