

Run your Instagram from one Claude chat

Every setup screen, the exact prompt, and a real run on our own account: posts ranked against our normal, scripts, next week's calendar and a keyword DM. Nothing goes out until you say yes.

uplika.com

Setup guide
November 2026

What Claude does for you

1. It **reads your posts and their numbers** and ranks each one against your normal, not by raw views.
2. You paste in a competitor's reels. It **ranks those against that account's normal** and tells you which openings keep winning.
3. It **writes the scripts**: hooks, the spoken script, on-screen text, the caption.
4. It **builds next week's calendar**. Say yes, and it schedules the posts.
5. **Keyword DMs answer on their own.** It drafts replies to the rest and sends only the ones you approve.

What it does not do. It does not make your videos or images: you bring the clips. It does not read other people's accounts: competitor reels and their numbers come from you.

Setup screens: **October 21, 2026**. Run screens: a real run on our own account, **@uplika_center**, on **November 3, 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 21, 2026.

2 **An Instagram professional account.**

Business or Creator. It is a free switch in the Instagram app's settings. A Facebook Page is only needed if you connect through Facebook (step 7).

3 **An Uplika account.**

Free to start. You can create it in the middle of step 4 with Google, GitHub or email.

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

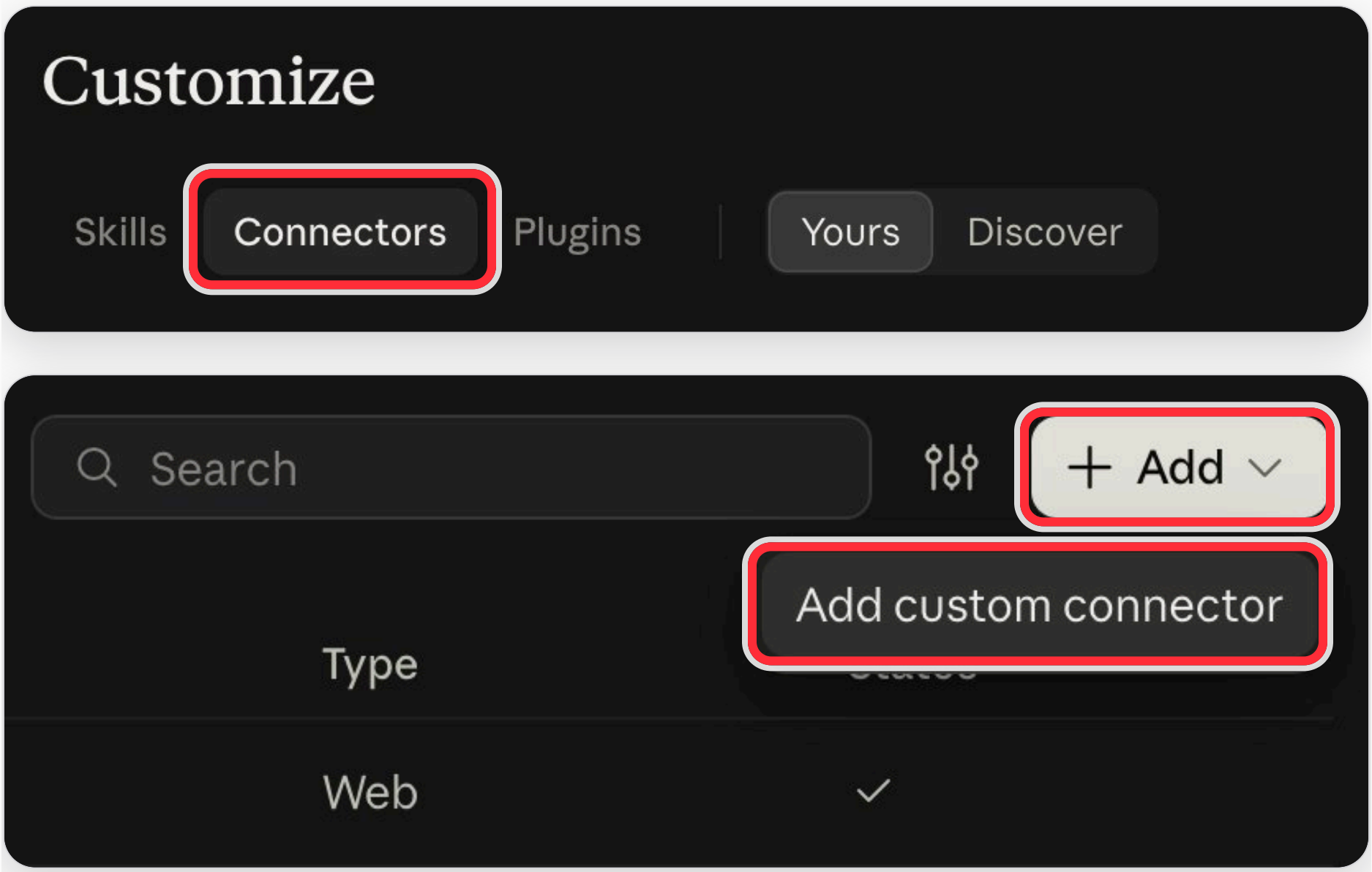
Add the connector from a browser on a computer. After that you can talk to Claude from anywhere.

