

Run your Instagram with Claude Code skills

Install the free plugin, connect Instagram, paste one prompt. Every screen is from a real run on our own account. Nothing goes out until you say yes.

uplika.com

Skills guide
October 2026

Six steps, same as the reel

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 **Score your profile, find what works.**

Reels ranked against the median, then what to stop.

5 **Write your reels, plan your week.**

Scored hooks, a script, timed beats, a week plan.

6 **Nothing posts until you say yes.**

Replies and comment-to-DM wait as drafts.

What it does not do. Uplika does not make your videos or images. You film the reel. The skills write the hooks, the script, the captions and the replies, and Uplika posts and schedules.

Every screen here is from one run on our account, **@uplika_center**, on **October 23, 2026**: Claude Code v2.1.304 and Uplika plugin 0.1.12.

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 it with Google, GitHub or email in step 2.

4 **Your own clips.**

You film the reels. The skills plan and write around them.

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.

STEP 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/INS
TALL_FOR_AGENTS.md and follow it.
```

1 **It reads the install guide.**

The guide tells each agent what to run. Claude Code picks its own section.

2 **It asks before it installs.**

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

3 **Then reload and sign in.**

Two short commands, on the next pages.

STEP 1

Say yes to the install

```
❯ Read https://github.com/uplika/uplika-plugin/blob/main/INSTALL_FOR_AGENTS.md
  and follow it.
● Fetch(https://github.com/uplika/uplika-plugin/blob/main/INSTALL_FOR_AGENTS.md)
  └  Received 232.9KB (200 OK)
● Bash(curl -sL https://raw.githubusercontent.com/uplika/uplika-plugin/main/INST
      ALL_FOR_AGENTS.md)
  └  # Install Uplika (for AI agents)
     You are an AI coding agent. Decide which agent you are running in, the
     … +54 lines (ctrl+o to expand)
● I'm in Claude Code, so I'll follow that section.
● Bash(claude plugin marketplace add uplika/uplika-plugin && claude plugin
      install uplika@uplika --scope user; claude mcp list)
  └  Waiting…
──────────────────────────────────────────────────────────────────────────────
 Bash command
 Install Uplika plugin and list MCP servers
──────────────────────────────────────────────────────────────────────────────
 │ claude plugin marketplace add uplika/uplika-plugin && claude plugin install
 │ uplika@uplika --scope user; claude mcp list
──────────────────────────────────────────────────────────────────────────────
 This command requires approval
 Do you want to proceed?
 ❯ 1. Yes
   2. Yes, and don't ask again for claude plugin and claude mcp commands in
      ~/my-instagram
   3. Yes, and switch to auto mode · auto mode handles these prompts for you
   4. No
 Esc to cancel · Tab to amend
```

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

STEP 1

Reload, then sign in

When it is installed, Claude Code lists what is left: reload the plugins, then sign in from `/mcp`.

