Find the reels that went viral in your niche

Claude reads Instagram in your own signed-in Chrome through Handlus. It keeps every reel with 10x more views than the account has followers, pulls the hooks into one file and plans your next 7 posts. Checked on November 5, 2026.

- **Read only**
- **Instagram and YouTube Shorts**
- **Free: 500 calls a day**

Setup guide · November 2026

What it does

1 **Reads the reels tab.**

The follower count, and the view count on every reel tile. One account at a time.

2 **Keeps the outliers.**

Every reel with at least 10x more views than followers. Then it opens each one and reads the caption.

3 **Saves one file.**

`viral-reels.csv` : account, followers, link, views, views ÷ followers, hook and caption.

4 **Plans your week.**

Groups the hooks into patterns and plans your next 7 posts from the ones that won. It shows you the plan.

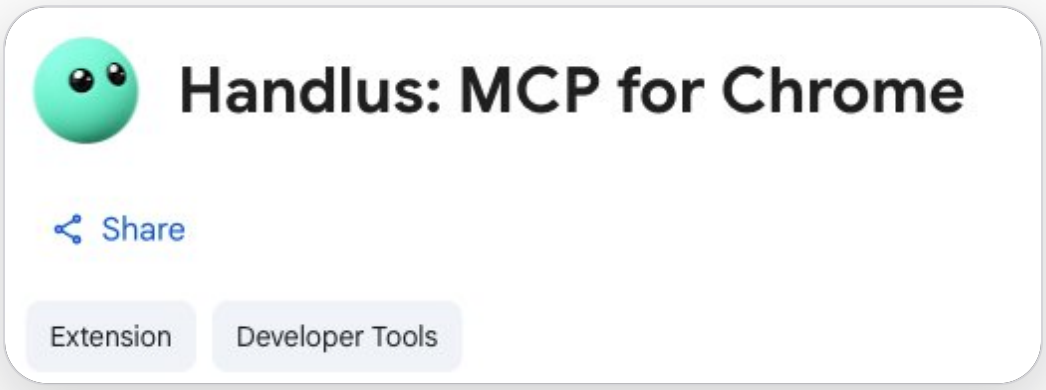
What it won't do: like, follow, comment or post anything. It doesn't download videos, and this prompt doesn't read TikTok.

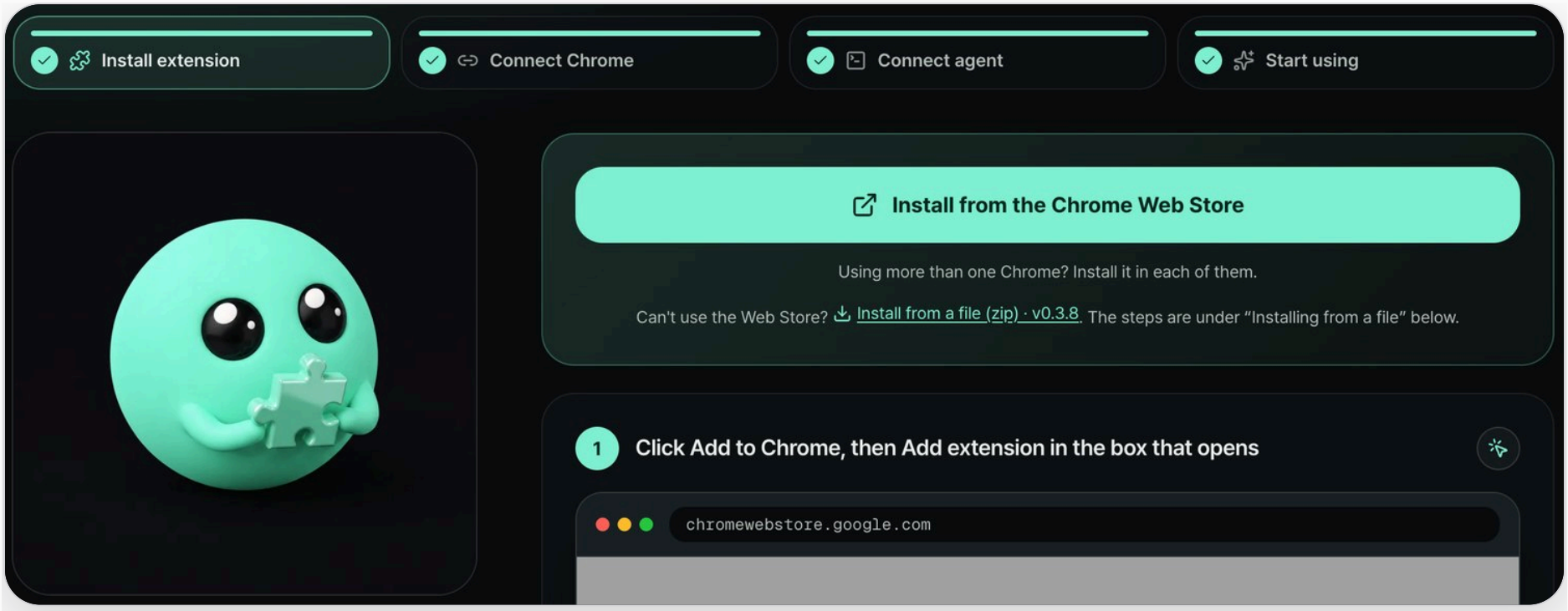
You need: Claude (claude.ai or Claude Code), Google Chrome signed in to Instagram, and the free Handlus extension.

