

Give Claude these five jobs

Reels, carousels, captions, numbers and comments on your Instagram, from one chat. The setup, the prompt, and a real run with every screen shown.

uplika.com

Setup guide
October 2026

The five jobs

1. **Reels.** You drop in the clips. It plans one a day and schedules them at the times you pick.
2. **Carousels.** Up to ten photos, in the order you choose, posted as one.
3. **Captions.** An opening line that earns the tap on "more", with the hashtags in the first comment.
4. **Numbers.** Views, likes, comments and shares on your posts, and what to make again.
5. **Comments.** A reply under every comment, and a DM with what they asked for.

What it does not do. Uplika does not make your videos, photos or covers. You bring those. Claude writes the words, Uplika posts them and reads the numbers back. Nothing goes out until you say yes.

Every screenshot in this guide is from one real run on our own account, **@uplika_center**, on October 7, 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 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 clips and photos.**

Vertical video for reels, and up to ten photos for a carousel. Uplika posts them; it does not make them.

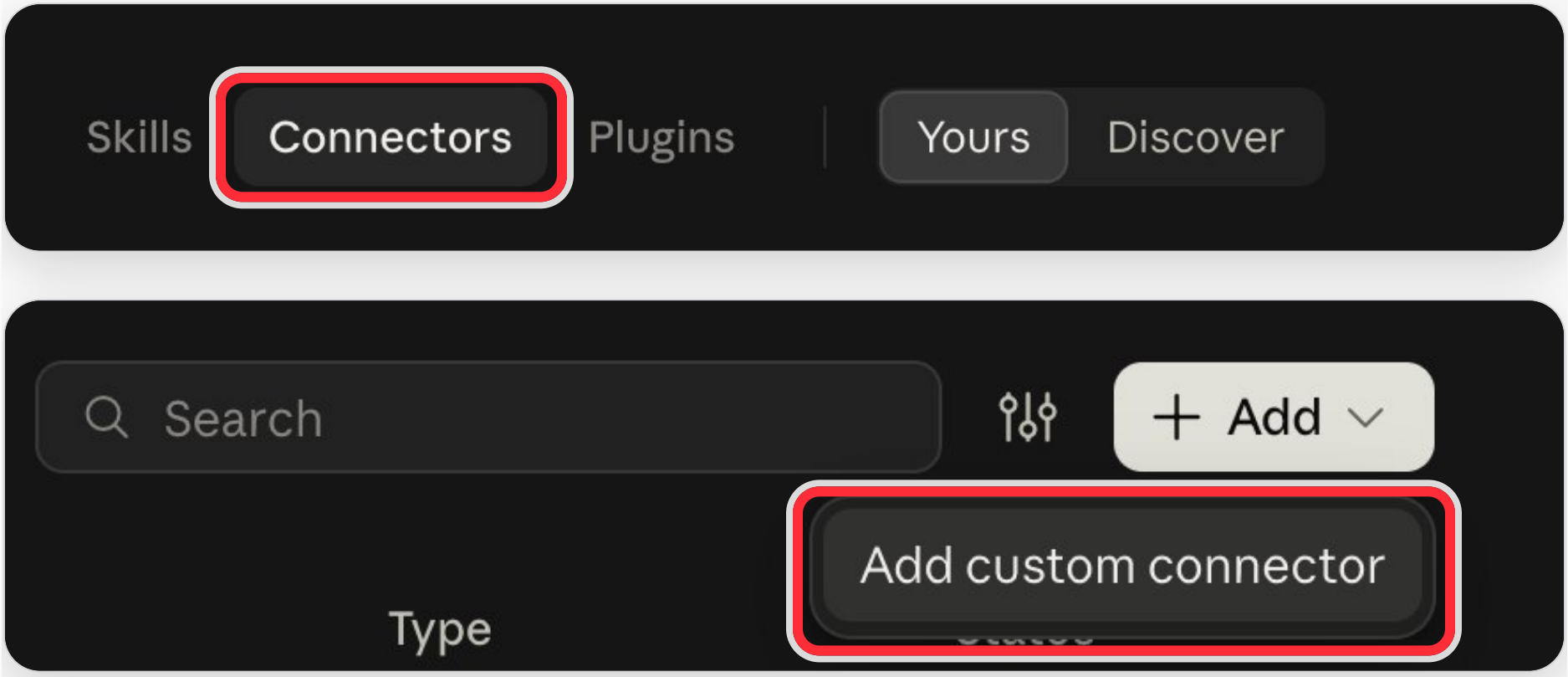
5 **Ten minutes, on a computer.**

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

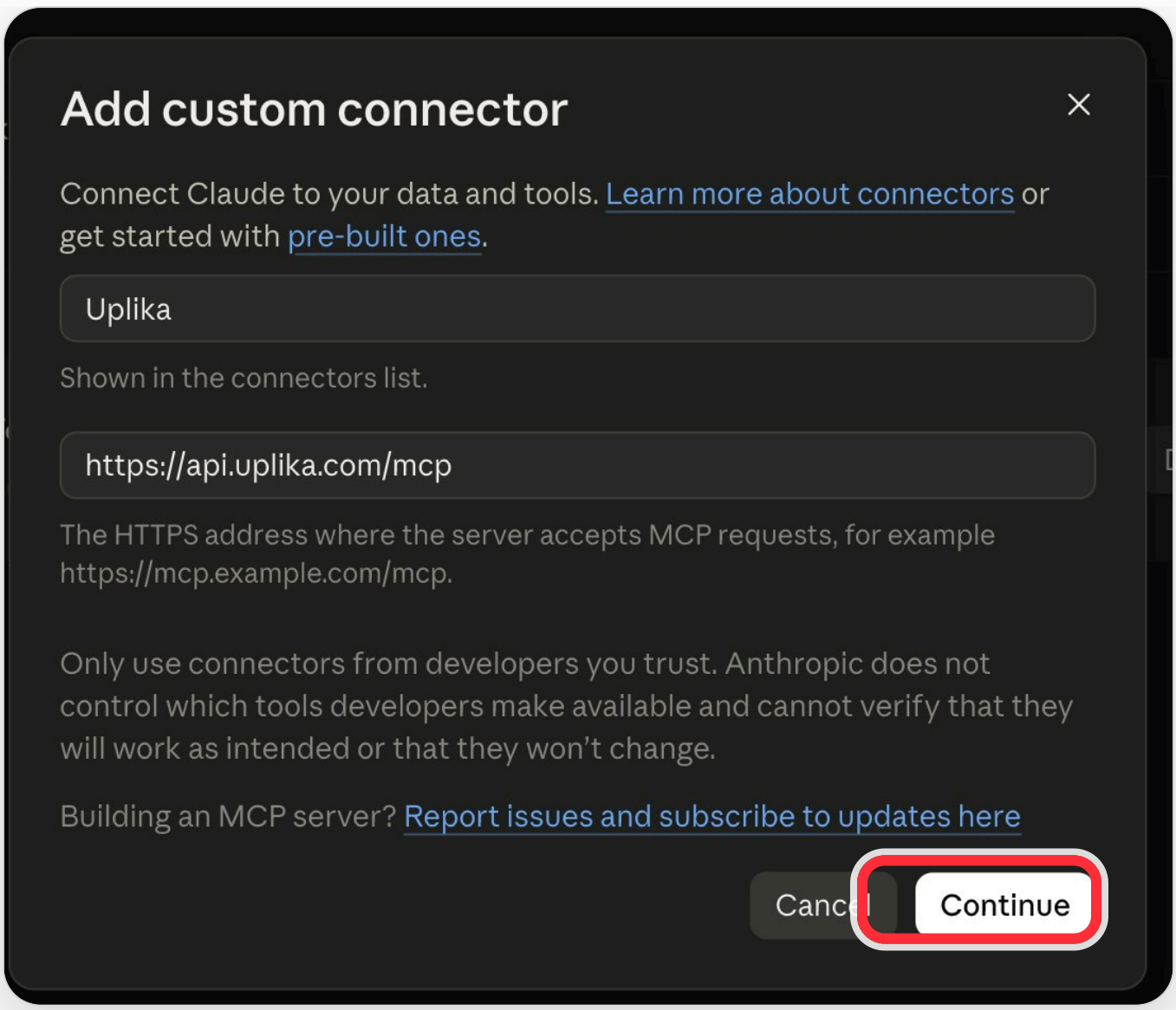
Name it and paste the link

NAME

```
Uplika
```

MCP SERVER URL

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

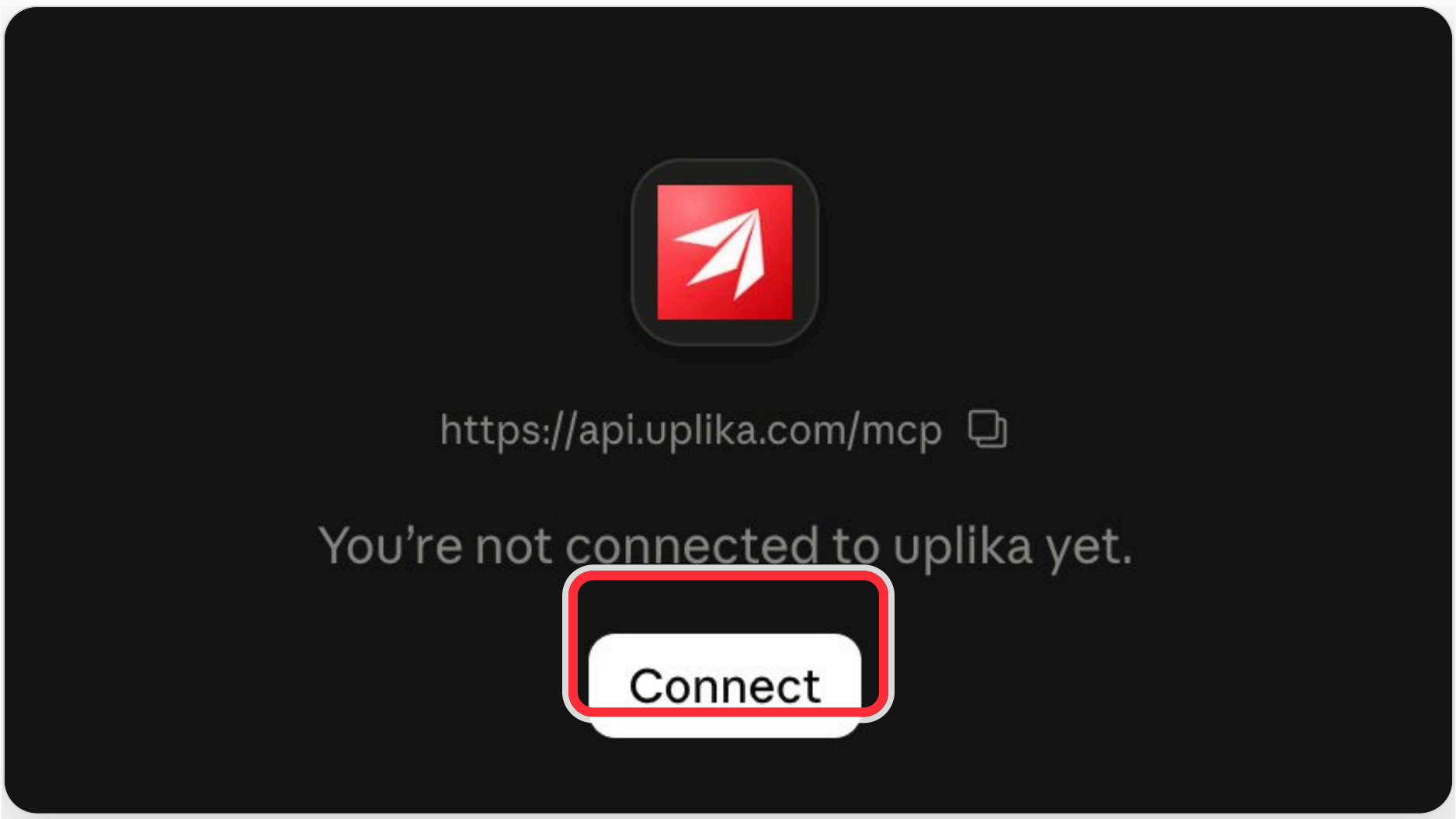


Press **Continue** and confirm. Shortcut: **this link** opens the same window with both fields filled in.

STEP 3

Press Connect

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

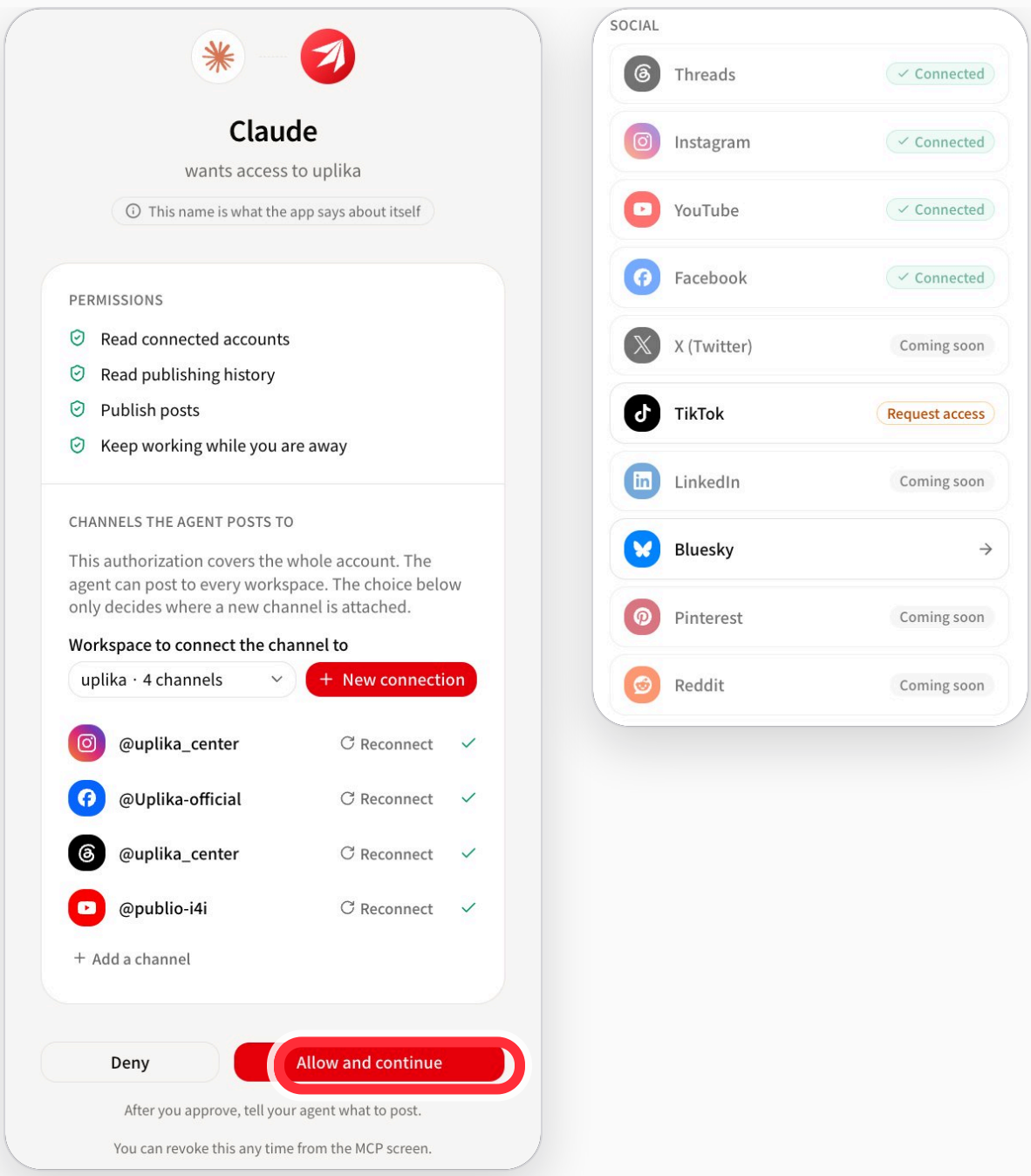


There is no key to copy and nothing to paste. Signing in is the whole handshake.

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**.