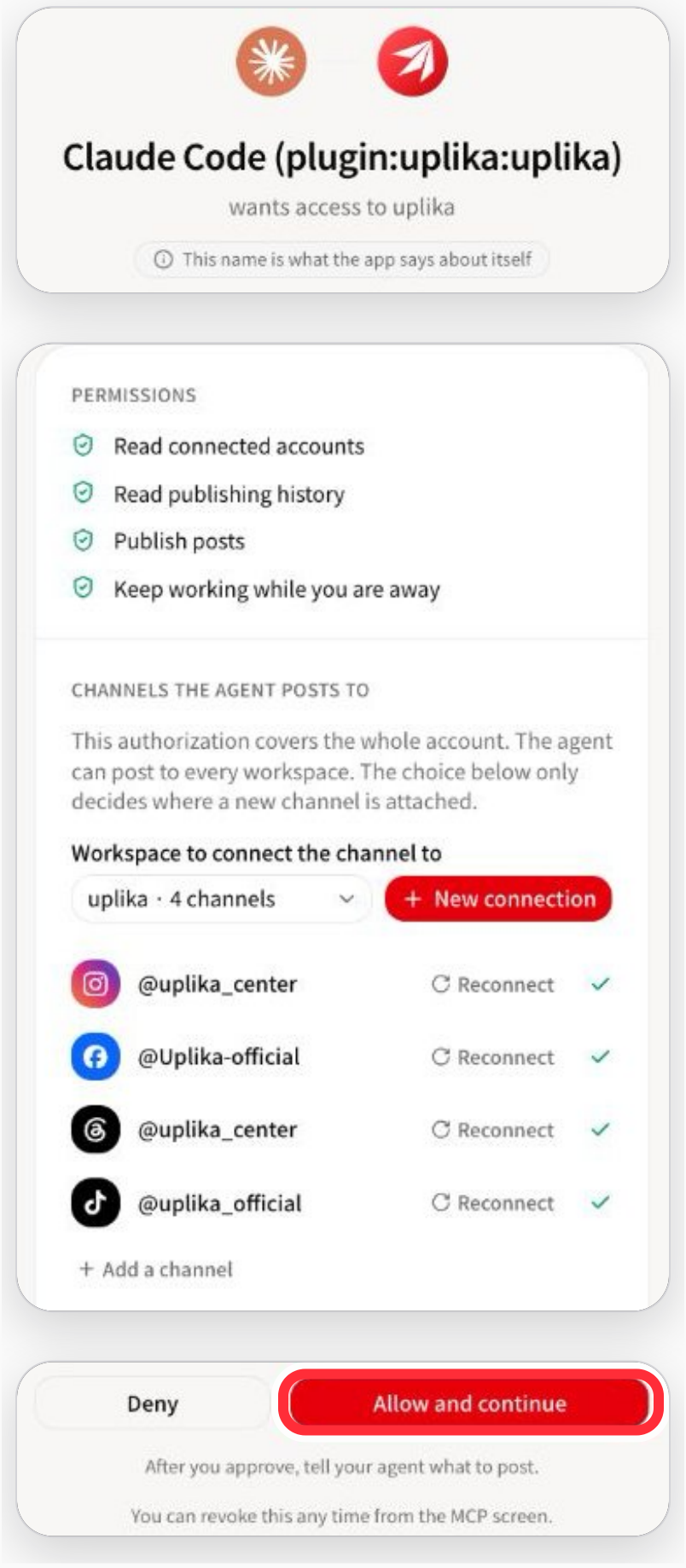
```
● The Uplika plugin is installed, but it isn't authorized yet, so I couldn't run
  the list_accounts check.
  - Installed: I added the uplika marketplace and installed uplika@uplika at
    user scope.
  - Server status: claude mcp list shows plugin:uplika:uplika at
    https://api.uplika.com/mcp as "Needs authentication". It isn't listed twice.
  What you need to do:
  1. Reload plugins or restart this session so the plugin loads.
  2. Run /mcp, pick the Uplika server, and choose Authenticate. A browser
     approval screen opens. Approve it and pick the channels to publish to.
  3. Tell me when that's done and I'll call list_accounts to confirm the
     connected accounts.
  If no channels show up afterwards, connect them at
  https://uplika.com/dashboard/connections.
✻ Cooked for 30s · done 11:21 PM
```

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

Type `/reload-plugins`. Then run `/mcp`, pick **plugin:uplika:uplika** and choose **Authenticate**. Your browser opens.

STEP 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.**

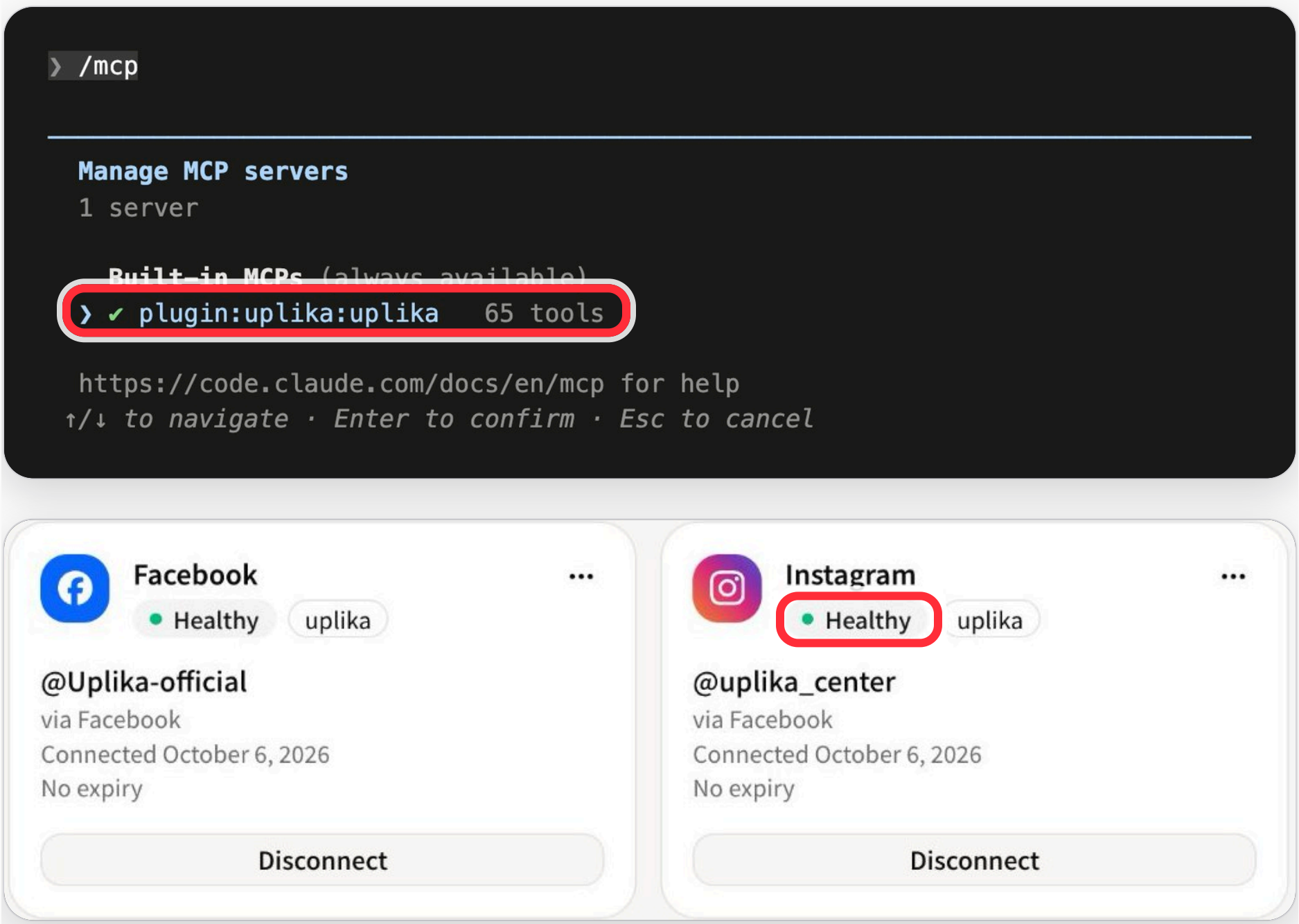
Then go back to the terminal.

We leave Instagram's and Facebook's own screens out of this guide.

STEP 2

Check that it is connected

Run `/mcp` again. Uplika now shows a check mark and its tools. On uplika.com, **Connections** lists your Instagram as **Healthy**.



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

THE PROMPT · 1 OF 2

Now paste this, all of it

