

Find what goes viral. Then make yours.

Install the free Uplika plugin in Claude Code and paste one prompt. The viral skill ranks reels against each account's own usual views. Every screen here is from a real run on our own account. Nothing goes out until you say yes.

uplika.com

Viral skill guide
October 2026

What one prompt does

1. **Install the free Uplika plugin.**
   One line in Claude Code.

2. **Connect your Instagram on uplika.com.**
   You sign in once in the browser. There is no key to copy.

3. **Teach it your voice.**
   A few questions. Every writing skill reads the answers.

4. **Paste reels, get them ranked.**
   Each reel against its own account's median, not raw views. Above 3x is a signal. Under 1.5x is a normal day.

5. **Check it on your account, then write yours.**
   Your own numbers first, then your hook in the winning shape and a script.

6. **Posts, DMs and next week wait for your yes.**
   Comment-to-DM stays a draft. The week stays a plan.

What it does not do. It does not search or scrape Instagram, and it does not log in for you. You open the accounts you picked in your own app and paste what you see. It does not make your video either. You film the reel.

The terminal screens are from one run on our account, **@uplika_center**, on **October 28, 2026**: Claude Code v2.1.304 and Uplika plugin 0.1.16. The numbers are our real ones.

What you need

1 **Claude Code.**

It needs a Claude Pro, Max, Team or Enterprise plan, or an API key. Source: Claude Help Center, checked October 23, 2026.

2 **An Instagram professional account.**

Business or Creator. Instagram only lets apps post and read numbers on those.

3 **An Uplika account.**

Free during the beta. You can make one with Google, GitHub or email when you sign in.

4 **Ten minutes in the Instagram app.**

You open the accounts you pick and copy each reel's views and first line yourself.

The plugin is free and open source (MIT). Its Instagram skills are adapted from Jake Schincariol's **instagram-agent-skill** (MIT). We are not affiliated with the original author.

SETUP 1

Paste one line into Claude Code

Open Claude Code in a new folder. Paste this and press Enter.

PASTE INTO CLAUDE CODE

```
Read https://github.com/uplika/uplika-plugin/blob/main/INSTALL_FOR_AGENTS.md and follow it.
```

1 **It asks to read the install guide.**

Choose **Yes**.

2 **It asks before it installs.**

Two commands: add the Uplika marketplace, install the plugin. Choose **Yes**.

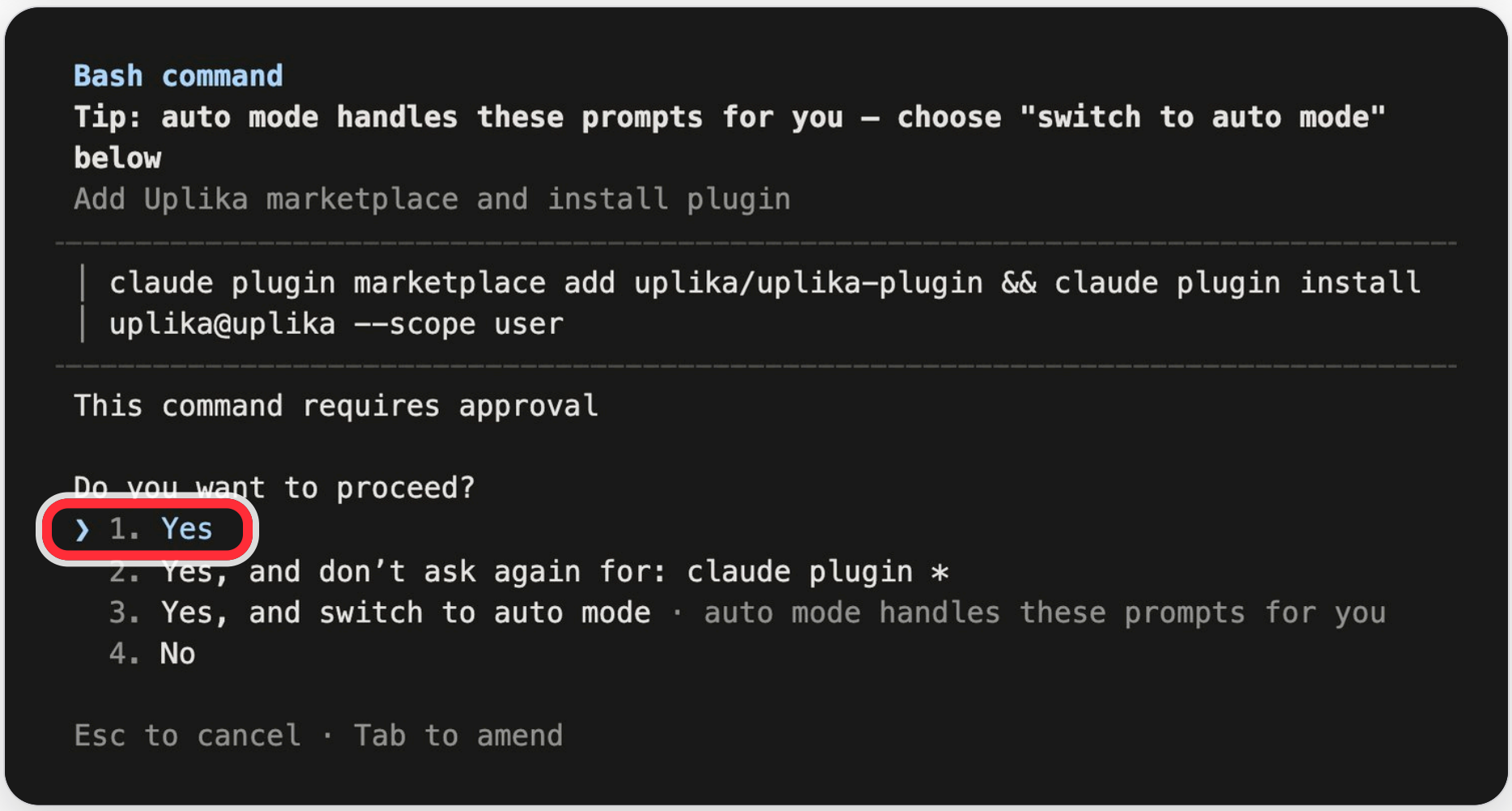
3 **Then reload and sign in.**

On the next pages.