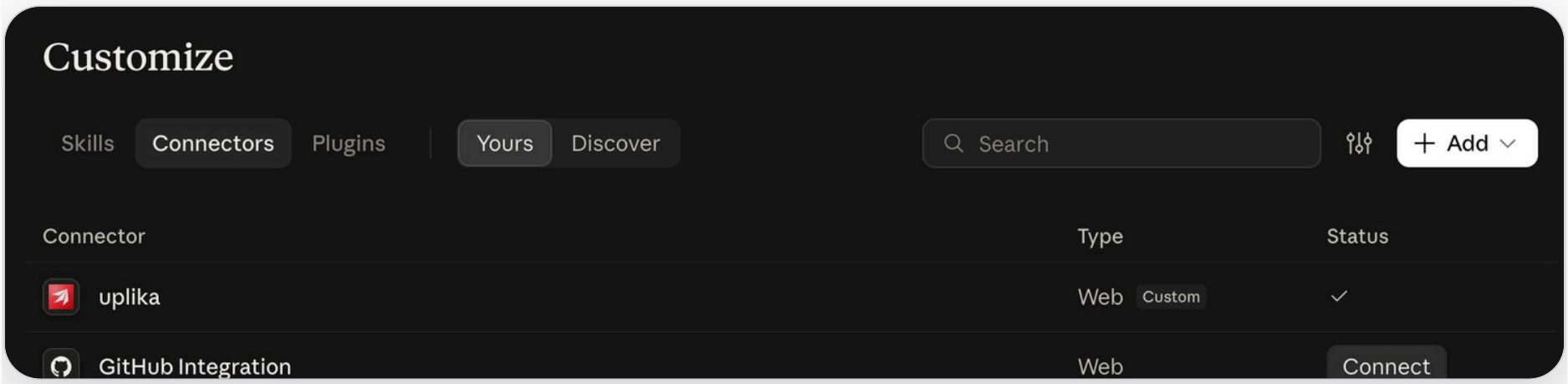


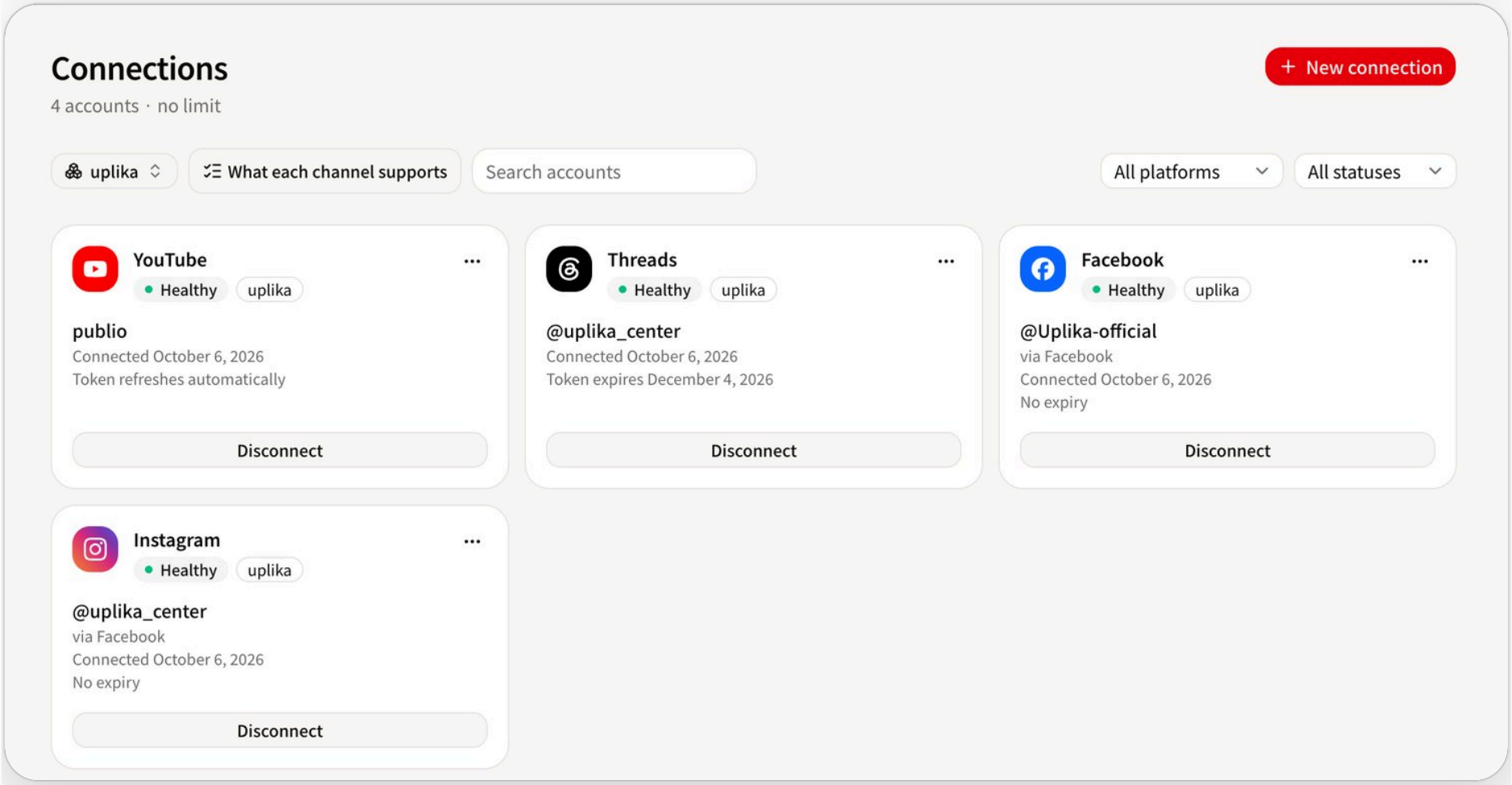
Instagram shows its own screen asking you to allow Uplika: **keep every permission on, messages included**. Without the message permission there is no DM to send. Signing up with email? Open the confirmation link first.

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 · 1 OF 2

Copy this, all of it

```
You are my Instagram content team. You work through the Uplika
connector.

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.

Job 1, reels. When I say I have clips, call media_upload_link
and give me the link to upload them. Wait until
media_upload_status shows them ready. Then plan one reel a day
at the times I pick, write each caption, and show me the whole
week. After I say yes, schedule each one with publish
(scheduledAt).

Job 2, carousels. When I give you up to ten photos, upload them
the same way, ask me the order, write the caption, and after my
yes publish them as one post.

Job 3, captions. For every post, write an opening line that
makes people tap "more", keep the caption itself clean, and put
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

```
Job 4, numbers. When I ask how things are going, call
list_channel_posts for my recent posts, then get_insights on
each one. Tell me which posts got the most views, likes,
comments and shares, and what to make again. If a number comes
back null, say it is not reported yet. Do not guess.

Job 5, comments. Set up a reply for every comment with
create_comment_to_dm on the post I name (or "any" for every
post): keywords empty, publicReplyMode "ai" with an instruction
to thank them and say the DM is on its way, an opening DM with a
button, and what to send after the tap. Ask me whether to make
it followers only (requireFollow). Show me the draft and turn it
on with enable_automation only after I say yes.