The setup is **steps 1 to 10**, one screen per page. Then you paste one prompt, and Claude works through the rest with you.

STEP 1

Open Connectors in Claude

In Claude, open **Customize** in the left sidebar, then the **Connectors** tab. Press **Add**, then **Add custom connector**.



Top: the Connectors tab. Bottom: the Add button and its menu.

STEP 2

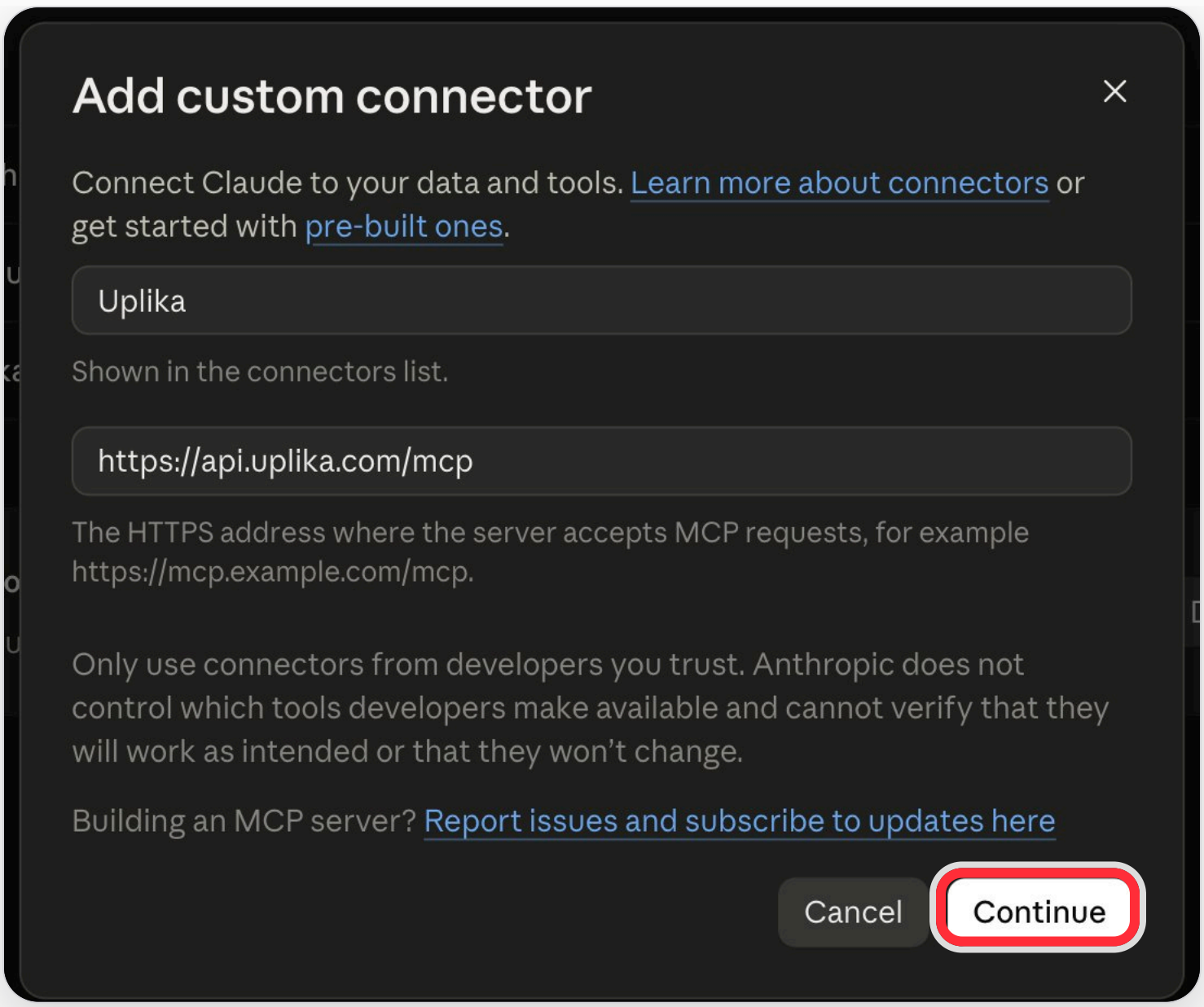
Name it and paste the link

NAME

Uplika

MCP SERVER URL

https://api.uplika.com/mcp

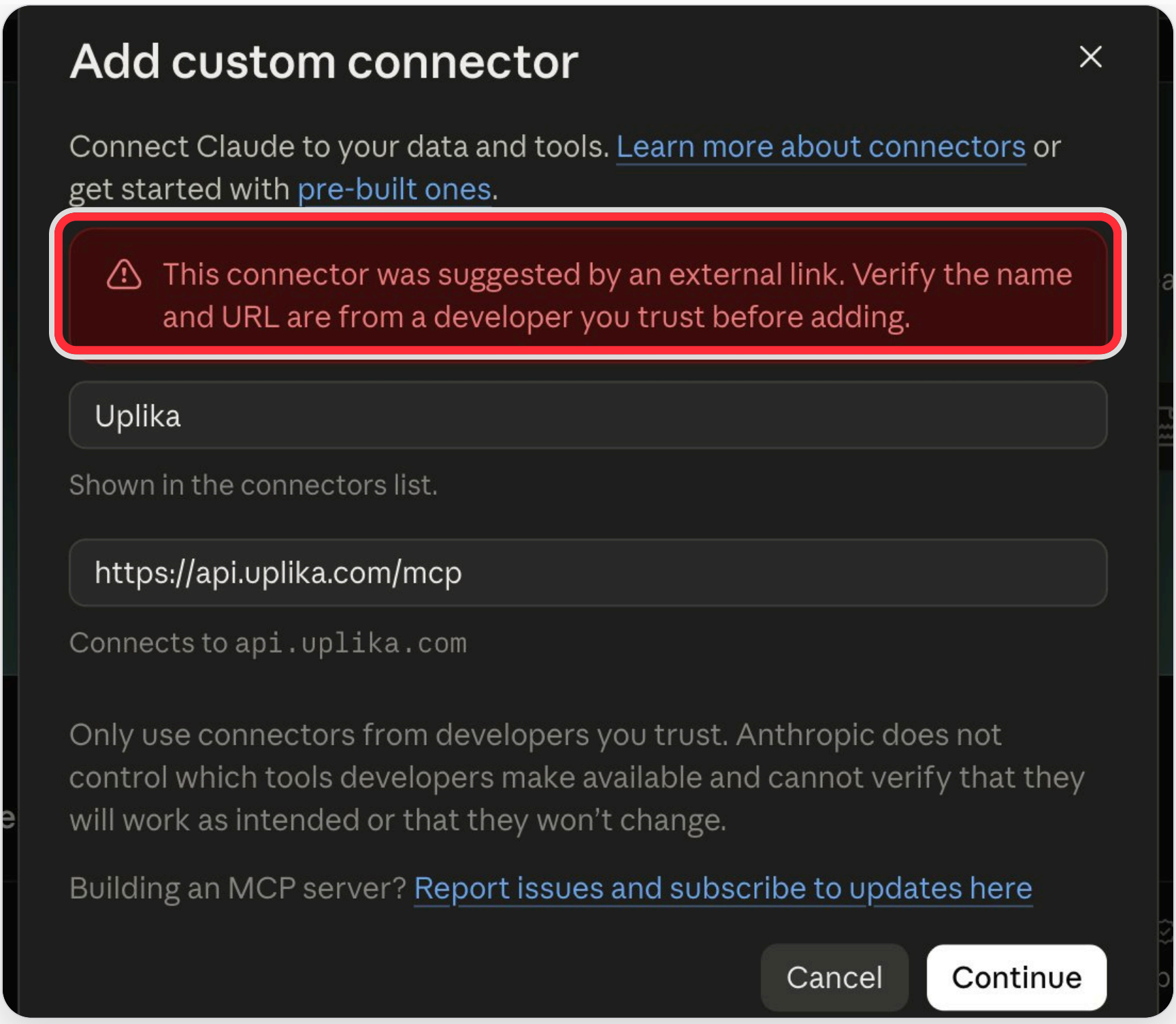


Press **Continue**. Uplika is added to your list of connectors.

STEP 2 · SHORTCUT