SETUP 1

Say yes, twice





Yes runs it once. The other choices change what Claude Code may do without asking, so leave them unless you want that.

SETUP 1

Reload, then sign in

When it is installed, Claude Code says what is left. Type `/reload-plugins`.

```
● The Uplika plugin is installed for Claude Code at user scope. I added the
  uplika/uplika-plugin marketplace, then installed uplika@uplika.

I couldn't do the remaining steps:
- Reload: Please reload plugins or restart this session so the Uplika MCP
  server loads. I can't do that from inside the session.
- Authentication: The server uses OAuth. After the reload, I'll call its
  authenticate tool and give you the URL to approve.
- Verification: I'll call list_accounts once the server is available. If no
  channels are connected, you'll need to link them at
  uplika.com/dashboard/connections.
```

```
❯ /reload-plugins
  └ Reloaded: 1 plugin · 39 skills · 6 agents · 0 hooks · 1 plugin MCP server ·
    0 plugin LSP servers
```

Then ask it: **Sign me in to Uplika.**

SETUP 1

Open the sign-in link

```
❯ Sign me in to Uplika.
  └  39 skills available

  Called plugin:uplika:uplika (ctrl+o to expand)

● Open this URL in your browser and approve access:

  https://api.uplika.com/…   (sign-in link, hidden here)

  It asks for permission to read accounts, read posts, write posts, and stay
  signed in (offline_access).

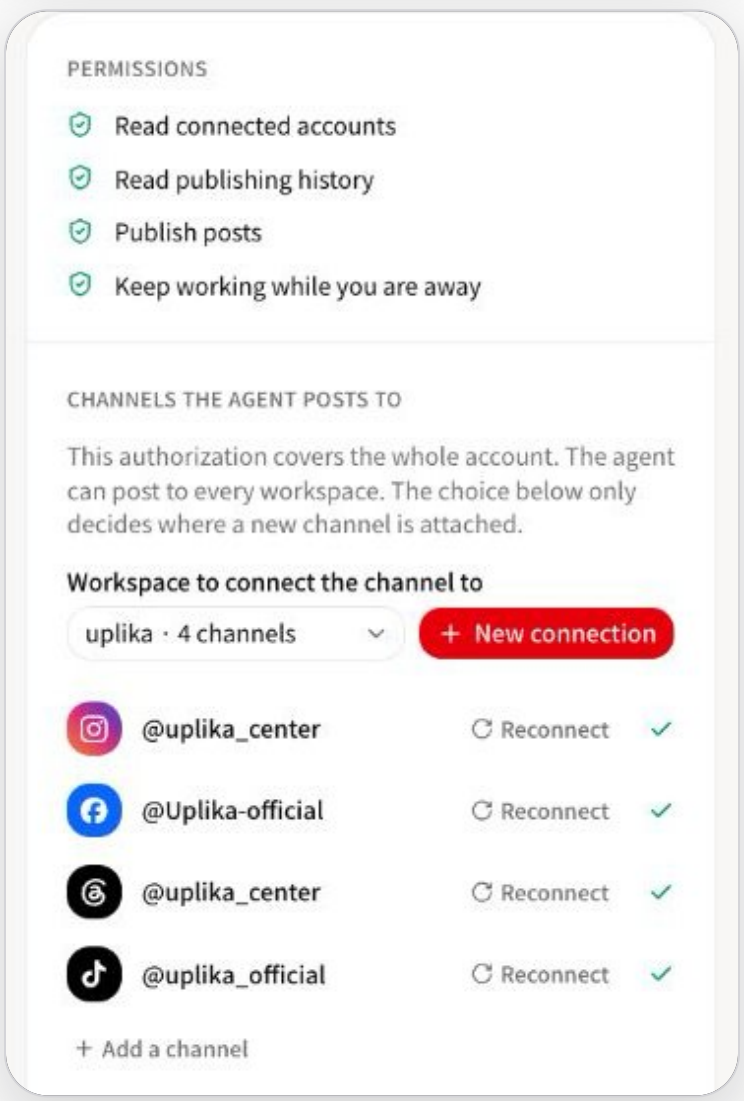
  After you approve, the browser will probably try to load a
  localhost:54430/callback?... page and show a connection error. That's
  expected. Copy the full URL from the address bar and paste it here. I'll use
  it to finish sign-in and then run list_accounts to check the connection.
```

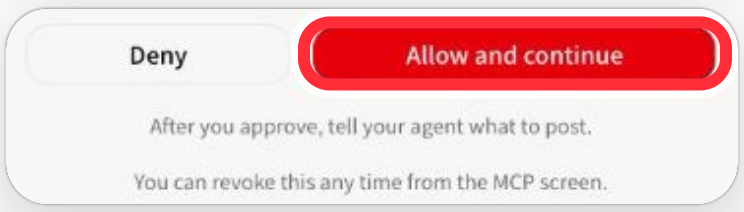
We hid our link. If the browser shows a connection error after you approve, do what Claude Code says: copy the whole address and paste it back into Claude Code.

SETUP 2

Approve it in the browser







1 **Sign in to Uplika.**

Google, GitHub or email. No account yet? Sign up there.

2 **Read what it asks for.**

Read your accounts and publishing history, publish posts, keep working while you are away.