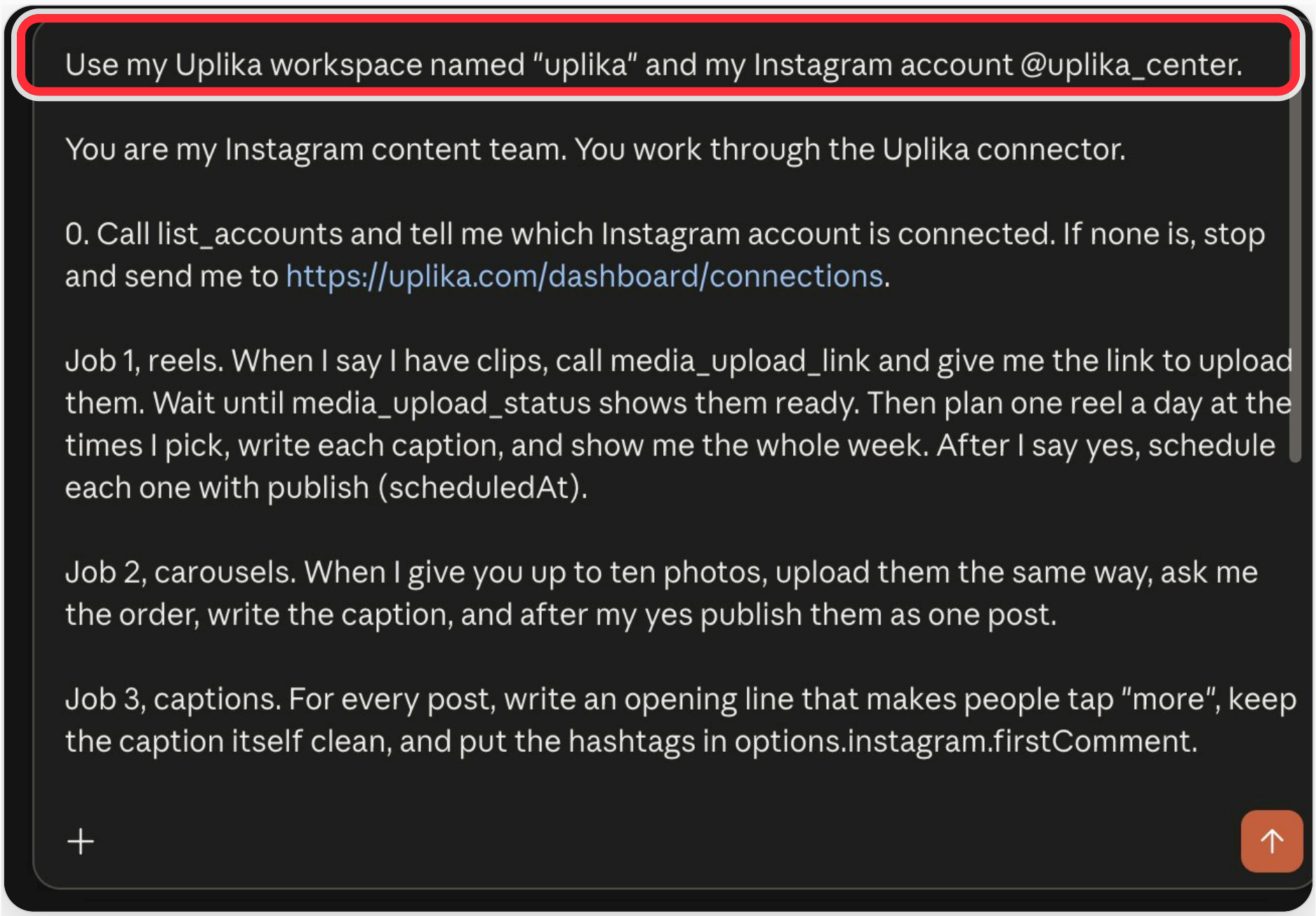
Never publish, schedule, or turn anything on without my yes.
```

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

STEP 6

Paste it into a new chat

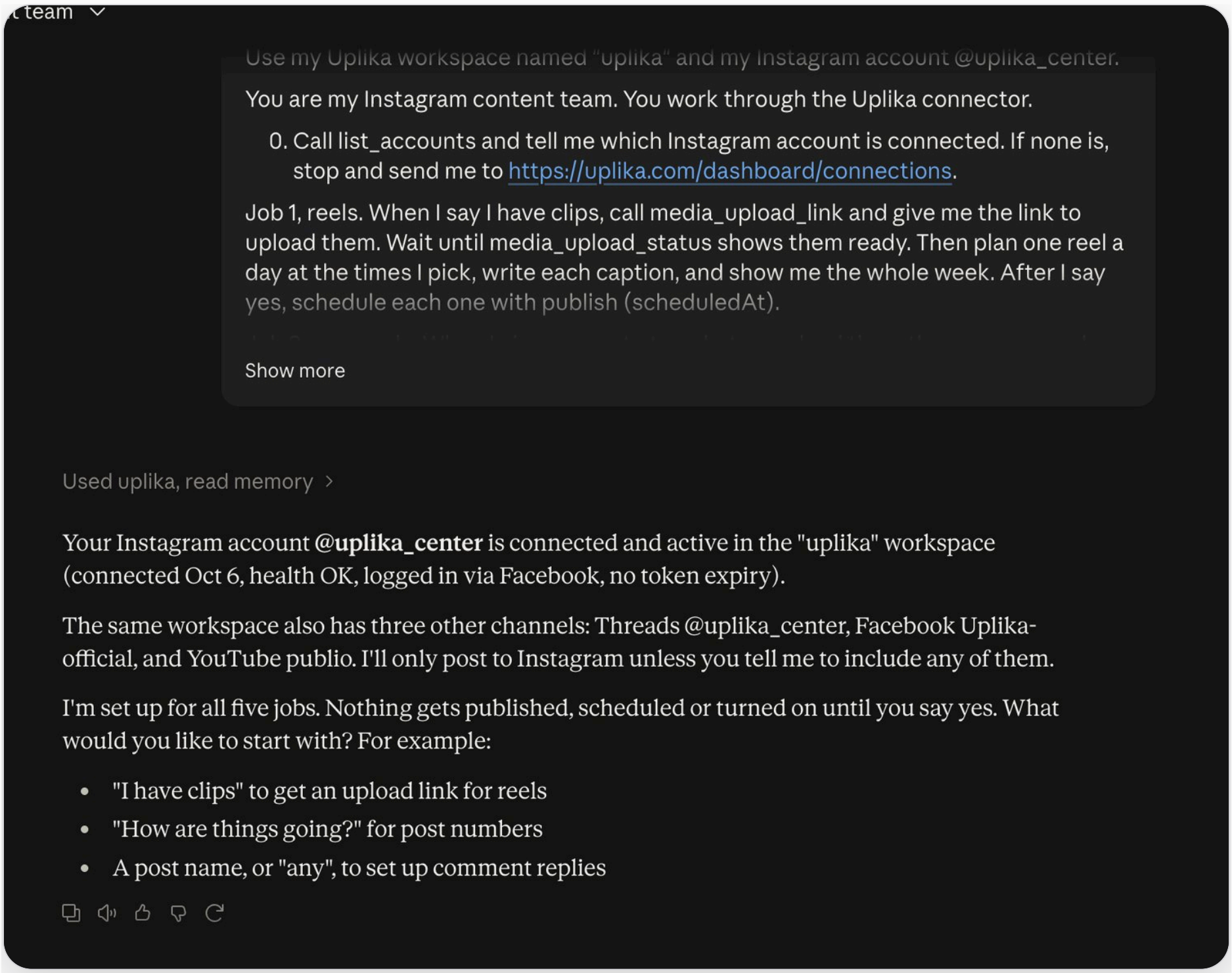
Open a new chat in Claude, paste the prompt and send it. Add a first line with your account, like we did.



More than one brand in Uplika? Name the workspace in that first line too, so Claude does not have to ask.

WHAT HAPPENS

It checks the account first

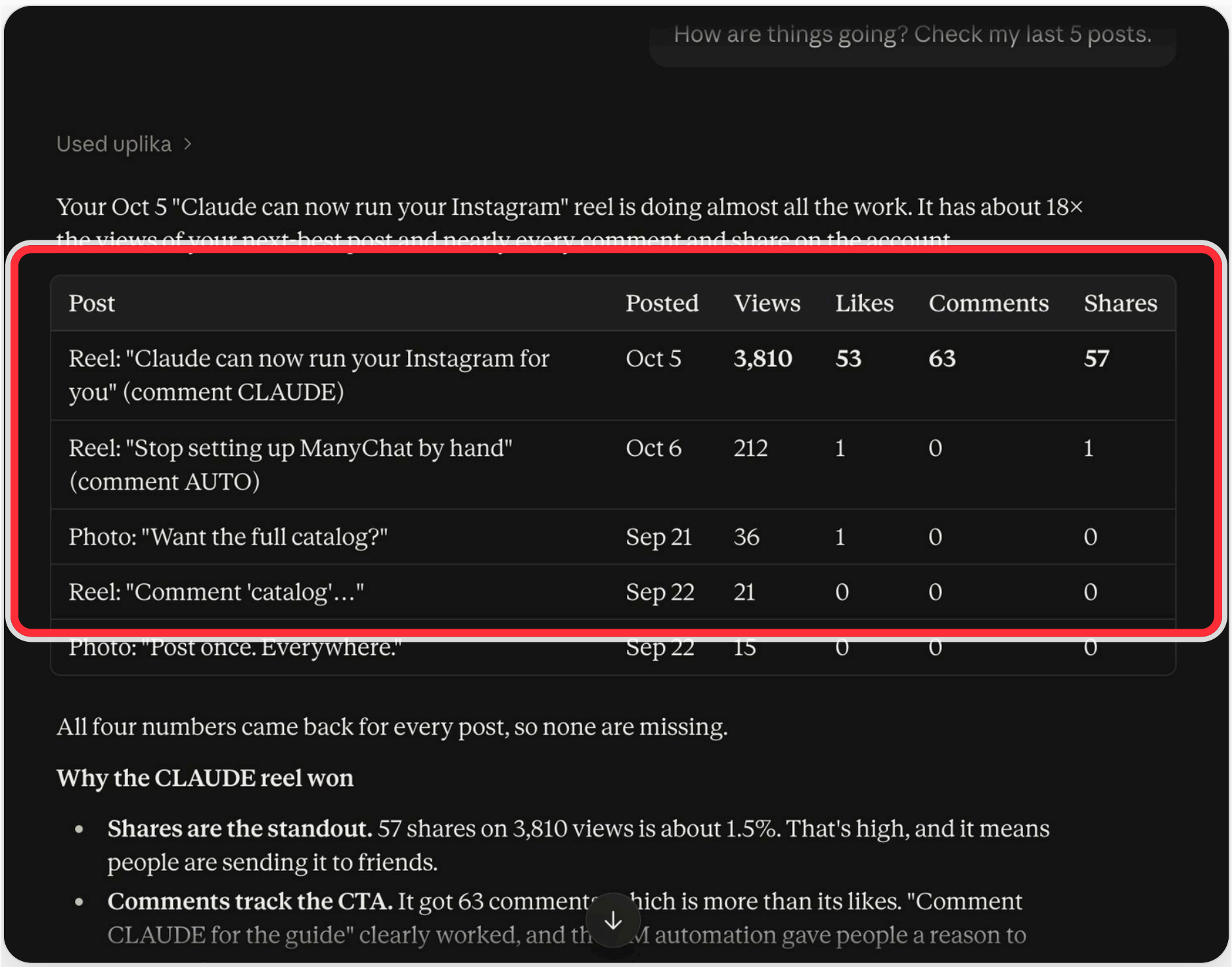


It found **@uplika_center**, listed the other channels in the same workspace, and said it would post only to Instagram unless told otherwise.

04 / 05 **Numbers**

"How are things going?"

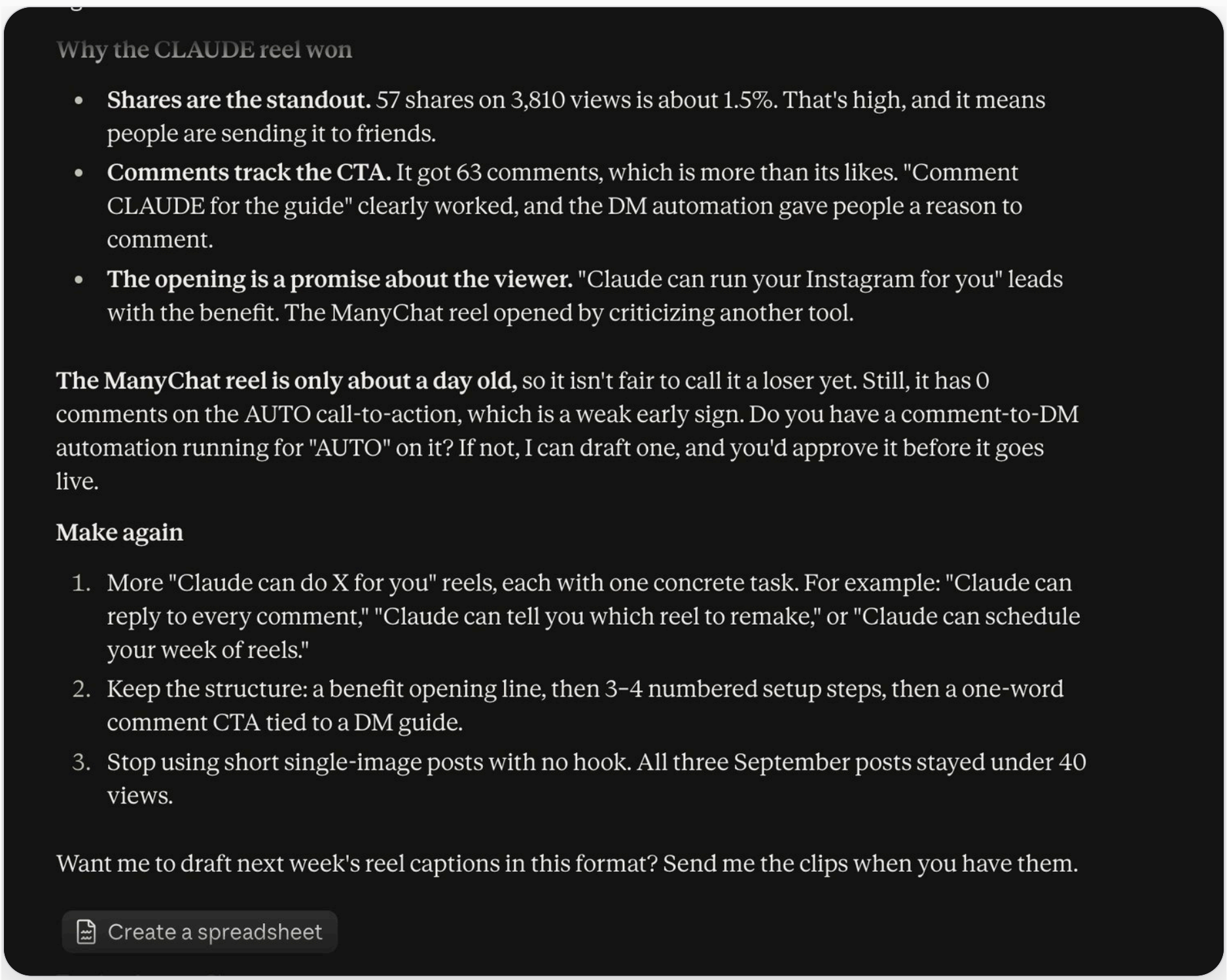
It reads your recent posts with `list_channel_posts`, then the numbers for each with `get_insights`.



These are our real numbers. Instagram gives four per post: views, likes, comments and shares. If one is not reported yet, Claude says so instead of guessing.

04 / 05 **Numbers**

And what to make again



Why the CLAUDE reel won

- **Shares are the standout.** 57 shares on 3,810 views is about 1.5%. That's high, and it means people are sending it to friends.
- **Comments track the CTA.** It got 63 comments, which is more than its likes. "Comment CLAUDE for the guide" clearly worked, and the DM automation gave people a reason to comment.
- **The opening is a promise about the viewer.** "Claude can run your Instagram for you" leads with the benefit. The ManyChat reel opened by criticizing another tool.