Or let a link fill it in

This link opens the same window with both fields already filled in.

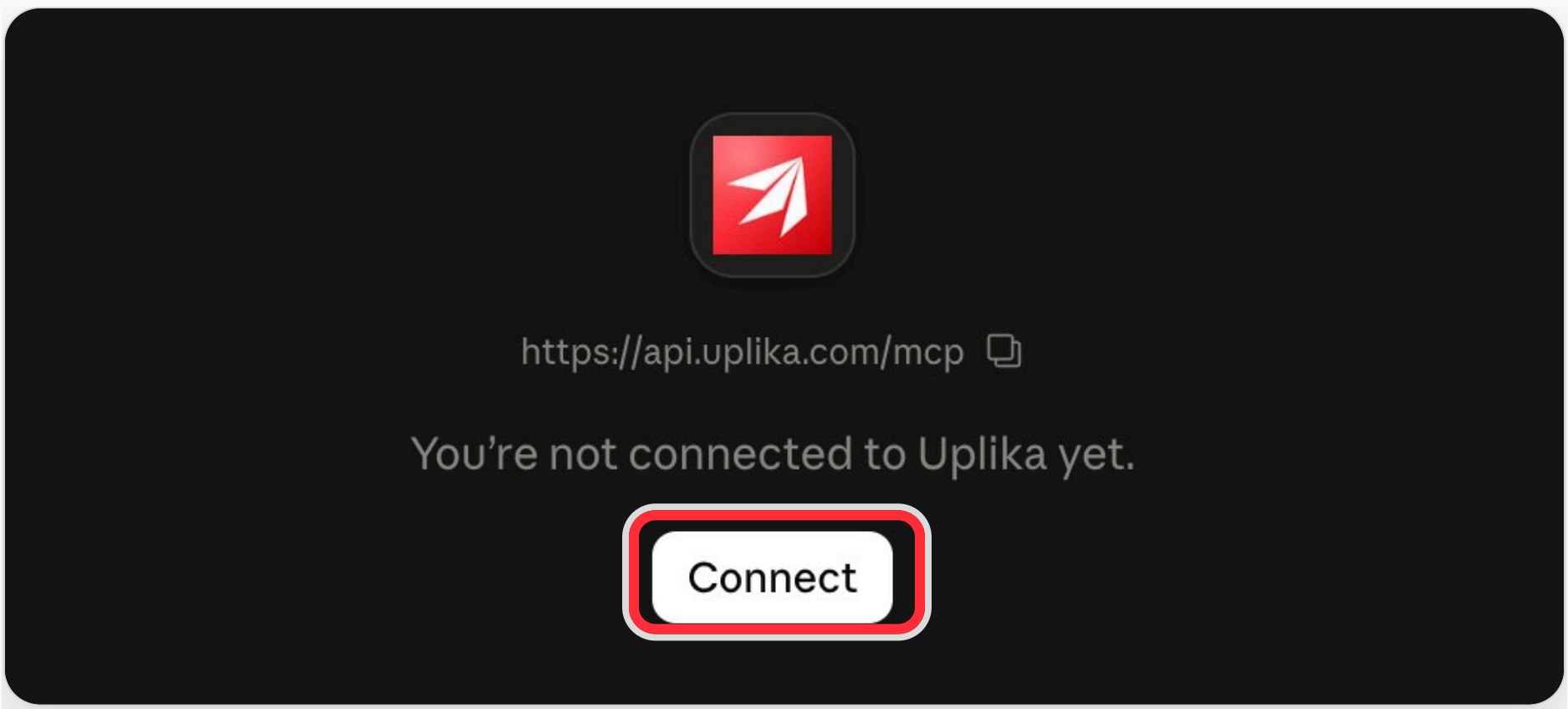


Claude shows a red warning for any connector that comes from a link. Check that the fields say **Uplika** and **https://api.uplika.com/mcp**, then press **Continue**.