3 **No Instagram in the list?**

Press **New connection** and pick Instagram. Instagram's own sign-in opens. Approve what it asks for: comment-to-DM needs the message permissions.

4 **Allow and continue.**

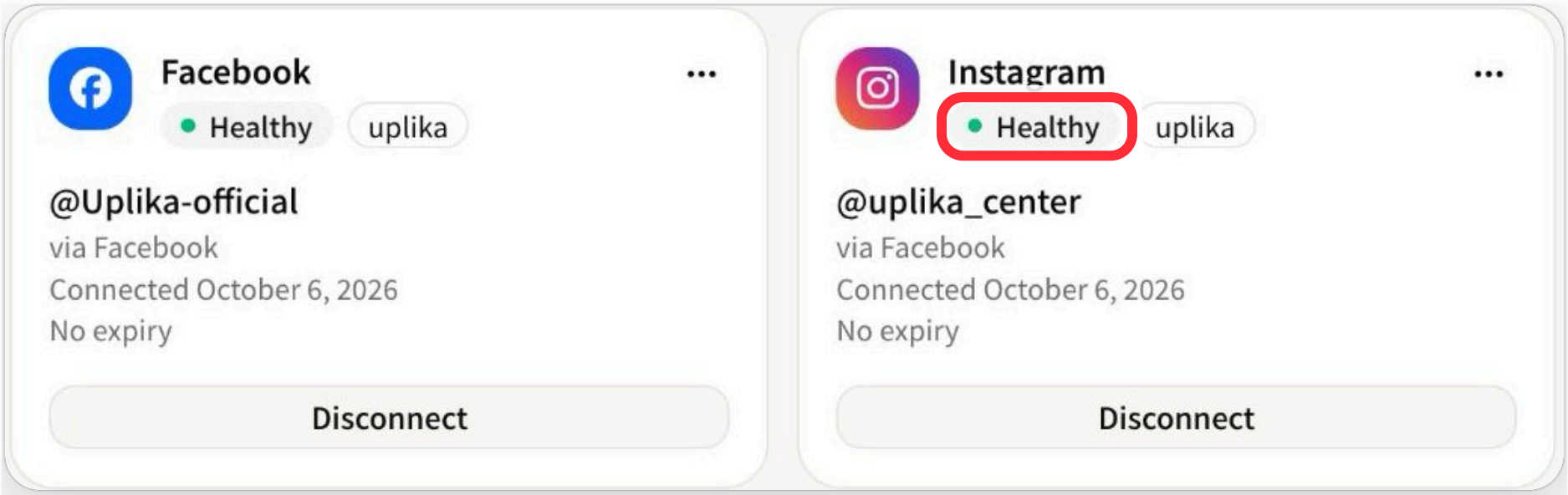
Then go back to the terminal.

The browser screens are from our earlier run on October 23. We leave Instagram's and Facebook's own screens out of this guide.

SETUP 2

Check that it is connected

On uplika.com, **Connections** lists your Instagram as **Healthy**. Step 0 of the prompt checks it again from Claude Code.



Ours is connected through Facebook. Connecting with Instagram directly works too.

THE PROMPT · 1 OF 2

Now paste this, all of it

```
Use the Uplika plugin on my Instagram. Start with the viral skill.

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.

1. Voice. Run /uplika:voice-profile and ask me its questions, so
everything you write sounds like me.

2. Pick the accounts. Run /uplika:ig-viral. Help me choose 6 to 12
accounts within about 10x of my size: 4 in my niche, 4 with my
audience in a different niche, and 2 to 4 much bigger ones for
format only. Remind me to open my own Saved collection too.

3. I paste, you rank. For each account I will paste the last dozen
reels: account, followers, the median views of the last 12, this
reel's views, the first line (the hook), the length and the ask at
the end. Put the rows in a TSV and run the skill's swipe.py. Rank
every reel by how far it beat its own account's median, not by raw
views. Name each hook formula.

4. Tell me what the winners share: which formulas show up most in
the top third, what the top third have in common (hook length, the
first frame, where the ask goes), and the rows you could not
classify. Say how many reels this is and how much to trust it.
```

Paste it into the same Claude Code session. It continues on the next page.

THE PROMPT · 2 OF 2

And the rest

```
5. Check it against my account. Run /uplika:ig-audit on my own posts
(list_channel_posts and get_insights) and tell me which of those
formulas already work for me.

6. My version. For the top three formulas, write my own hook line in
that shape, my story and my numbers, never their script. Then run
/uplika:ig-reel on the best one: three scored hooks, the script in
my voice and a timed beat sheet. Save the swipe file and tell me
where it is.

7. Post it. When I have the clip, give me an upload link with
media_upload_link. Show me the caption and the time, and after I say
yes, publish it (or schedule it with scheduledAt).

8. DMs. Run /uplika:automations and set up a comment-to-DM on that
reel with create_comment_to_dm. Keep it a draft, and turn it on with
enable_automation only after I say yes.

9. Next week. Run /uplika:schedule-week for my Instagram with the
formulas that won. Show me the whole week first, and schedule
nothing until I say yes.

Never publish, schedule, reply or turn anything on without my yes.
Do not search or scrape Instagram, and do not log in for me. I
collect the rows myself.
```

It only names skills and tools that are in the plugin today. Each step waits for your answer.

STEP 0

Send it. First it checks the account

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

```
❯ Use my Uplika workspace named "uplika" and my Instagram account
  @uplika_center.

  Use the Uplika plugin on my Instagram. Start with the viral skill.
```

```
  Called plugin:uplika:uplika (ctrl+o to expand)

● Step 0 complete — in the "uplika" workspace, @uplika_center is actively
  connected on Instagram (healthy, no re-consent flags), alongside TikTok,
  YouTube, Threads, and Facebook channels. Moving to step 1: I'll run
  /uplika:voice-profile and walk you through its questions. · summary
```

If no Instagram is connected, it stops and sends you to the Connections page.