```
You are running my Instagram with the Uplika plugin.

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
every skill writes like me.

2. Profile. Run /uplika:ig-profile. I will paste my name field,
bio, link and highlight names. Score it out of 100 and rewrite
what lost points.

3. What works. Run /uplika:ig-viral. I will paste reels from
accounts like mine. Rank them by how far each one beat its own
account's median views and name each hook formula. Then run
/uplika:ig-audit on my own posts (list_channel_posts and
get_insights) and tell me what to stop.
```

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

THE PROMPT · 2 OF 2

And the rest

```
4. Reels. Run /uplika:ig-reel on my best idea: three scored
hooks, the script in my voice and a timed beat sheet.

5. The week. Run /uplika:schedule-week for my Instagram. Show me
the whole week first. When I have the clips, give me an upload
link with media_upload_link. After I say yes, schedule each post
with publish (scheduledAt).

6. Comments. Run /uplika:comments on my latest post: sort the
replies, draft answers in my voice, and send only the ones I
approve.

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

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

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

WHAT HAPPENS

Send it, then answer as it goes

Claude Code folds the paste into one block. Press Enter. Step 0 checks which Instagram account is connected before anything else.



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

STEP 3

Teach it your voice

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

```
● No voice file exists yet for this workspace, so I'll make one at
  ~/.uplika/uplika/voice.md. I read your 10 most recent reels, and I can already
  see some patterns.
  - Openers: a claim, then 👇 (e.g. "Small Claude Code bills don't come from
    better prompts 👇").
  - Body: numbered steps with 1️⃣ 2️⃣ emoji, concrete numbers, and honest caveats
    ("Our own run: 5.2% fewer tokens").
  - Endings: "Follow @uplika_center and comment KEYWORD, and I'll DM you…",
    sometimes with "Nothing goes out until you say yes."
  - Hashtags: 5 to 10 at the end.
Please answer these three questions. Short answers are fine.
1. Tone: which two or three words describe how you want to sound? From your
   posts I'd guess plain, practical, honest about limits.
2. Endings: do you always close with the "comment KEYWORD and follow, and I'll
   DM you…" call to action? Do you want to keep "Free to start." and "🫵 Save
   this · ➕ Follow"?
3. Words you never use: which words or phrases are off limits? For example
   "game-changer", "unlock", "dive in", or em dashes.
Optional:
- Audience: who do you talk to? My guess is developers and creators using
  Claude Code.
- Claims: what will you never claim? My guess is numbers you haven't tested
  yourself.
- Signature: is your hashtag and sign-off habit as I described above?
Once you answer, I'll draft the full file with 4 of your own posts pasted as
examples and show it to you before saving.
```

Short answers are fine. Ours: plain, practical, honest about limits. Never "game-changer", "unlock", "dive in", em dashes, or numbers we did not measure.

STEP 3

Read the file, then say yes

```
❯ 1. Plain, practical, honest about limits. 2. Yes, reels close with follow +
  comment KEYWORD. Keep Save this / Follow, drop Free to start. 3. Never:
  game-changer, unlock, dive in, revolutionize, em dashes, numbers we did not
  measure. Audience is right: creators and small businesses who use Claude
  Code.
● Here is the whole file. It isn't saved yet.
  # Voice: uplika
  ## Who I am talking to
  Creators and small businesses who use Claude Code (or want to) and want it to
  do real work for them: editing videos, running Instagram and YouTube, cutting
  their limit usage. They are busy, not beginners at tools, and tired of hype.
  They want the exact steps and the honest catch.
  ## Tone
  Plain, practical, honest about limits. Say what it does, show the steps, and
  say where it falls short.
  ## How I end posts
  Reels close with a call to action: "Follow @uplika_center and comment KEYWORD,
  and I'll DM you the setup, step by step." Some reels add "💬 Comment KEYWORD
  and follow, and we'll DM you … 📩" and then "🚀 Save this · ➕ Follow
  @uplika_center". Do not add "Free to start."
  ## Words I never use
  game-changer, unlock, dive in, revolutionize. No em dashes.
```

```
  Do you approve this file? Say yes and I'll save it to
  ~/.uplika/uplika/voice.md. Or tell me what to change.
✻ Cogitated for 13s · done 11:29 PM
❯ Yes, save it.
```

It shows the whole file before it saves it to `~/.uplika/<workspace>/voice.md`. The profile, reel, caption, carousel, story, DM, comment and week skills all read it.

STEP 4

Score your profile

`ig-profile` reads your account and recent reels. It can't read the name field, bio, link, highlights or pins, so it asks you to paste them.

```
● I have your account and the 10 newest reels, so I can score recent activity
  and the grid. Uplika can't read the name field, bio, link, highlights or pins,
  so please paste these from the Instagram app:
  1. Name field: the bold line under the photo. My last stored value is "Uplika
     · Publishing API + MCP", but please paste the current one.
  2. Bio: the full text.
  3. Link: the URL, or what it opens.
  4. Highlight names: in order, left to right.
  5. Pinned posts: which of the three top posts are pinned, if any. The data
     doesn't show pins.
  6. Optional: whether you have a story up right now, whether it's a
     professional account with a category and contact button, and a screenshot
     of the top of the profile and the first two grid rows.
  Once I have those, I'll score all 12 items out of 100 and rewrite what lost
  points, starting with the biggest losses.
✻ Sautéed for 34s · done 11:30 PM
❯ I'll bring the profile fields later. Go on to step 3.
```

We skipped the paste (last line), so our profile was not scored. Paste yours and it scores 12 items out of 100 and rewrites what lost points. You paste the rewrite into Instagram yourself.