STEP 3

Press Connect

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

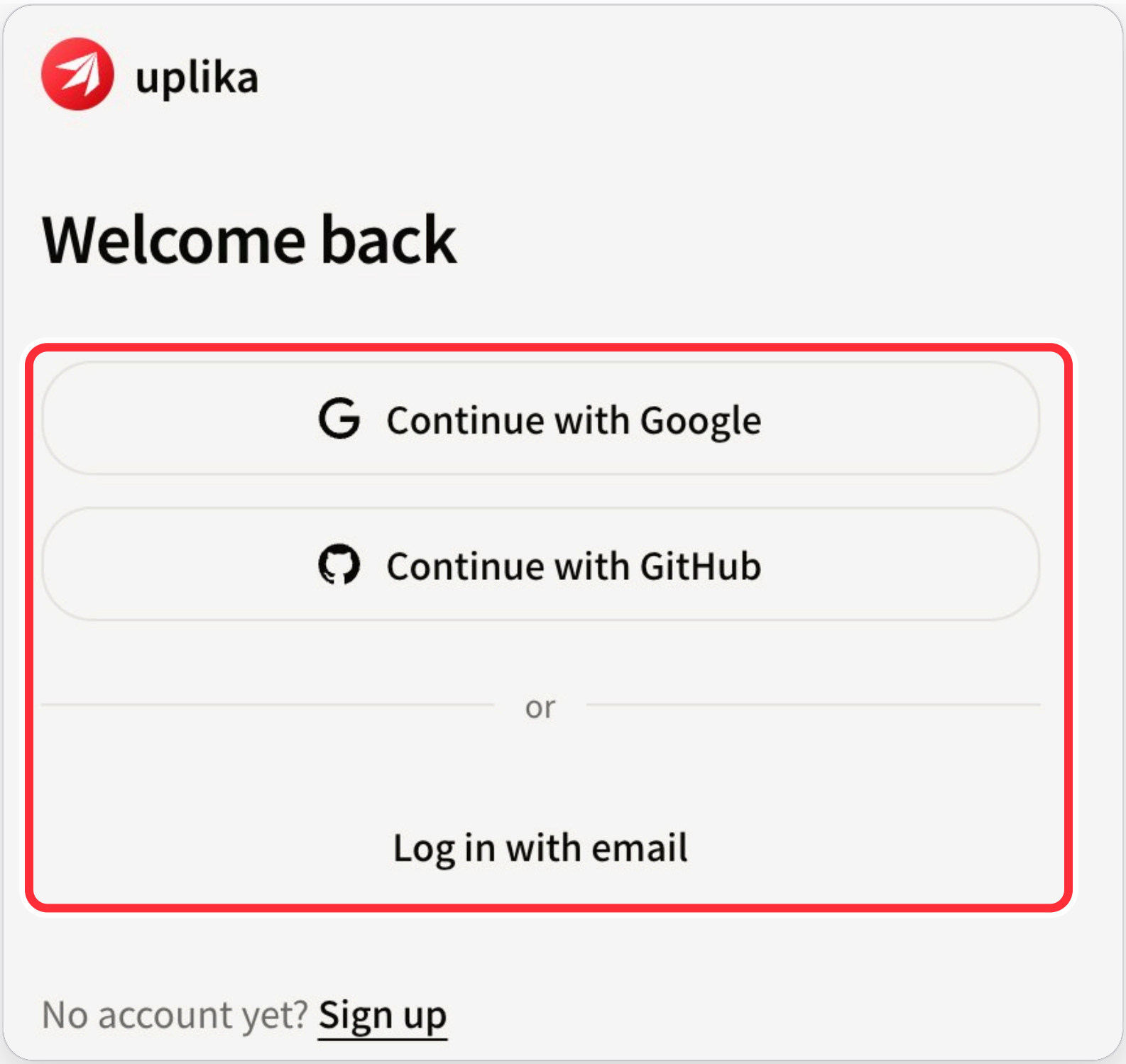


There is no key to copy and nothing to paste. Signing in is the whole handshake.