The ManyChat reel is only about a day old, so it isn't fair to call it a loser yet. Still, it has 0 comments on the AUTO call-to-action, which is a weak early sign. Do you have a comment-to-DM automation running for "AUTO" on it? If not, I can draft one, and you'd approve it before it goes live.

Make again

1. More "Claude can do X for you" reels, each with one concrete task. For example: "Claude can reply to every comment," "Claude can tell you which reel to remake," or "Claude can schedule your week of reels."
2. Keep the structure: a benefit opening line, then 3–4 numbered setup steps, then a one-word comment CTA tied to a DM guide.
3. Stop using short single-image posts with no hook. All three September posts stayed under 40 views.

Want me to draft next week's reel captions in this format? Send me the clips when you have them.

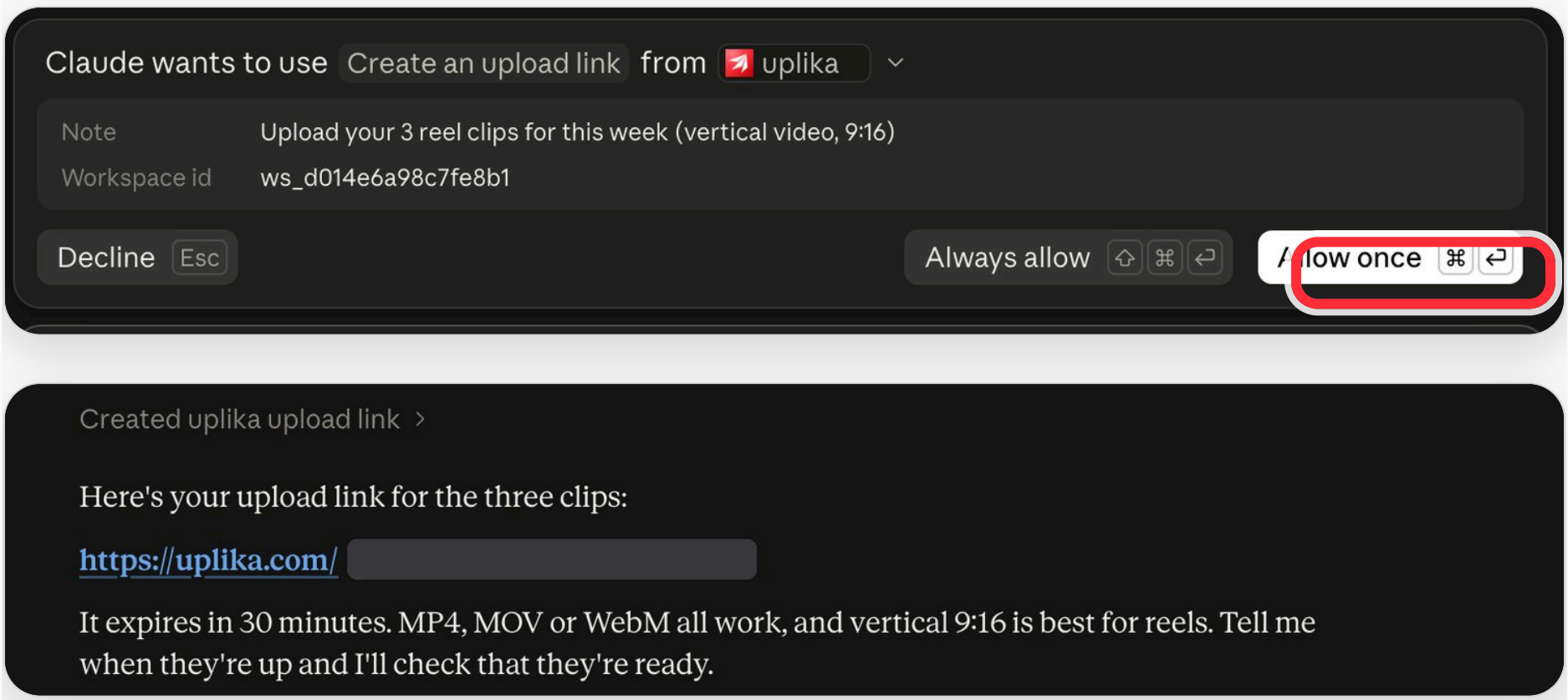
Create a spreadsheet

It explained why one reel won (shares and comments, a benefit in the first line) and what to stop doing. It only uses your own posts. It cannot read other accounts.

01 / 05 **Reels**

"I have three clips"

Claude asks before it uses a tool. **Allow once** is enough. Then it gives you an upload link.

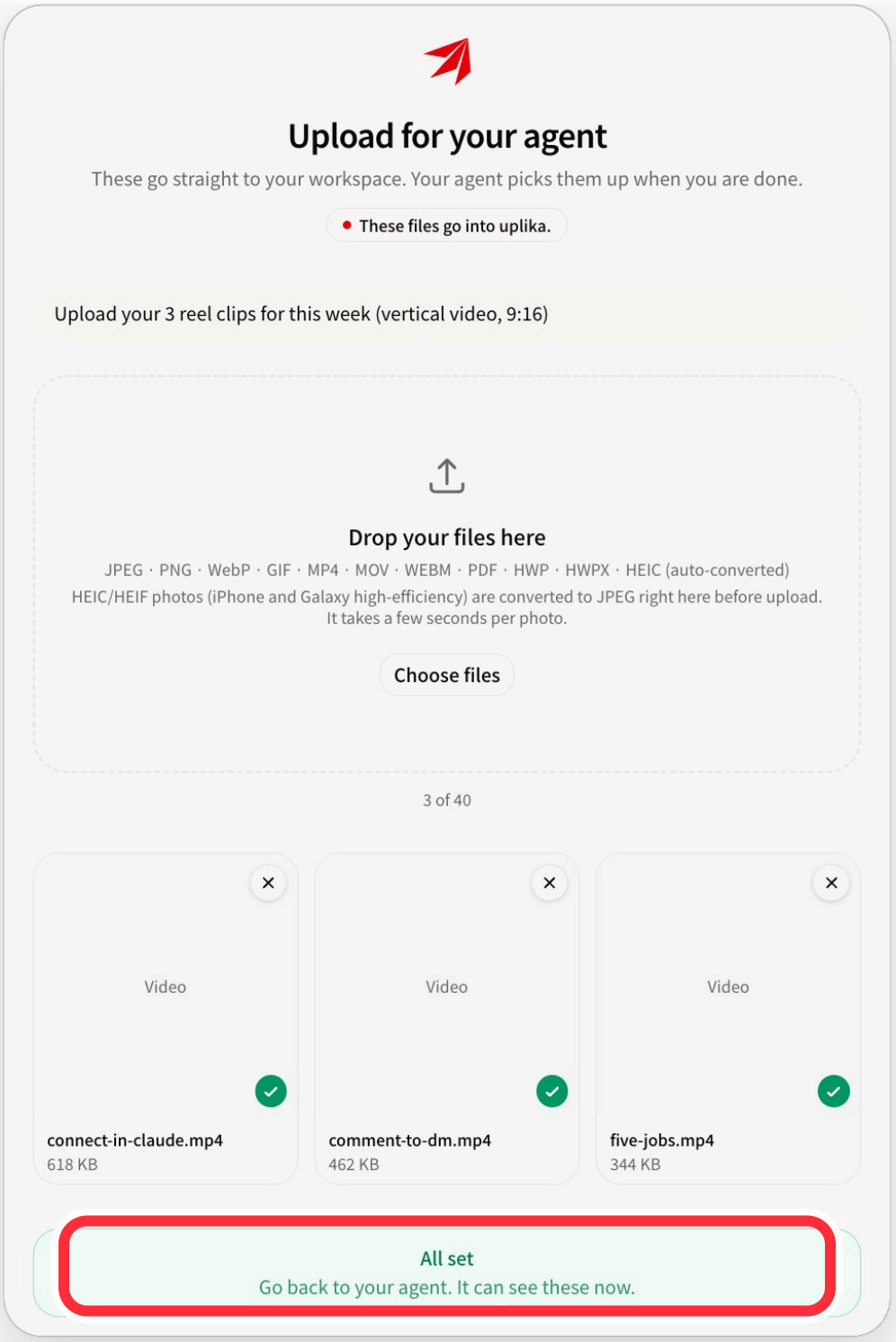


The link is yours alone and expires in 30 minutes. We hid it here. Already have a public link to the file? Paste that in the chat instead.

01 / 05 **Reels**

Drop the files in

Open the link on your phone or computer and drop the clips in. When it says **All set**, go back to Claude.

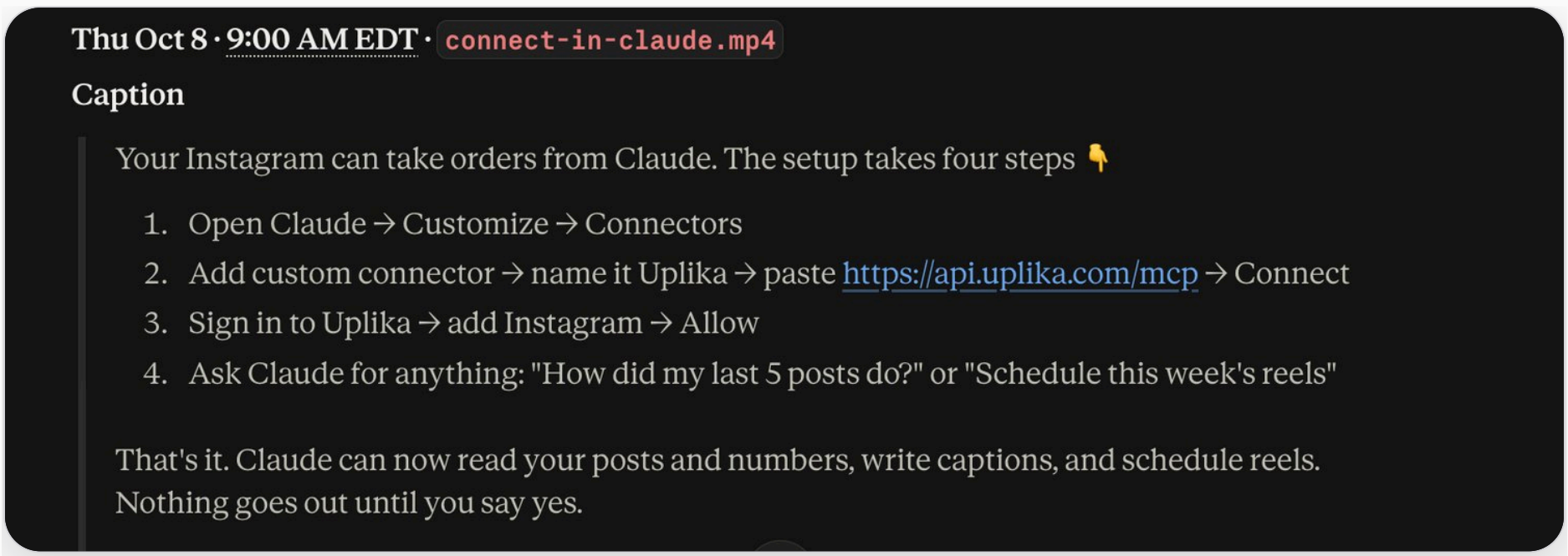