STEP 1

Teach it your voice

`voice-profile` reads your recent posts, says what it sees, and asks a few questions.

```
● Skill(uplika:voice-profile)
  └  Successfully loaded skill

  Listed 1 directory, called plugin:uplika:uplika (ctrl+o to expand)

● There's no voice file for the "uplika" workspace yet
  (~/.uplika/uplika/voice.md). I pulled your recent posts, so I have real
  examples to base it on. I need your answers to three questions first.

  1. Tone: What two or three words describe how you want to sound?
  Your recent captions read as plain, practical and a bit dry. They use short
  numbered steps, they cite where numbers come from ("their README, as of Oct
  8"), and they say what you didn't verify ("We didn't build any of them"). Is
  that right, or do you want something different?

  2. Endings: How do your posts usually end?
  Most close with "Follow @uplika_center and comment WORD, and I'll DM you the
  setup, step by step", then the hashtags. Should that stay the standard ending,
  or do you want some variety?

  3. Words you never use: Which words or phrases should I avoid?
  Your captions already skip hype words like "game-changer" and "revolutionary".
  Tell me any others, or whether I should add that list.

  These are optional but they help:
  - Who you talk to: For example, Claude Code users, creators, or people who run
    Instagram for a business.
  - What you won't claim: For example, no income promises and no "not
    affiliated" gaps. Your posts already add "We're not affiliated with its
    author."
  - Signature: I'd keep "Free during the beta" and the #claudecode #claudeai
    style hashtags. Tell me if that's wrong.
```

Short answers are fine.

STEP 1

Read the file, then say yes

```
❯ 1. Plain, practical, a bit dry. That's right. 2. Keep that ending. 3. Add
  unlock, insane and game-changer to the never list. I talk to Claude Code
  users who run Instagram for their own brand. Use those five examples.
```

```
# Voice: uplika (@uplika_center)

## Tone
Plain, practical, a bit dry. Say what the thing does, in the order a person
would do it. No hype.

## Who I talk to
Claude Code users who run Instagram for their own brand.

## How posts are built
- First line names the job, then "👇": "How to let Claude Code use your own
Chrome. It's easier than it looks 👇"
- Short numbered steps (1️⃣ 2️⃣ 3️⃣), one job per step.
- Numbers come with their source and date: "Their numbers", "as of Oct 8",
"checked Oct 6, 2026".
- Say what I did not build or verify: "We didn't build any of them." "We're
not affiliated with its author."
- State the limit or cost plainly: "Free during the beta." "Pro ($20 a month)
is for more Chromes."
- Reassure about control when it's true: "Nothing goes out until you say yes."
## Never use
unlock, insane, game-changer
Also avoid in the same spirit: revolutionary, supercharge, "you won't
believe", em dashes.
```

```
❯ yes
● Write(~/.uplika/uplika/voice.md)
  ⎿  Wrote 146 lines to ~/.uplika/uplika/voice.md
```

It shows the whole file before it saves it to `~/.uplika/<workspace>/voice.md`. Every writing skill in the plugin reads it.

STEP 2

Pick the accounts to study

`ig-viral` can't search Instagram. You pick 6 to 12 accounts within about 10x of your size, and it says what each slot needs.

```
Step 2 is picking 6 to 12 accounts to study. Uplika can't search Instagram,
and I won't scrape it or log in for you. So you choose the accounts and I tell
you what each slot needs. I don't want to guess handles from memory and send
you to accounts that might not exist or might not fit.

What I need from you first: @uplika_center's follower count. Every account
should be within about 10x of your size, and I can't read follower counts
through Uplika.

Slot: Direct
Count: 4
What to look for: Accounts that post about Claude Code, AI coding tools or AI
automation for creators. They should be a bit ahead of you in size.
_____________________________________________
Slot: Adjacent
Count: 4
What to look for: Accounts that talk to your audience (Claude Code users
running their own brand) but cover a different niche. Examples: solo-founder
or indie-hacker content, no-code and automation tutorials, creator-economy
and Instagram growth, or dev-tool reviews.
_____________________________________________
Slot: Outsized
Count: 2 to 4
What to look for: Much bigger accounts, used for format only: how they open,
how long they run, where the ask goes. Don't borrow their cadence or tone.

Your Saved collection: Open your own Saved collection too. It's already
filtered by your taste, so it's the fastest and most relevant set of reels to
study. Add any reels or accounts from it that fit a slot.
```

It asks for your follower count, because Uplika can't read it.

STEP 3

Paste what you see

For each account, copy the last dozen reels from the app: views, the first line, the length and the ask at the end.

```
❯ For this run I'm using one account, mine: @uplika_center. I left followers
  out because the median is in. Here are my last 12 reels:
  account    median    views    hook    length    cta
  @uplika_center    4390    1791    Did you know Claude can find the moment
  people stop watching your YouTube videos?    57    comment WATCH
  @uplika_center    4390    944    How to let Claude Code use your own Chrome.
    71    comment BROWSER
  @uplika_center    4390    10020    Claude just killed Instagram.    58
  comment CLAUDE
  @uplika_center    4390    4399    How to edit a video with Claude Code.    51
     comment VIDEO
  @uplika_center    4390    9127    Claude can run your Instagram now. Let me
  show you.    50    comment INSTAGRAM
  @uplika_center    4390    2771    Most people are using Claude Code
  completely wrong.    36    comment PLUGIN
  @uplika_center    4390    4858    Don't open Claude Code again until you've
  installed these five skills.    54    comment POWERS
  @uplika_center    4390    526107    Claude can run your YouTube channel now.
  Let me show you.    48    comment YOUTUBE
  @uplika_center    4390    4380    Developers with tiny Claude Code bills
  don't write better prompts than you.    58    comment WRAP
  @uplika_center    4390    1621    Since AI agents started posting to social
  media for us, you keep hearing the same thing: you don't need the Instagram
  API anymore.    31    comment GUIDE
  @uplika_center    4390    3710    Hitting your Claude Code limit? You're
  spending it on chores a model forty times cheaper could do.    29    comment
  HAIKU
  @uplika_center    4390    4430    Turn Claude into your Instagram growth
  agent.    34    comment AGENT
```

For this demo we pasted only our own 12 reels. One account is a demo, not a study.