STEP 4

Sign in to Uplika

Continue with **Google**, **GitHub** or **email**. No account yet? Press **Sign up** at the bottom. It takes a minute.

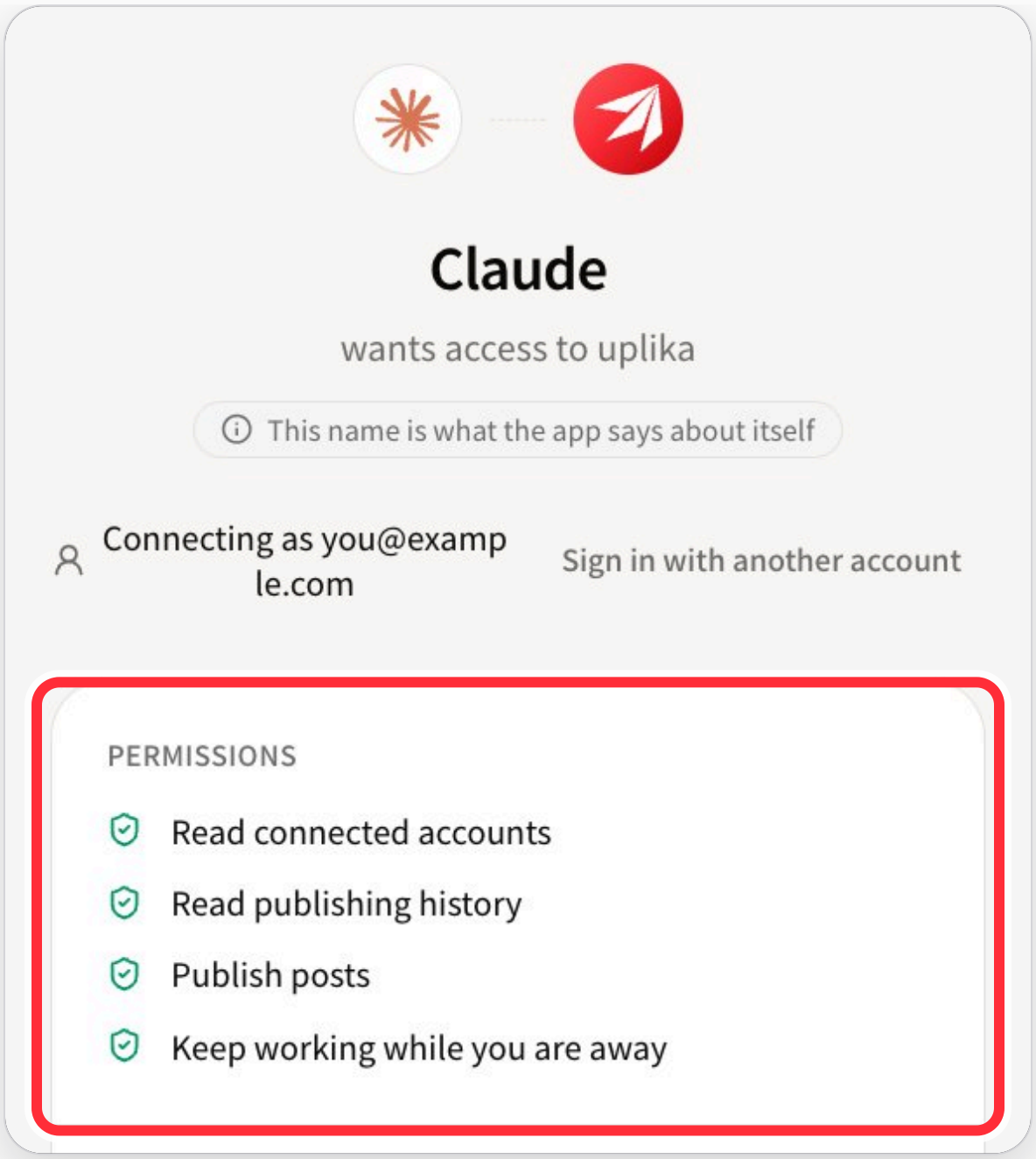


Signing up with email? Open the confirmation link we send you first. Then the approval screen in the next step appears.