These clips are cut from our own reels. The files land in your Uplika workspace, not in the chat.

01 / 05 **Reels**

It plans the week

We told it the days, the time (9 AM New York) and one line about each clip. It wrote a caption for each reel.

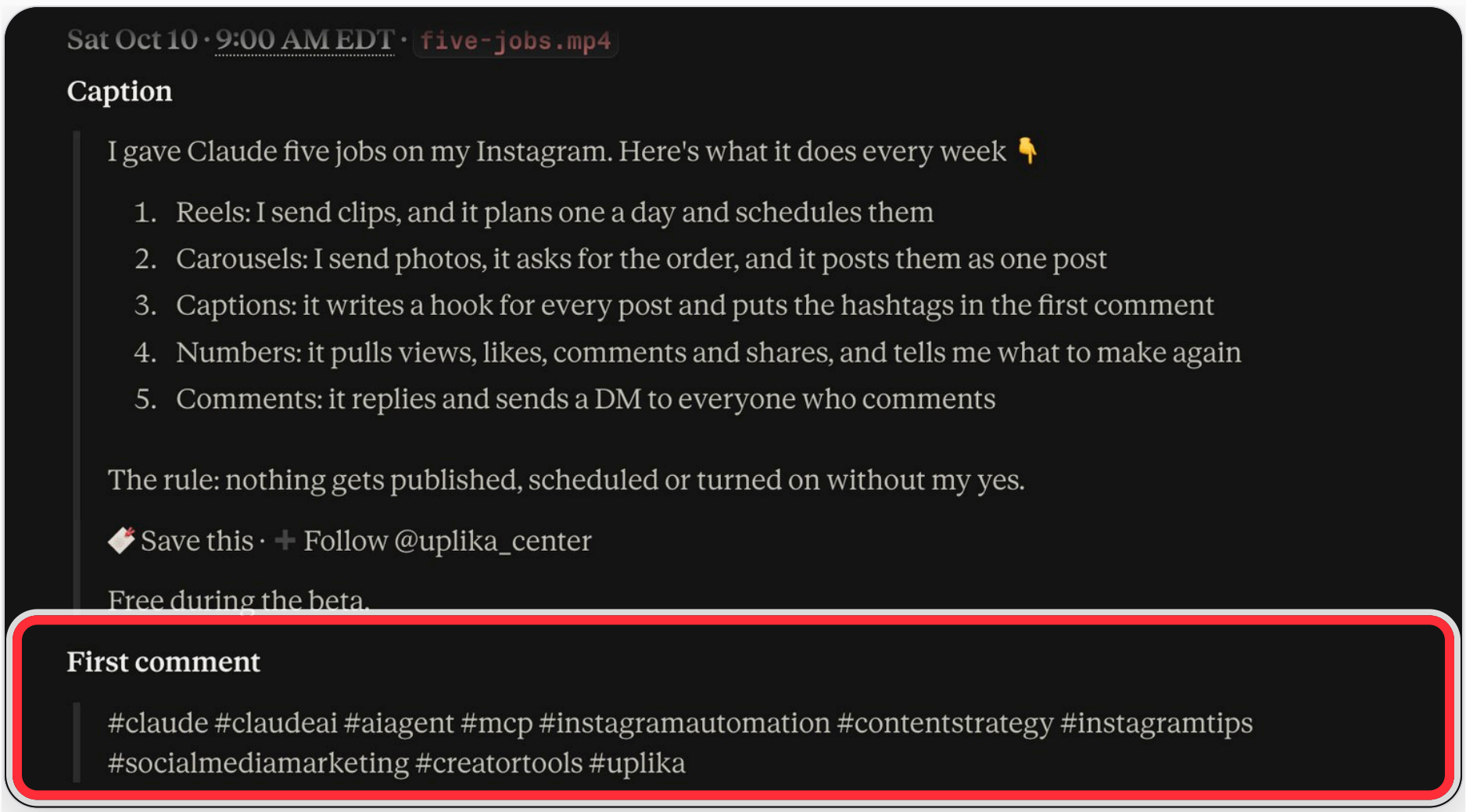


One reel a day, Thursday to Saturday. Nothing is scheduled yet. It is waiting for a yes.

03 / 05 **Captions**

A first line, and hashtags out of the way

Each caption opens with the line people see before **more**. The hashtags go in the **first comment**, which Uplika posts right after the reel.



Change any line in plain words: "make Friday's opening shorter", "no emoji".

STEP 7

Say yes, and it is scheduled

When the plan looks right, reply **yes**. Claude then schedules each reel with `publish` and `scheduledAt`, at the times you picked.

> Say **yes** to schedule all three as written, or tell me what to change.

1 **Uplika's servers post it at that time.**
Your computer and Claude can be closed.

2 **The first comment goes right after.**
That is where the hashtags are.

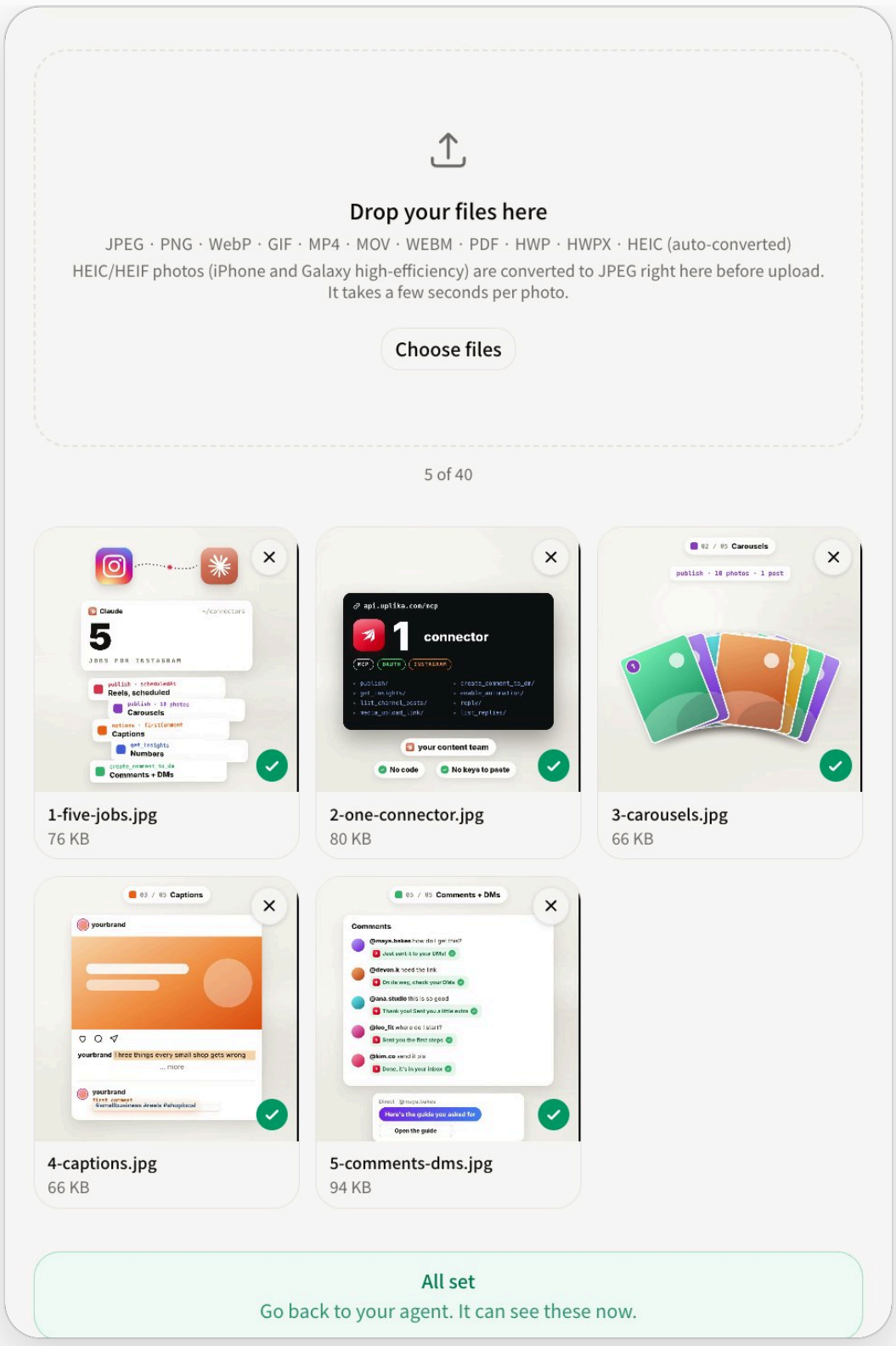
3 **You can still change it.**
Every reel waits under Scheduled in Uplika, where you can change it or cancel it. Or tell Claude: "move Friday's reel to Sunday".

This was a demo, so we did not say yes. Nothing in this guide was actually scheduled.

02 / 05 **Carousels**

"Five photos for one carousel"

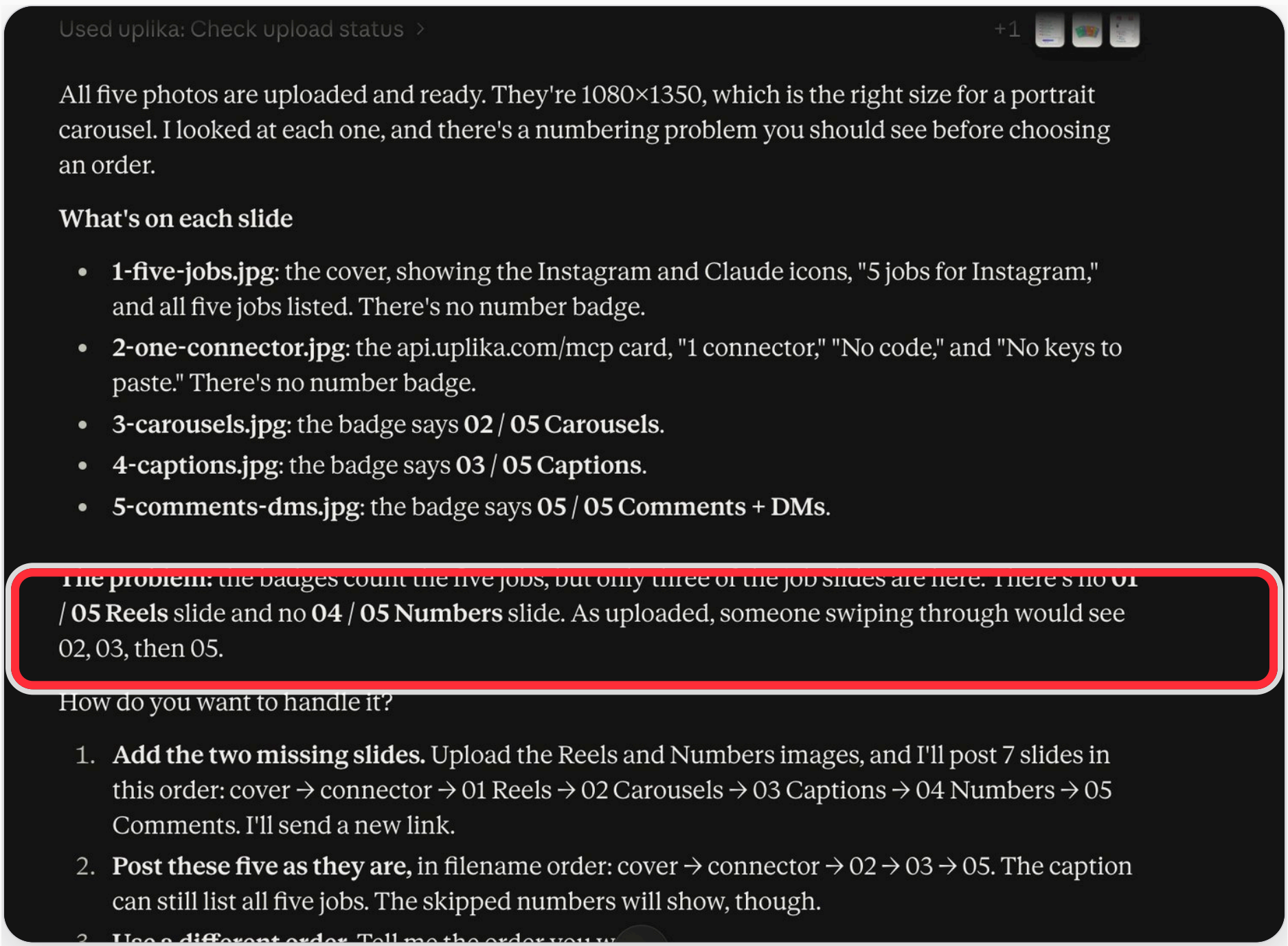
Same link, same drop. Up to ten photos in one carousel.