STEP 4

Rank reels against the median

`ig-viral` does not search Instagram. It ranks the reels you paste from accounts you pick. We ran it on 15 of our own.

```
● Step 3a: ig-viral on your own reels.
  I did not run swipe.py. I don't have follower counts, and only 10 of the 15
  reels have hooks I can read. I ranked by hand with the same arithmetic. The
  median is of all 15 views, so it is the 8th value: 3,469 views. That median
  holds up. Without the outlier it is 3,382.
  #: 1
  Reel: Deg194ZD1eE
  Views: 385,860
  Multiple: 111.2x
  Hook (opening line): "Let Claude run your YouTube channel. Here's the setup
  👇"
  Formula: Command + setup promise
  ──────────────────────────────────────────────
  #: 2
  Reel: DeTqhZkjNne
  Views: 7,692
  Multiple: 2.2x
  Hook (opening line): "Claude can now run your YouTube channel 👇"
  Formula: Capability news
  ──────────────────────────────────────────────
  #: 3
  Reel: DewFyTCAcKv
  Views: 6,373
  Multiple: 1.8x
  Hook (opening line): "Let Claude run your Instagram. Here's the setup 👇"
  Formula: Command + setup promise
  ──────────────────────────────────────────────
```

Our median was 3,469 views. One reel ran 111x. The next best was 2.2x.

STEP 4

It says what the data supports

```
What the data supports
- Only one reel is a real outlier. Nothing else is above 3x, and the next best
  is 2.2x. The formula does not explain the 111x. The same "Let Claude run
  your X. Here's the setup" formula on Instagram (#3) got 1.8x. The YouTube
  topic is the bigger difference, along with whatever pushed that reel to
  non-followers. I can't tell which from views alone, and ig-audit's reach and
  share numbers may show it.
- The top three all promise Claude does the job for the viewer. The bottom
  four are explainers or general advice about tools (edit a video, plugins,
  MCP).
- Confidence: low. That is 15 reels from one account, with 10 hooks read, so
  this is a hint and not a finding.
Your version of the top formulas. These are hooks you could say tomorrow,
written in your voice. I haven't measured anything in them.
1. Command + setup: "Let Claude answer your Instagram comments. Here's the
   setup 👇"
2. Capability news: "Claude can now set up your comment-to-DM 👇"
3. Transformation: "Turn Claude into your content calendar 👇"
```

And how sure it is: **low**. Fifteen reels from one account, ten hooks read. A hint, not a finding. Then it turns the top formulas into hooks in your voice.

STEP 4

Then it audits your own reels

- **Step 3b: ig-audit.** This covers your 10 newest reels, using Uplika's insights from Oct 23. Median views are **4,063.** Shares per view stands in for sends per reach, which is a different measure.

AUDIT · 10 reels · Oct 10 – Oct 22 · median views 4,063

BY OUTLIER MULTIPLE		views	shares	shares/view	comments
95.1x	Let Claude run your YouTube	386,406	11,563	3.0%	9,978
1.9x	Claude can now run your YouTube	7,701	59	0.8%	94
1.6x	Let Claude run your Instagram	6,385	71	1.1%	137
1.1x	Don't open Claude Code (5 skills)	4,448	20	0.4%	19
1.0x	Claude = Instagram growth agent	4,121	31	0.8%	101
1.0x	Headroom (bills)	4,004	17	0.4%	12
0.9x	Haiku subagent (limit on chores)	3,470	15	0.4%	34
0.7x	Edit a video (HyperFrames)	2,941	27	0.9%	22
0.6x	Plugins (Claude Code Setup)	2,294	3	0.1%	6
0.3x	Is MCP replacing APIs?	1,338	0	0.0%	1

All numbers above come from Uplika. Nothing was null. The edit-video reel is only a day old, so its numbers will still move. The top reel went from 277,141 views on Oct 21 to 386,406 on Oct 23, so its multiple is still rising.

STOP:
- Abstract industry questions like "Is MCP replacing social media APIs?" (0.3x, no shares).
- "Most people use Claude Code with plugins that have nothing to do with their project" (0.6x, 3 shares).
- Tool tips with no outcome for the viewer. Headroom and Haiku landed right at the median, so they aren't failures. They just don't grow the account.

DO MORE: "Let Claude do <job> for your <channel>. Here's the setup 👇", with a comment keyword and the Save/Follow line.