Step 1

Add the extension

In the Chrome Web Store, search **Handlus: MCP for Chrome** and click **Add to Chrome**.

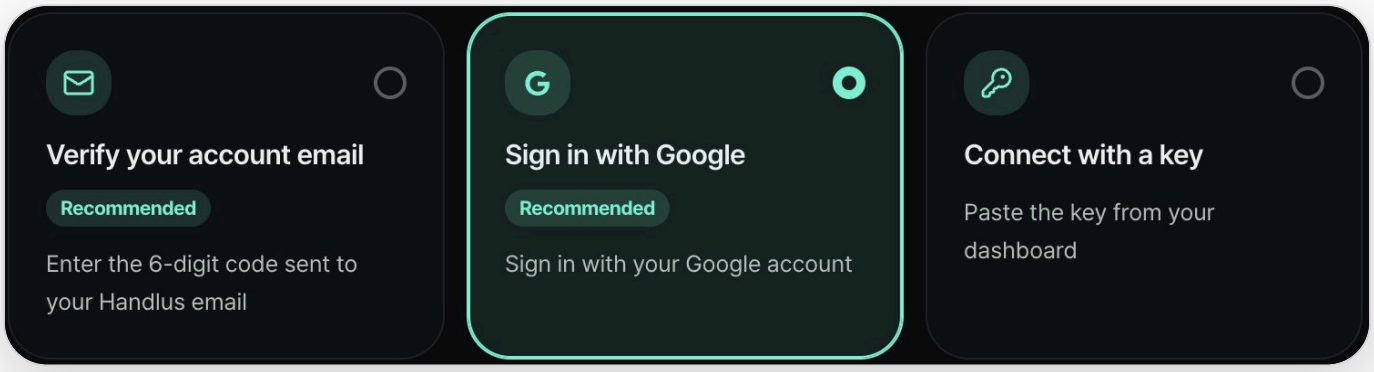


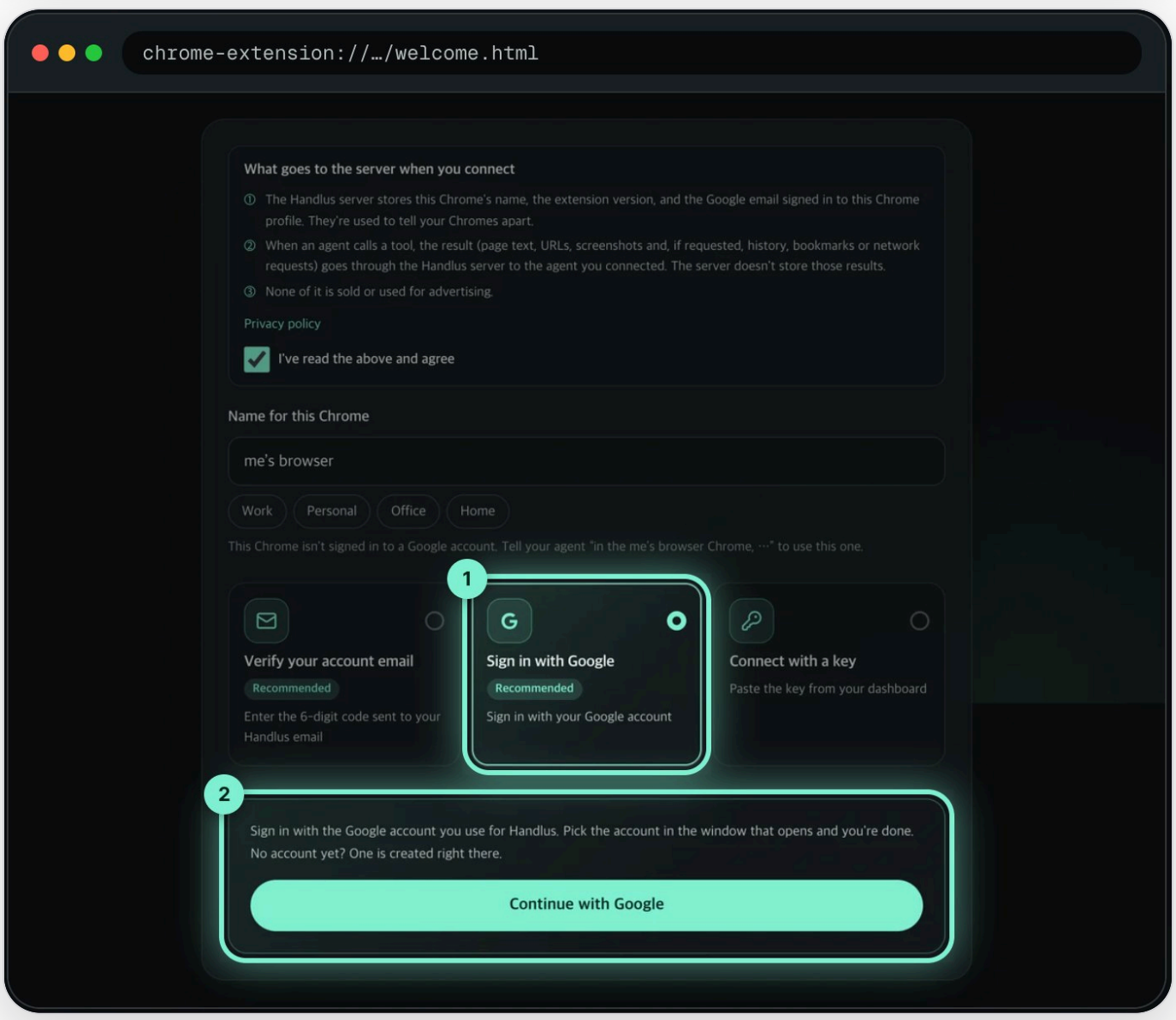


Step 2

Connect that Chrome

A setup page opens after install. Give this Chrome a name, then **sign in with Google** or verify your account email. Once per Chrome.