Our five slides are stills from our own reel. Bring your own photos or designed slides; Uplika does not design them.

02 / 05 **Carousels**

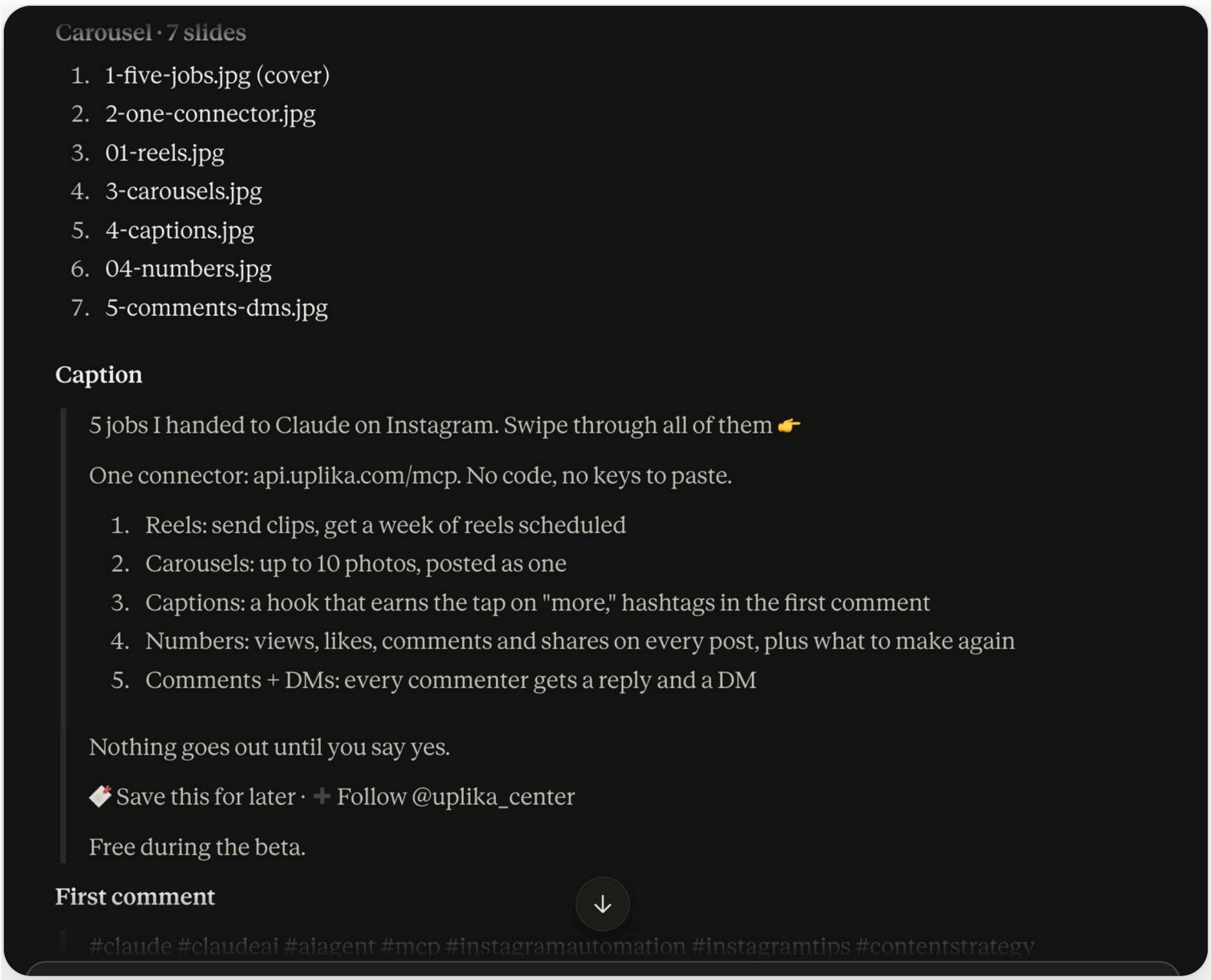
It looks at every photo



Our slides were numbered 02, 03 and 05. Claude saw that two were missing before anything went out, and offered three ways to fix it. We added the two slides.

02 / 05 **Carousels**

Seven slides, in order, one caption

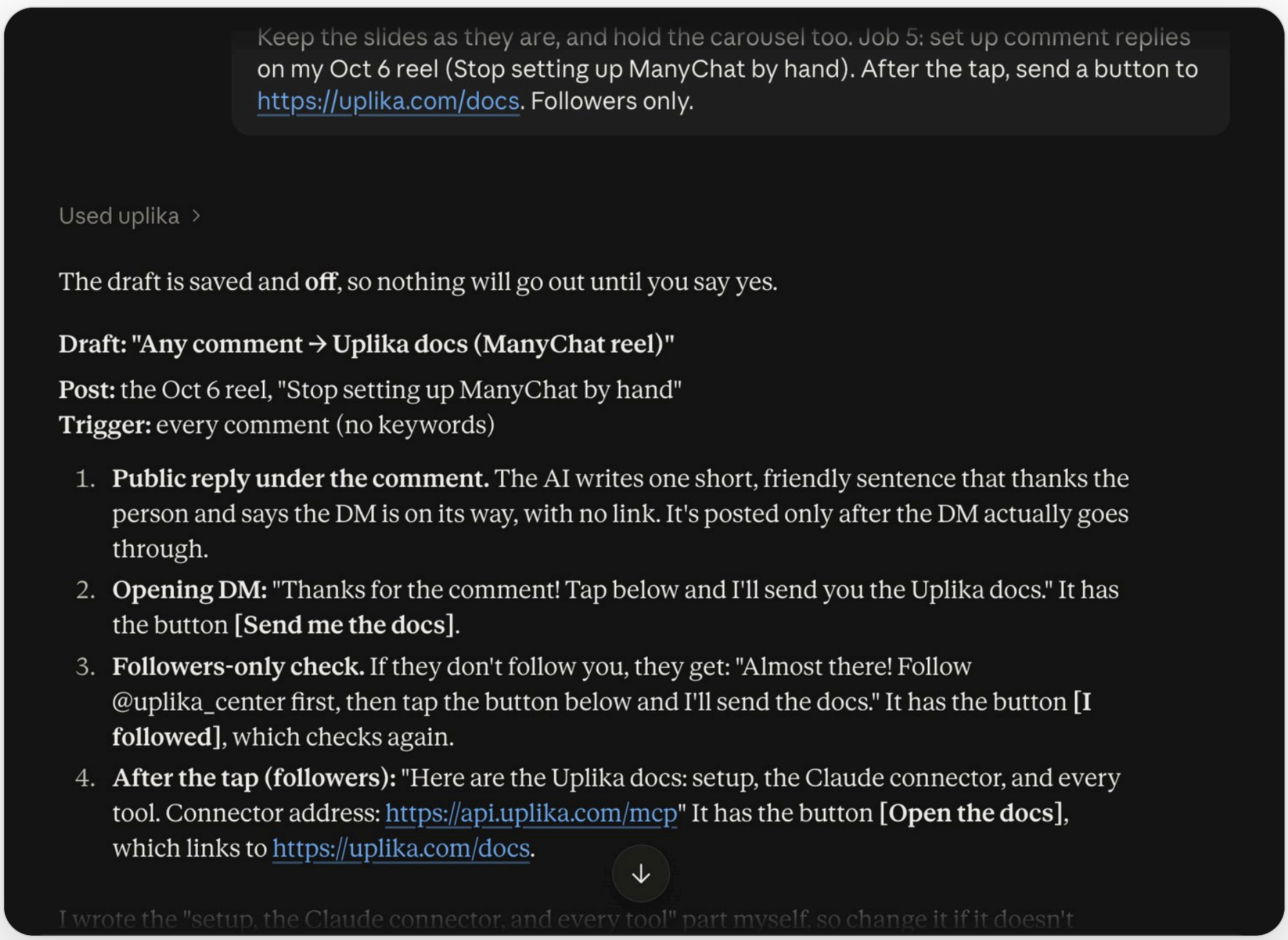


It also flagged a slide that looked cut off mid-sentence. You decide the order; it shows the full post before it goes anywhere.

05 / 05 **Comments + DMs**

"Reply to every comment, and DM them"

One sentence: which post, what to send, followers only. Claude fills in the rest and asks before saving.



It is saved as a **draft and off**. The public reply never repeats the link; the link goes in the DM.

05 / 05 **Comments + DMs**

What the draft does

1 **Every comment gets a reply.**

The AI writes a short thank-you for each one, and posts it only after the DM really went out.

2 **A DM with a button.**

This is Instagram's private reply: one per comment, within 7 days of the comment.

3 **Followers only, if you want.**

Not following yet? They are asked to follow first and tap "I followed".

4 **Then what they asked for.**

A link button, or a PDF file. Taps are counted.

05 / 05 **Comments + DMs**

It warns you before two flows clash

1. **Public reply under the comment.** The AI writes one short, friendly sentence that thanks the person and says the DM is on its way, with no link. It's posted only after the DM actually goes through.