STEP 3

Ranked against the median

Ranked by multiple of your median

Multiple	Views	Hook	Formula
119.8x	526,107	Claude can run your YouTube channel now. Let me show you.	not classified
2.3x	10,020	Claude just killed Instagram.	not classified
2.1x	9,127	Claude can run your Instagram now. Let me show you.	not classified
1.1x	4,858	Don't open Claude Code again until you've installed these five skills.	#2 Negative Command
1.0x	4,430	Turn Claude into your Instagram growth agent.	not classified
1.0x	4,399	How to edit a video with Claude Code.	not classified
1.0x	4,380	Developers with tiny Claude Code bills don't write better prompts than you.	not classified

Our median was 4,390 views. One reel, about YouTube, ran 119.8x. Nothing else beat 2.3x. The script named a formula for 3 of the 12 hooks, and Claude read the other 9.

STEP 4

What the winners share

```
Step 4: what the winners share

1. Formulas in the top third: The script counted three unclassified hooks and
   one Negative Command. That count isn't informative, because the classifier
   named only 3 of the 12 hooks.
2. By hand, two top hooks share one shape that isn't in hooks.json. "Claude
   can [run a big job] now. Let me show you." is a capability claim plus a
   promise to demo it. It appears twice, for YouTube (119.8x) and Instagram
   (2.1x). "Claude just killed Instagram." (2.3x) is a short, bold claim. It's
   a different shape but also a declarative statement, not a how-to.
3. Weak hooks:
   - How-to openers: Chrome 0.2x, edit a video 1.0x.
   - Question openers: "Did you know…?" 0.4x.
   - Long, explanatory openers: the Instagram API hook, 0.4x.
   - Vague "Most people are wrong" openers: 0.6x.
4. Structure: Hook length doesn't separate winners from losers (10.5 words in
   the top third, 11.5 in the bottom). Reel length doesn't either, at 48 to 58
   seconds for the top three. Every reel ends with "comment [WORD]", so
   there's no variation to learn from on where the ask goes. I can't say
   anything about the first frame, since that wasn't in the data.
5. Unclassified: 9 of the 12 hooks. I read them above.
```

It found a shape the formula list does not have: "Claude can [run a big job] now. Let me show you." How-to and question openers did worst.

STEP 4

And how much to trust it

```
How much to trust this: very little.
- It's 12 reels from one account. The skill says 12 reels shows you nothing
  and about 40 across six accounts shows you something.
- Almost all of the signal is one reel. The YouTube reel at 526,107 views is
  119.8x your median. Without it, nothing else beats 2.3x, and 8 of the other
  11 reels are within about 0.4x of your median or below.
- Your own data weakens the formula claim. The Instagram twin of the winning
  hook got only 2.1x, against 119.8x for the YouTube one. The shape may help,
  but the topic (YouTube) or the platform's distribution probably did most of
  the work for that one reel.

The claim I'd stand behind is narrow. Declarative claims ("Claude can run X
now" or "Claude just killed X") beat how-to openers and question openers on
your account, and the sample is small. Nothing here supports a guess about why
the YouTube reel took off.
```

For our 12 reels: **very little**. Most of the signal is one reel. The skill says about 40 reels across six accounts starts to show something.

STEP 5

Check it against your own reels

`ig-audit` pulls your posts and numbers from Uplika and checks the views you pasted.

Step 5: audit of @uplika_center

I pulled insights for 20 posts from Oct 6 to Oct 27: 18 reels and 2 carousels. The 12 reels you pasted all matched Uplika's view counts within 1 to 3 views, so your numbers are good. I left out the three Sep 21 posts, which are old and short on text.

Baseline: the median across the 18 reels is **4,045 views.** That's near the 4,390 you gave me for the last 12.
Reels, ranked by multiple of the median

Multiple	Views	Shares per view	Reel (caption opening)
130.1x	526,290	3.13%	Let Claude run your YouTube channel (YOUTUBE)
2.5x	10,020	1.13%	Claude Code can now run your Instagram (CLAUDE)
2.3x	9,129	1.12%	Let Claude run your Instagram (INSTAGRAM)
2.0x	8,286	0.83%	Claude can now run your YouTube channel (YOUTUBE)
1.5x	5,947	1.35%	Claude can now run your Instagram for you (CLAUDE)

18 reels, median 4,045 views. The 12 we pasted matched Uplika's counts within 1 to 3 views. This is the top of the table.

STEP 5

What your own numbers say

What the data says

1. **Reels where Claude runs a whole channel for you beat everything else.** I count seven reels that sell Uplika as "Claude runs your Instagram or YouTube". Six of them are above 1.1x your median, and the seventh, "what should I post?", sits at 0.8x. Four of those six are above 2x: 130.1x, 2.5x, 2.3x and 2.0x. This pattern is stronger than anything in the 12 reels you pasted, because it holds across the Instagram and YouTube versions.
2. **Tips about other people's Claude Code tools sit at or below your median.** These are POWERS, PLUGINS, PLUGIN, HAIKU, WRAP, BROWSER and GUIDE. Only POWERS and WRAP beat the median, and only slightly (1.2x and 1.1x). The posts about one narrow tool or feature are the weakest of all: Chrome at 0.2x, ManyChat at 0.2x, and the MCP-vs-API explainer at 0.4x.
3. **The 26 built-in hook formulas barely show up in your winners.** Of the three your hooks matched, Negative Command (POWERS) did 1.2x, Verbatim Question (WATCH) did 0.4x and Permission (GUIDE) did 0.4x. The shape that wins, "Claude can run your X now", isn't in the formula list. Adding it would be worth considering.