`ig-audit` reads the numbers of your 10 newest reels from Uplika and ends with what to stop. It also says what it can't see: reach, non-follower share and follows.

STEP 5

Write the reel: scored hooks

`ig-reel` writes three hooks from its 26 formulas and scores each one.

● **Step 4: reel ready to shoot.** Idea: Let Claude answer your Instagram comments.
Hooks (scored with hookscore.py)

Score	Hook (spoken)	Formula
76.6 STRONG	"I can't let AI talk to my followers." Fine. It only drafts. You hit send.	#12 The Objection
48.6 WEAK	You do not need to reply to every comment by hand.	#20 Permission
38.4 WEAK	Let Claude answer your Instagram comments. Here's the setup.	Command + setup (your audit winner)

The scorer and your audit disagree. The scorer, which only reads English wording, rates your proven "Let Claude … Here's the setup" line at 38. Your own data says that formula got 95x on YouTube and 1.6x on Instagram. The scorer's top pick runs 5.5 seconds, which is too long for a hook.
I shortened the objection hook to 8 words (52, OK) and kept your proven line on screen and in the caption. If you'd rather shoot the proven line as the spoken hook, say so and I'll re-time the script.

The scorer only reads the words. It rated our proven "Let Claude ... Here's the setup" line at 38, so Claude said the two disagree and kept the proven line on screen and in the caption.

STEP 5

Then the script, in your voice

```
Script
"AI can't reply for me." It only drafts.
You hit send. Here's the setup.
Connect Uplika to Claude once.
Ask it to read the comments on your latest reel.
It sorts them into four piles: answer, hide, idea, ignore.
Then it drafts replies in your voice.
You approve the ones you like. Only those get sent.
Follow @uplika_center and comment REPLY, and I'll DM you the setup, step by
step.
It only drafts. You hit send.
I changed the last line after the timing run so it echoes "drafts" from the
hook. I did not re-run the loop check. The ig-human script was not run, but I
checked by hand and found no em dashes or stock phrases.
On-screen cards (six words or fewer, in the middle of the frame)
1. 0:00: LET CLAUDE ANSWER YOUR COMMENTS
2. 0:05: CONNECT ONCE
3. 0:11: 4 PILES: ANSWER, HIDE, IDEA, IGNORE
4. 0:14: WRITTEN IN YOUR VOICE
5. 0:17: YOU APPROVE. THEN IT SENDS.
6. 0:20: COMMENT REPLY + FOLLOW
```

Then the on-screen cards, six words or fewer each. It says which checks it ran and which it skipped.

STEP 5

And a timed beat sheet

Timed beat sheet (74 words, about 27 seconds at 165 wpm)

Time	Beat	Frame change
0:00 to 0:03	Hook	Cold open on the Claude chat with a comment list already on screen
0:03 to 0:05	"You hit send. Here's the setup."	Cut to a title card
0:05 to 0:07	Connect Uplika to Claude once	Show Connectors, with Uplika added
0:07 to 0:10	Read the comments on your latest reel	Show the prompt being typed
0:11 to 0:14	Four piles	Show the comments sorted into answer, hide, idea, ignore
0:14 to 0:17	Drafts replies in your voice	Show a draft reply appearing
0:17 to 0:20	You approve, only those get sent	Show Approve / Skip on each draft
0:20 to 0:26	Follow + comment REPLY	Hold on a CTA card
0:26 to 0:27	Loop line	Back to the first frame

74 words, about 27 seconds, with a frame change for every beat. You film it.

STEP 5

Plan the week

Proposed week, Mon Oct 26 to Sun Nov 1, one reel a day, as plain reels shared to the feed

Day	Reel	Formula and source	Comment keyword
Mon 26	Let Claude answer your Instagram comments	The script you approved	REPLY
Tue 27	Let Claude DM your link to everyone who comments	Command + setup	LINK
Wed 28	One Claude Code tip you've tested yourself	Tool tip, which ran about 1x your median	you pick
Thu 29	Let Claude plan and schedule your week of reels	Command + setup	WEEK
Fri 30	Let Claude read your insights and tell you what to stop	Command + setup	AUDIT
Sat 31	Open slot for something timely	none	none
Sun 1	Let Claude score your Instagram profile and rewrite it	Command + setup	PROFILE

`schedule-week` checked that nothing was queued, then planned Monday to Sunday from the audit. It asks for your time zone instead of guessing.