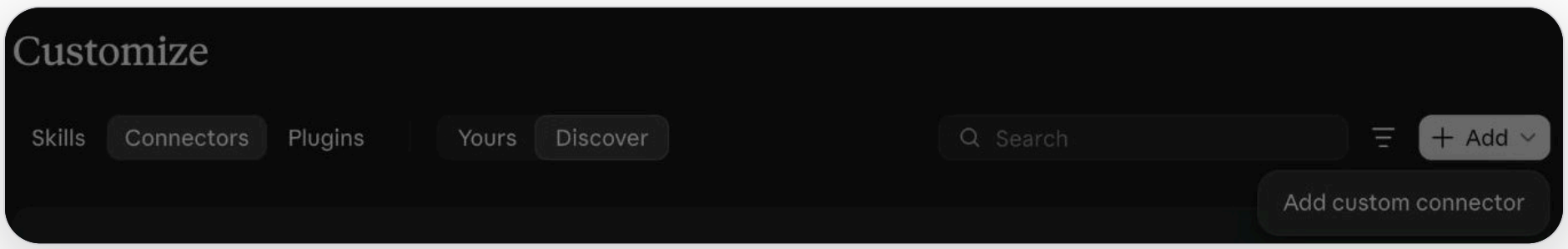


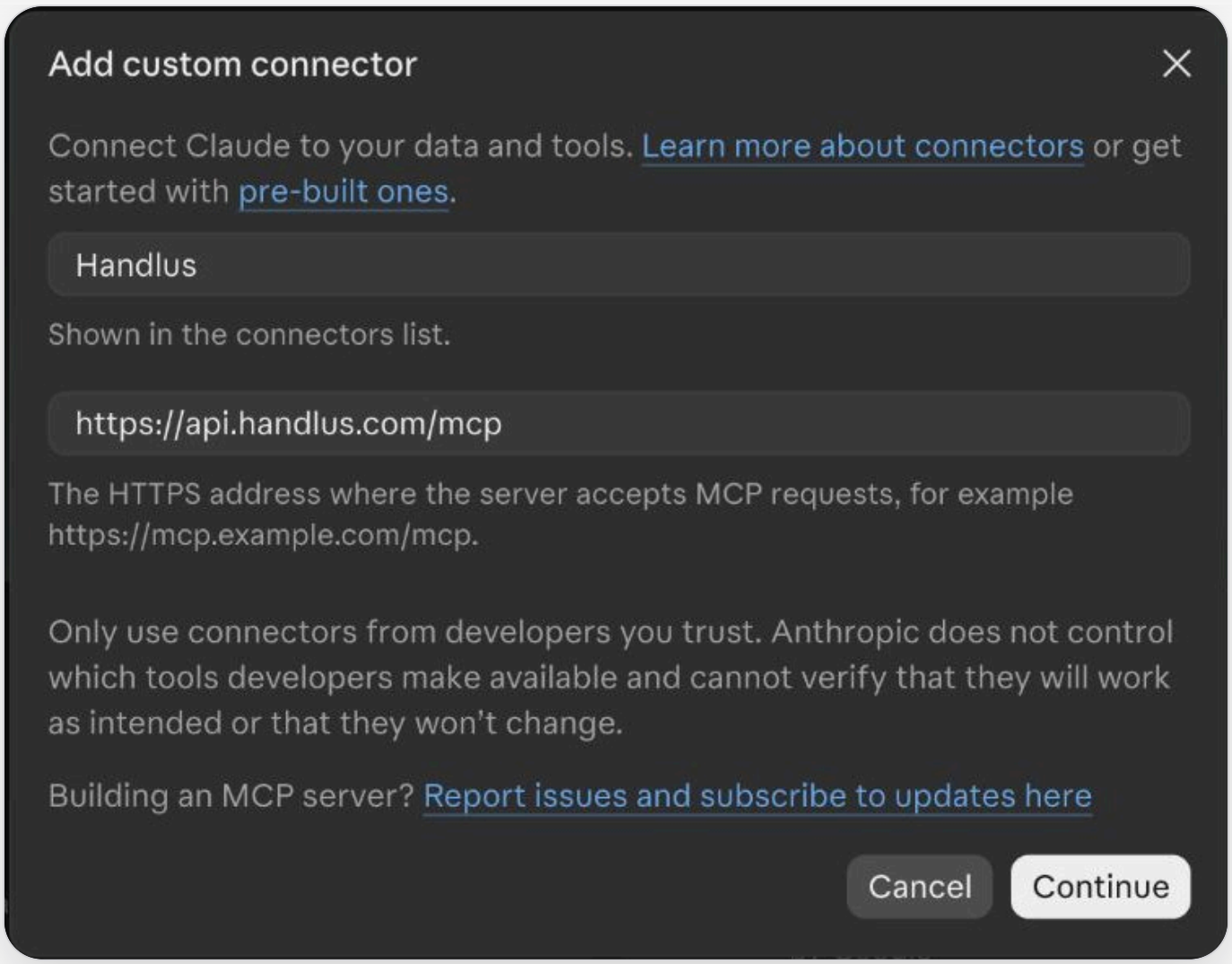


Step 3 · claude.ai

Add Handlus to Claude

Open **Customize**, then **Connectors**. Press **Add**, then **Add custom connector**. Name it Handlus and paste `https://api.handlus.com/mcp`.





Press **Continue**, sign in to Handlus in the page that opens and click **Allow**. The Handlus dashboard has the same steps under **Connect agents**.

Step 3 · Claude Code

Or use Claude Code

One command in your terminal. Then open Claude Code, type `/mcp`, pick **handlus**, choose **Authenticate** and click **Allow**.