2. **Opening DM:** "Thanks for the comment! Tap below and I'll send you the Uplika docs." It has the button **[Send me the docs]**.
3. **Followers-only check.** If they don't follow you, they get: "Almost there! Follow @uplika_center first, then tap the button below and I'll send the docs." It has the button **[I followed]**, which checks again.
4. **After the tap (followers):** "Here are the Uplika docs: setup, the Claude connector, and every tool. Connector address: https://api.uplika.com/mcp" It has the button **[Open the docs]**, which links to https://uplika.com/docs.

I wrote the "setup, the Claude connector, and every tool" part myself, so change it if it doesn't match what's on the docs page.

⚠️ **This reel already has a live automation**

"AUTO → comment-to-DM guide PDF" is live on the same reel. It has run 0 times so far. If both are on, anyone who comments "AUTO" would match both automations and get two DMs. Also, the caption promises "Comment AUTO and we'll DM you the setup guide with the prompt," and the new draft sends the docs instead of that guide. How do you want to handle it?

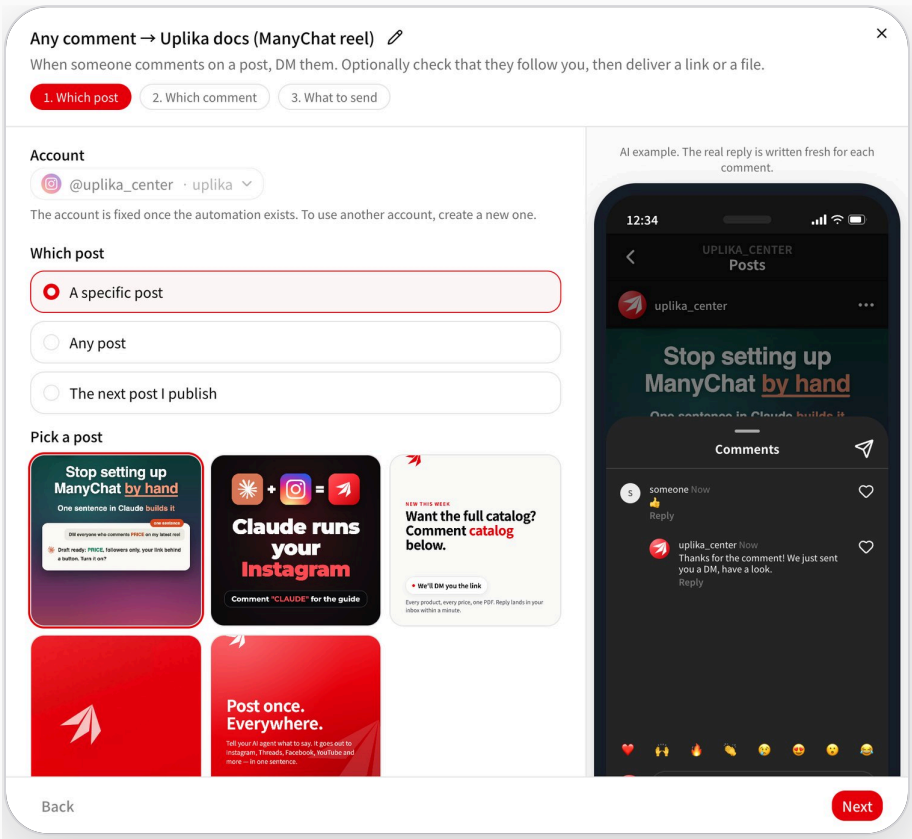
1. **Replace the AUTO one.** I'll turn off the AUTO automation and turn this one on. To keep the caption's promise, I can add the PDF guide as a second button next to **[Open the docs]**.
2. **Replace it, docs only.** Same as option 1 but wi ly the docs button. AUTO commenters wouldn't get the guide the caption mentions.

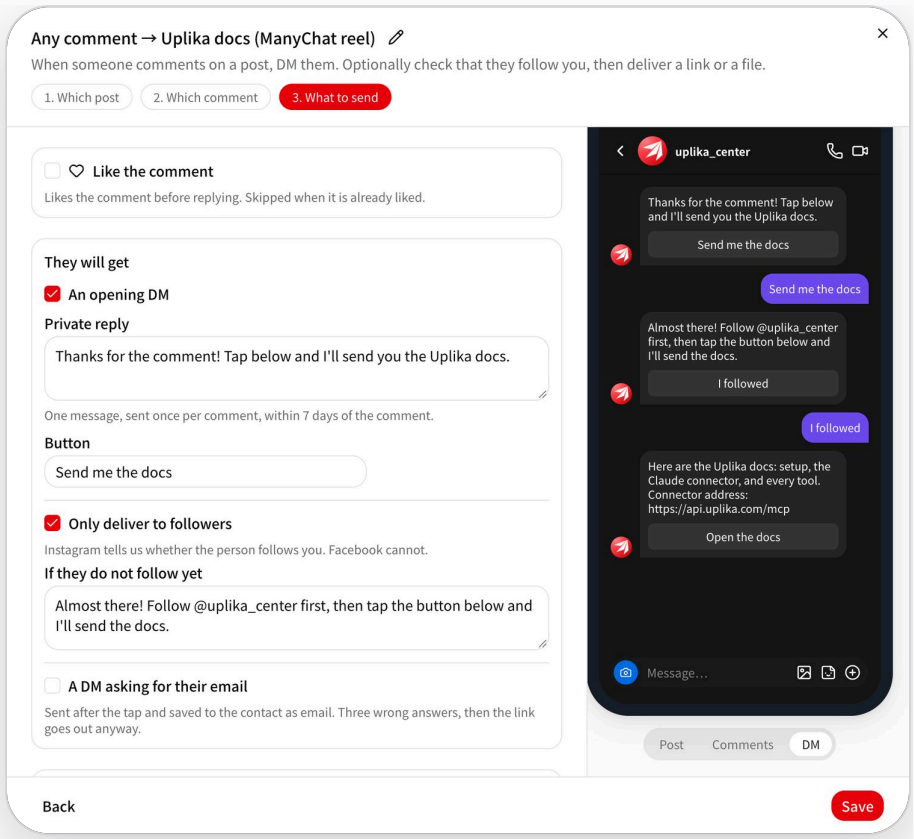
Our reel already had a live automation. Claude saw that one comment could get two DMs and asked which one to keep. Nothing turns on until you answer.

05 / 05 **Comments + DMs**

See it in Uplika, then turn it on

The draft shows up under **Automation**, with a preview of the reply and the DM. Say **yes** in Claude, or press **Turn on**.





We deleted this one after the screenshots, because it was a demo.

MORE YOU CAN SAY

Other sentences that work

1. **"What went out this week, and how did it do?"**
   It lists what was published and reads the numbers for each.

2. **"Move Friday's reel to Sunday, 6 PM."**
   Scheduled posts can be changed or cancelled until they go out.

3. **"Use this frame as the cover."**
   Reels take a cover image or a frame from the video.

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. **"Do this on every reel."**
   One comment automation for every post on the account.

IF IT DOES NOT WORK

Things that go wrong

Claude says no Instagram account is connected

Open the Connections screen in Uplika and check the account says Healthy. If you reconnected it, disconnect and connect the uplika connector in Claude once more.

Claude answers `reconsent_required`

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

A caption needs fixing after it went out

Instagram's API cannot edit a published post. Check the preview before you say yes, or delete and post again.

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**.

Five jobs.
One chat.

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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