STEP 5

Hand over the clips

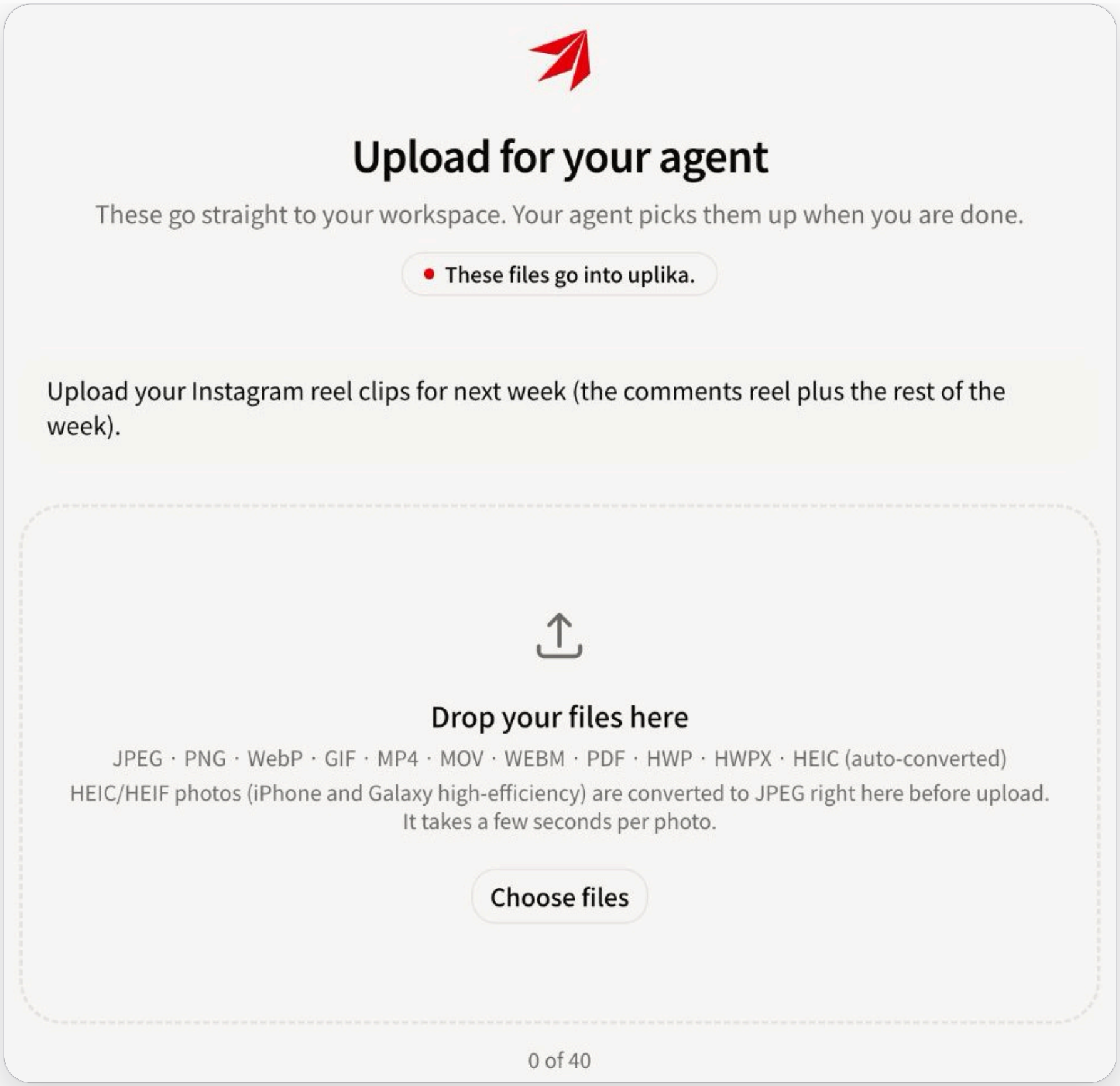
When you have the clips, Claude gives you an upload link. It takes up to 40 files and expires in 30 minutes.