On our account, reels where Claude runs a whole channel won: six of seven above 1.1x. Tips about one other tool sat at or below the median.

STEP 5

What to stop, what to do more

Confidence

- **The channel-agent pattern: moderate.** It has seven reels behind it, it holds on two platforms, and six of the seven beat your median.
- **The "stop" list: low to moderate.** The tool-tip reels are close to your median, not far below it, so "weaker" is accurate and "fails" would not be.
- **Anything about the YouTube outlier: low.** 526,290 views from one reel can't be explained by caption wording alone.

Missing from this audit

Uplika doesn't report reach, non-follower share, saves, follows, watch time or hold at 3 seconds. I need the app's insights for those. I can't tell hook problems from profile problems without them. If your best reels get a lot of views but few follows, that's a profile problem, and the next step would be /uplika:ig-profile, not hook rewrites.

STOP: reels about one other tool or feature, and question or explainer openers.
DO MORE: reels where Claude takes over a whole job (a channel, a week, your DMs), with the comment keyword at the end.

It rates its own confidence, and says what Uplika can't see: reach, saves, follows and watch time are in the Instagram app.

STEP 6

Your hook, in the winning shape

```
❯ No screenshots for now. Go to step 6. My next reel is about the Uplika
  plugin's viral skill itself: Claude ranks your reels against your own median.
  Use my real numbers from above.
```

Your top three formulas, in your own words

Formula	Your hook	Score
Negative Command (#2)	"Stop ranking your reels by views. Rank them against your own median."	**80.0 STRONG**
Capability claim (your winning shape, not in hooks.json)	"Claude can tell you which reel really beat your median. Let me show you."	58.1 OK
Receipt (#6)	"My median reel gets 4,390 views. One got 526,107. Claude says that was 120x."	47.1 WEAK

The capability claim is the shape your audit says wins, but it scored lower than the Negative Command. The scorer is an English-text heuristic, so I'd trust your own data over its ranking. I shot-listed the 80-point hook anyway. If you'd rather test the audit's shape, swap in the second hook. The script works with either.

It writes your own line in each top formula, with your story and your numbers, and scores it. Ours scored 80.0, STRONG: "Stop ranking your reels by views. Rank them against your own median."

STEP 6

Then the script

```
Reel script (about 37 seconds)

Stop ranking your reels by views.
Rank them against your own median.
Views mostly tell you how many people already follow you.
I gave Claude my last 12 reels. My median is 4,390 views, and it divided every
reel by that.
10,020 views? 2.3x. A good day.
526,107 views? 120x. That one found something.
Then it names the hook on each. Nine of my 12 it couldn't name, and those nine
are the ones worth reading.
It also says 12 reels is evidence, not proof.
Comment VIRAL and I'll DM you the setup. Then rank your reels against your own
median.

Every number in it is yours. The 2.3x, 120x and "nine of 12 couldn't be named"
all come from the step 3 run.

On-screen text (six words or fewer per card):
- 0:00: STOP RANKING BY VIEWS
- 0:02: RANK VS YOUR MEDIAN
- 0:08: 12 REELS → CLAUDE
- 0:11: MEDIAN: 4,390
- 0:15: 10,020 = 2.3x
- 0:17: 526,107 = 120x
- 0:23: 9 OF 12: NO NAME
- 0:28: 12 REELS ≠ PROOF
- 0:32: COMMENT: VIRAL
```

`ig-reel` writes it in your voice, with the text for the screen. You film it.

STEP 6

It says what still needs work

Checks

Check	Result
Length	37.1s, near the 35s target
Hook length	2.2s
Loop	The last line repeats "against your own median" from the hook
Humanizer score	**66.4, REVIEW (not PASS)**