1 Paste this command into your terminal and press Enter

```
claude mcp add --transport http --scope user handlus
https://api.handlus.com/mcp
```

Copy

Terminal

```
$ claude mcp add --transport http --scope user handlus https://api.handlus.com/mcp
✓ Added HTTP MCP server handlus with URL: https://api.handlus.com/mcp to user config
```

2 In Claude Code, choose /mcp → handlus → Authenticate

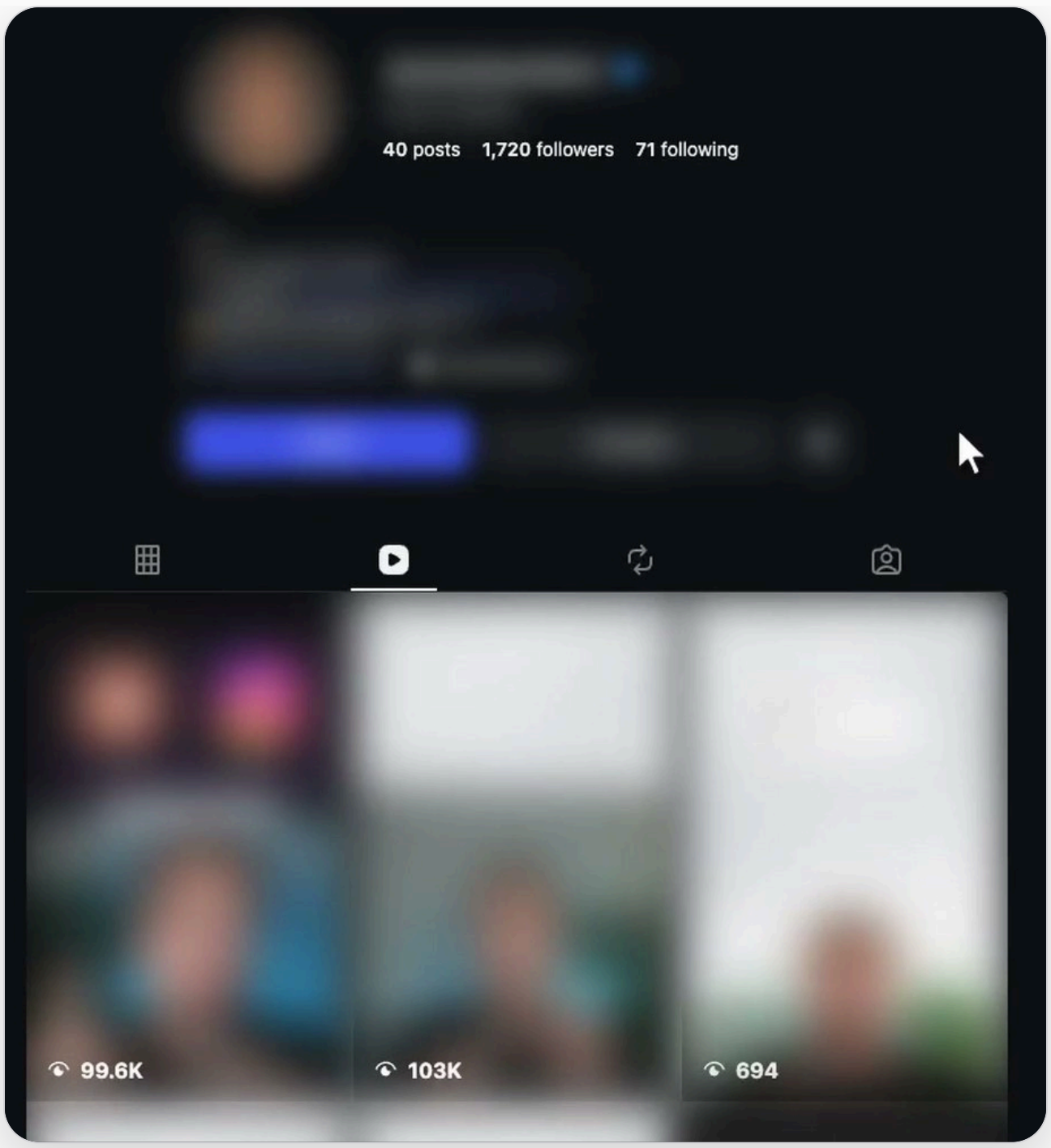
claude

```
$ /mcp
Manage MCP servers
❯ handlus · △ needs authentication
1. Authenticate
```

Step 4

Sign in to Instagram there

Handlus reads what that Chrome can see, so sign in to Instagram once in it. Claude opens pages in a **background tab** and your own tab stays put.