- **Step 5: the week, planned but not scheduled.** I checked the schedule and nothing is queued. Instagram @uplika_center is ready to post, and its caption limit is 2,200 characters.
  Upload link for your clips:
  https://uplika.com/[redacted]
  - It takes MP4, MOV and WebM, up to 40 files, and **expires in 30 minutes.** If it lapses before your clips are ready, ask and I'll make a new one.
  - Uploading attaches nothing to a post. Clips that no scheduled post holds expire, so upload close to when you're ready.

We hid our link. It is a private upload page for your workspace.

STEP 5

Drop them in from your phone



After you say yes to the week, it schedules each post. **We held our plan, so nothing was scheduled.**

STEP 6

Sort comments, draft replies

- **Step 6: comments on your latest post** (the HyperFrames reel DezbemsnxPi, Oct 22). I read the full thread, 21 comments with nothing cut off. **I sent and hid nothing.**

Group	Count	What they are
Answer	1	commenter_1: "@uplika_center nhi aya" (Hindi/Urdu for roughly "it didn't come")
Hide	0	No spam, abuse or scams
Idea	0	No questions or objections worth a post
Ignore	11	Ten "Video" keyword comments, plus "🙌🙌" from commenter_2

Draft reply (nested under their "nhi aya" comment, in your voice):

> *Sorry about that. Make sure you follow @uplika_center, then check your message requests. If it's still not there, comment VIDEO again and I'll resend it.*

Do you want me to send the draft reply to commenter_1? I'll send it only after you say yes.

`comments` read all 21 comments on our latest reel and sent nothing. The reply it drafted waits for your yes.

STEP 6

Comment in, DM out, as a draft

Name the post and the message. `automations` builds the comment-to-DM and leaves it off.

- **Step 7: the draft is created and nothing is on.** The new automation is af_437b75e6f3d22132, status **draft**, 0 runs. I did not enable it. You can open it at https://uplika.com/dashboard/automation/af_437b75e6f3d22132.

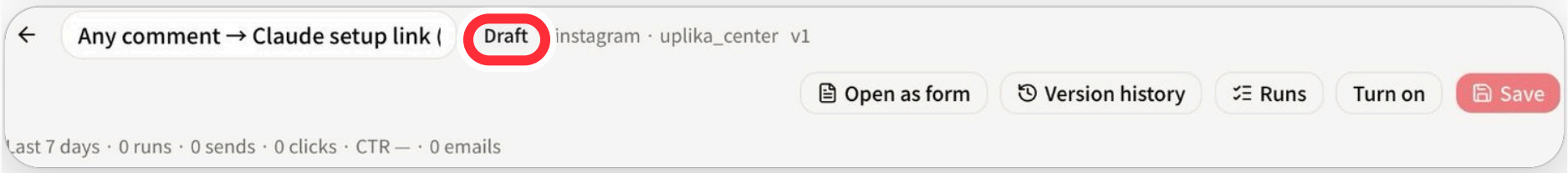
Setting	Value
Account	@uplika_center (Instagram)
Post	DewFyTCAcKv (Let Claude run your Instagram, post_8207c643021d74d0)
Trigger	Any comment (no keyword)
DM (sent as the private reply)	"Here's the setup guide. It's below 👇"
Button	**Open the setup →** https://uplika.com/en/integrations/claude
Follow rule	None
Public reply under the comment	None

Ours: any comment on one reel gets a DM with one link button.

STEP 6

It warns, then waits for a yes

The conflict: a live automation, af_9a11c92c488844ec, is already on this same reel, with 71 runs. It triggers on any comment, sends an opening DM with a "Send me the guide" button, requires a follow, then delivers the PDF guide and "Open Uplika". If you enable the new draft while that one is live, both will try to answer the same comment. Instagram allows only one private reply per comment, so one of them will fail. Before enabling, either turn off af_9a11c92c488844ec or tell me you want the draft to replace it.
Do you want to enable the draft, replace the live automation with it, or leave it as a draft? I'll act only after you say yes.



Our reel already had a live automation, so it warned that both would answer the same comment. Instagram allows one private reply per comment. On uplika.com the new one stays a **Draft**. This one was a demo, so we deleted it afterwards.

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**.

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.

A typo in a posted caption

A caption can't be edited after it goes out this way. Read the preview before you say yes.

Anything else

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

Install once.
Then just ask.

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

Nothing goes out until you say yes.

Questions: support@uplika.com

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