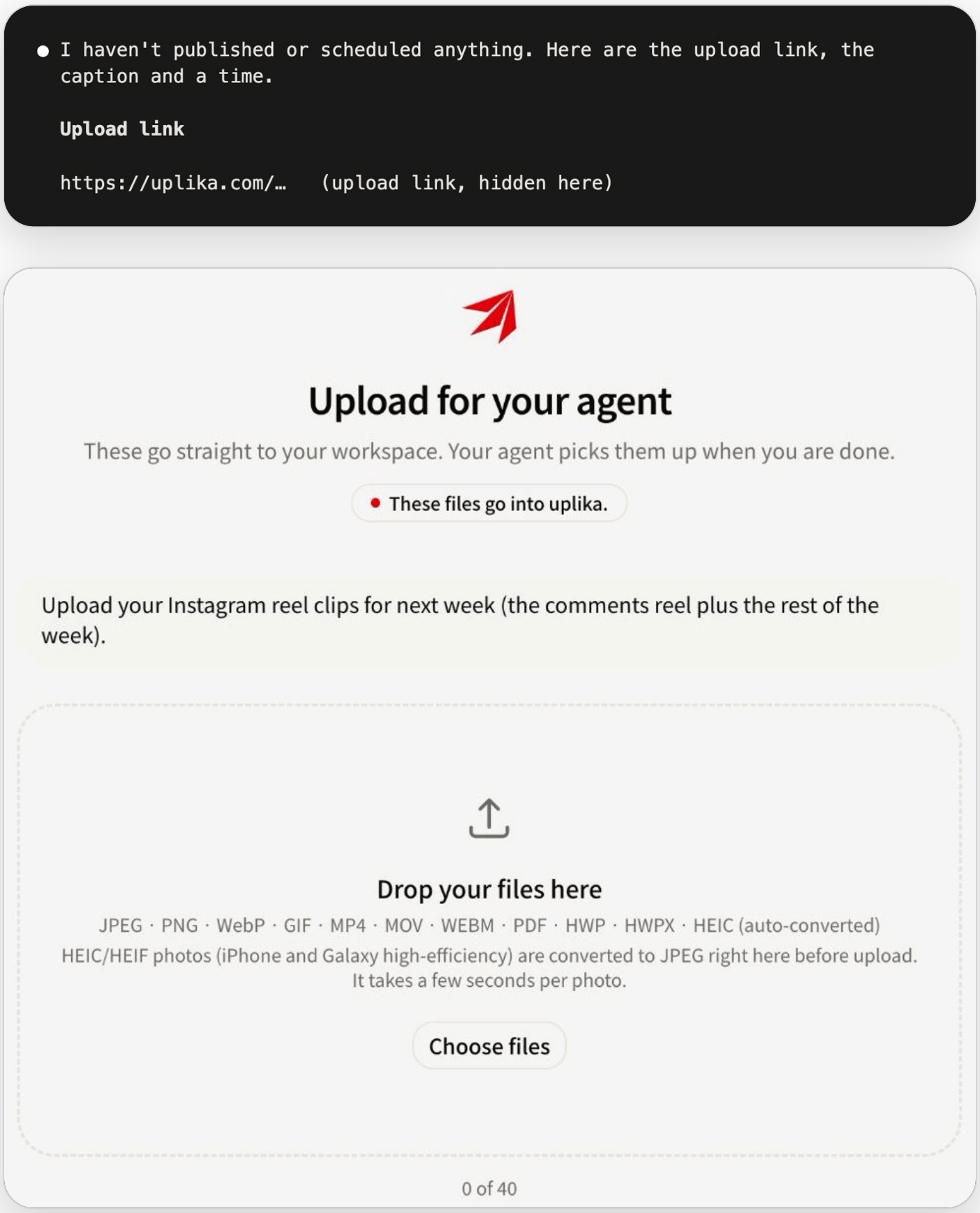
The beat-sheet checker still flags three beats that run past 4 seconds. Change what's on screen inside each of them. Also, the hook has no number in it, so it's less checkable on its own. The humanizer's weakest signal is sentence-length variety. It found no stock AI phrases and no em dashes.

The checker's "nothing concrete" flags on beats 1 to 3 are expected, since those are the hook and the stake.

37 seconds against a 35-second target. The humanizer gave it 66.4, REVIEW, and Claude says so instead of calling it done.

STEP 7

Hand over the clip



When you have the clip, it gives you a private upload link. It expires in 30 minutes. We hid ours. The upload page is from our October 23 run.

STEP 7

Read the caption

```
Caption (Job A: the video carries the hook)

Follow @uplika_center and comment VIRAL, and I'll DM you the setup, step by
step.

Claude can rank your Instagram reels against your own median views, so you
copy what beat your normal day, not the biggest number.

Paste your last 12 reels with their views and the first line of each. The
viral skill divides every reel by your median, names the hook formula, and
shows what the top third have in common.

On my account, 526,107 views was 120x my median of 4,390. Twelve reels is
evidence, not proof, so it tells you to collect more.

The plugin is free and open source (MIT). Uplika is free during the beta. The
Instagram skills are adapted from jakeschincariol/instagram-agent-skill (MIT).
We're not affiliated with its author.

#claudecode #claudeai #instagramtips #reelstips #uplika
```

```
Receipt:
- Job A: The reel carries the hook, so line 1 is the ask in your usual ending.
- Length: 786 of Instagram's 2,200 characters.
- Ask: One, comment VIRAL.
- Hashtags: 5.
- Search terms: "Instagram reels" and "median views" are both in the text.
- Links: None.
- Linter: READY, with every check passing.
- Humanizer: Human score 64.3, REVIEW. Its weakest signal is specificity,
  which is mostly the credit paragraph.

Instagram can't edit a caption after the post goes out, so this text is final
once it's published.
```

786 of 2,200 characters, one ask, linter READY. Instagram can't edit a caption after the post goes out, so read it here.

STEP 7

It stops and asks

```
Time

I'd pick Thursday Oct 29, 2026 at 09:30 UTC. Your audit found no day or time
effect. Your best reels went out anywhere from 09:00 to 17:00 UTC, so this is
a sensible default and not a proven slot. It matches your Oct 21 INSTAGRAM
reel, which did 2.3x your median at 09:31 UTC.

What I need from you: your time zone. I won't guess one, and I need it to set
scheduledAt with the right offset. Tell me the zone, or a different time if
you'd rather.

Settings I'd use

- Content type: reel
- Share to feed: on (your reels so far show up in the main feed)
- First comment: none
- Collaborators: none
- Audio: none, since your voice-over carries the reel
```

It asked for our time zone instead of guessing. **We stopped here, so nothing was published or scheduled.**

STEP 8

Comment in, DM out, as a draft

```
❯ I'm in New York. Keep that time for later. Yes to step 8: make the
  comment-to-DM a draft on my next post, so it attaches to this reel when it
  goes out. Keep it off.
```

```
keywords: ["VIRAL"]
match: "whole_word"
message:
  | Hey! Here's the viral skill setup you asked for. Tap below and I'll
  | send it.
buttonTitle: "Send me the setup"
requireFollow: true
notFollowingMessage:
  | Almost there! Follow @uplika_center first, then tap the button below
  | and I'll send the setup.
recheckTitle: "I followed"
─────────────────────────────────────────────────────────────────────────────
About the plugin:uplika:uplika – Create a comment-to-DM a… Tool:
| The most common automation: when someone comments on a post, DM them.
| **Creates a draft; nothing goes out until enable_automation.** How Meta…
(ctrl+o to expand description)

Do you want to proceed?
❯ 1. Yes
  2. No
```

`automations` shows every field before it saves. Ours: comment VIRAL, followers only, one DM with the setup.