What Claude reads on a reels tab: followers at the top, views on every tile. We blurred the account in this picture.

Step 5

Paste this into Claude

```
Use Handlus to find the viral reels in my niche. Read only:
don't like, follow, comment or post anything.

1. Call chrome_list_browsers and use the Chrome where I'm
signed in to Instagram. If there's more than one, ask me
which.
2. For each account below, open instagram.com/<handle>/reels/
and read the follower count and the view count on each reel
tile. Go one account at a time.
3. Keep every reel with at least 10x more views than the
account has followers.
4. Open each reel you kept and read its caption. Pull out the
hook: the first line, or the line that makes someone stop
scrolling.
5. If I listed YouTube channels, do the same on
youtube.com/@<handle>/shorts with views and subscribers.
6. Save it all to viral-reels.csv: platform, account,
followers, link, views, views ÷ followers, hook, caption.
7. Group the hooks into patterns, then plan my next 7 posts
from the patterns that won, in my voice. Show me the plan.
Don't post anything.

Instagram accounts: @..., @..., @...
YouTube channels (optional): @..., @...
```

Swap the `@...` at the bottom for creators in your niche, or your own handle to see which of your reels beat your follower count.

Real run

One account, 40 reels

We read one AI creator's reels tab through Handlus in our own Chrome on November 5, 2026. **1,720 followers**, so the bar was 17,200 views.

40
reels read

6
with 10x views or more

34
others, 237 to 8,758 views

VIEWS	×	HOOK PATTERN
104K	60x	I built my own [tool] with Claude Code
99K	58x	[AI tool] just killed [app]
67K	39x	Hey Claude, I don't want my app to [problem]...
55K	32x	[AI tool] just killed [app]
25K	15x	Your [thing] looks like AI made it. My checklist
23K	13x	Hey Claude, I'm launching my app tomorrow...

Views as Instagram rounds them on the tile. Account name left out, hooks shown as patterns.

Real run

Four hooks won

Step 7 groups the hooks. From the same run:

"[AI tool] just killed [app]." Comment a word for the setup.

2 reels · 99K and 55K views

"I built my own [tool] with Claude Code." Comment a word for the guide.

1 reel · 104K views

"Hey Claude, I [worry about my app]..." Screenshot the list.

2 reels · 67K and 23K views

"Your [thing] looks like AI made it." A checklist to save.

1 reel · 25K views

The three reels that asked for a comment word got **more comments than likes** (1,886 comments to 1,339 likes on the 99K one). Claude then plans your 7 posts from these patterns, in your voice, and posts nothing.

Good to know

1 **Read only, by design.**

The prompt tells Claude not to like, follow, comment or post. If it ever asks to, say no.

2 **YouTube Shorts too.**

Add channels at the bottom and Claude reads youtube.com/@channel/shorts the same way, with subscribers instead of followers.

3 **Free covers this.**

500 Handlus tool calls a day, reset at 00:00 UTC. Handlus says a task takes about 15. Pro is $20 a month with no call limit (handlus.com/en, November 5, 2026).

4 **Start small.**

Three to five accounts is plenty for one week's plan. Run it again next week with new ones.

Handlus passes page content through to Claude without storing it, and its logs are gone in 30 days (handlus.com/en).

Questions

Does it need an Instagram API key or a scraper?

No. It reads the page in **your own Chrome**, signed in as you, the way you would.

Which Claude works?

claude.ai and Claude Code. Handlus also lists steps for ChatGPT and Codex under **Connect agents** in its dashboard.

Can I use my own account?

Yes. Put your handle at the bottom to see which of your reels beat your follower count.

Does it work in other browsers?

Handlus is built and tested in **Chrome**.

This guide came from an automation

Uplika sent it. Uplika lets Claude post to your channels, and sends a DM like this one when someone comments on a post.

See how it works: uplika.com/en/integrations/claude

Handlus: `handlus.com/en`