STEP 8

Saved, and off

- The comment-to-DM is saved as a draft. It's off, with `enabled: false` and status `draft`, and nothing has been sent, published or scheduled.

  What I created

  af_b6817a7792f0e062: "VIRAL → viral skill setup (reel)" on @uplika_center. You can view it at https://uplika.com/dashboard/automation/af_b6817a7792f0e062.

Part	Setting
Post	next, meaning the next post you publish on this account
Trigger	A comment containing the whole word **VIRAL**
Follow rule	On. Non-followers get a nudge to follow first, with an "I followed" button
Public reply	One of your three existing replies, picked at random ("Sent! Check your DMs 📩" and two variants)

  The DM flow:

  1. **Opening DM (the private reply):** "Hey! Here's the viral skill setup you asked for. Tap below and I'll send it." The button says "Send me the setup".
  2. **After the tap, if they follow you:** "Here's the setup. Open Claude Code and paste this one line: *Read https://github.com/uplika/uplika-plugin/blob/main/INSTALL_FOR_AGENTS.md and follow it.* Then ask it to run the ig-viral skill. Paste your last 12 reels with their views and the first line of each, and it ranks them against your own median."
  3. **Buttons under that message:** "Open the install file" (the GitHub link) and "Open Uplika" (with a tagged link for this reel).

It turns on only after you say yes and Claude calls `enable_automation`.

STEP 8

It flags what to check

```
Things to check

- Truncated button label: Uplika cut "Open the install file" to "Open the
  install fil" because the limit is 20 characters. I can shorten it to "Open
  install file" with update_automation. Say if you want that.
- next attaches to the next post of any kind. If anything else goes out before
  this reel, the draft attaches to that post instead. Only one automation can
  wait for the next post on an account. So don't publish or schedule anything
  else on @uplika_center before this reel. This matters for step 9: I will
  not schedule posts that go out before this reel.
- Time zone: 09:30 UTC on Thursday Oct 29 is 5:30 am in New York (EDT). I kept
  the time as you asked, but that's early for a New York audience. If you'd
  like a New York morning slot instead, 9:30 am EDT is 13:30 UTC. Tell me
  which you want when it's time to schedule.
- The automation isn't live. It doesn't touch any real comments until you
  approve and I call enable_automation. I'd do that after the reel is
  published, so it attaches to the right post.
```

Our button label ran past the 20-character limit, and it offered to shorten it. This was a demo, so we deleted the draft afterwards.

STEP 9

Plan next week

Plan for @uplika_center (Instagram only)

Day	Reel	Hook shape	Keyword
Thu Oct 29	The viral skill reel (approved: "Stop ranking your reels by views…")	Negative Command	VIRAL
Mon Nov 2	Claude sorts your comments and drafts replies in your voice	"Claude can run your comments now. Let me show you."	COMMENTS
Tue Nov 3	Claude scores your profile out of 100 and rewrites what lost points	"Claude can score your Instagram profile now. Let me show you."	PROFILE
Wed Nov 4	Claude plans a week of reels, then schedules it after your yes	"Claude can plan your whole week of reels now. Let me show you."	WEEK
Thu Nov 5	An audit of your own posts, using real numbers from your account	Receipt: "I had Claude audit my last 18 reels. Six of seven channel-agent reels beat my median."	AUDIT
Fri Nov 6	Open slot, for something timely or a make-up shoot		
Sat–Sun	No posts		

`schedule-week` builds the week on the formulas that won. Nothing is scheduled. It's a table for you to change.

STEP 9

Then it waits for you

What I need from you

1. **Is Instagram-only right?** The skill asks which channels, and your workspace also has TikTok, YouTube, Threads and Facebook connected.
2. **Posting time.** Your audit found no effect from time of day, so I'm not claiming a best time. My suggestion is **9:30 am New York** for every post, which is 13:30 UTC on Oct 29 and 14:30 UTC from Nov 2. It's just a steady default. Earlier I suggested 09:30 UTC, which is 5:30 am in New York, so tell me which one you want for the viral reel.
3. **Clips.** Every reel needs a video you film. I can't schedule a reel without one, so tell me which days you can cover, or I'll use only the days you can.
4. **Are the topics true to your product?** I took the three skills from the plugin's own list: comments, ig-profile and schedule-week. Tell me if any isn't ready to show on camera.

Rules I'm following

- **The comment-to-DM draft** for VIRAL waits for the next post on the account. Nothing else can go out before the viral reel, or the draft attaches to the wrong post. So Oct 29 stays first.
- **Automations for the other reels** can only be created after each reel is live. I'll draft them once each goes out.
- **I won't schedule anything** until you approve the full week.

Approve the plan, or tell me what to change. Then I'll write each caption and hook in your voice, lint it, and show you the whole week in full before anything is scheduled.

It asks which days you can film, and whether each topic is true to your product. It schedules nothing until you approve the whole week.

IF IT DOES NOT WORK

Things that go wrong

No Uplika tools after the install

Type `/reload-plugins` or restart Claude Code. If `/mcp` says it needs authentication, choose **Authenticate**.

It won't look up another account's reels

That is on purpose. It never searches or scrapes Instagram. Open the account in your app and paste what you see.

Claude answers `reconsent_required`

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

Instagram refuses a post

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

Anything else

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

Rank against the median.

Then make yours.

Plugin `github.com/uplika/uplika-plugin`

Nothing goes out until you say yes.

Questions: support@uplika.com

uplika.com

Claude and Instagram are trademarks
of their owners.