STEP 5

Read what Claude asks for

The approval screen says **Claude wants access to Uplika** and lists what it may do: read your connected accounts, read your publishing history, publish posts, and keep working while you are away.

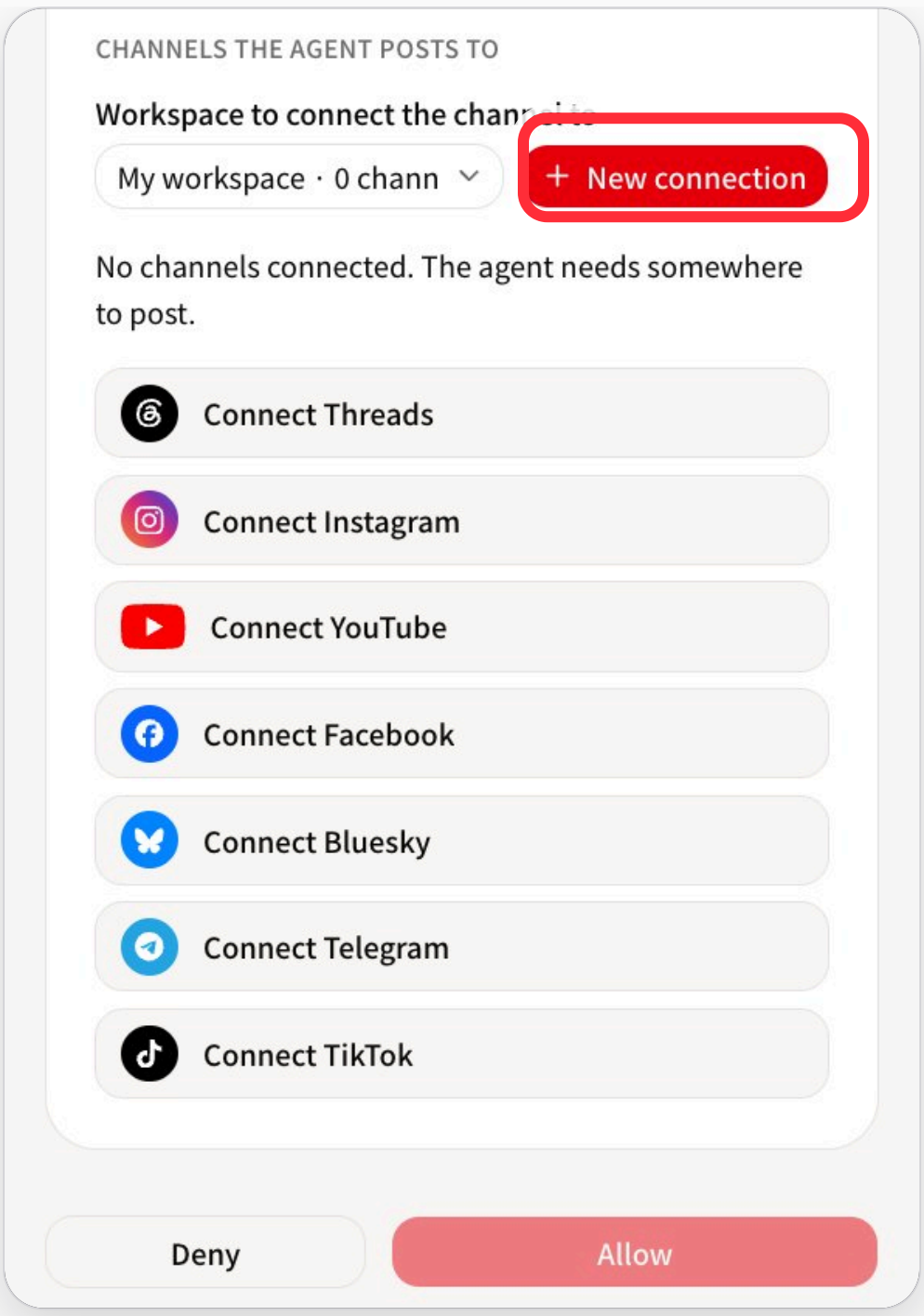


The line at the top shows the Uplika account you signed in with. We hid ours. Wrong account? Press **Sign in with another account**.

STEP 6

Press New connection

Scroll down to **Channels the agent posts to**. A new account has no channels yet, so **Allow** cannot be pressed. Press **New connection**.

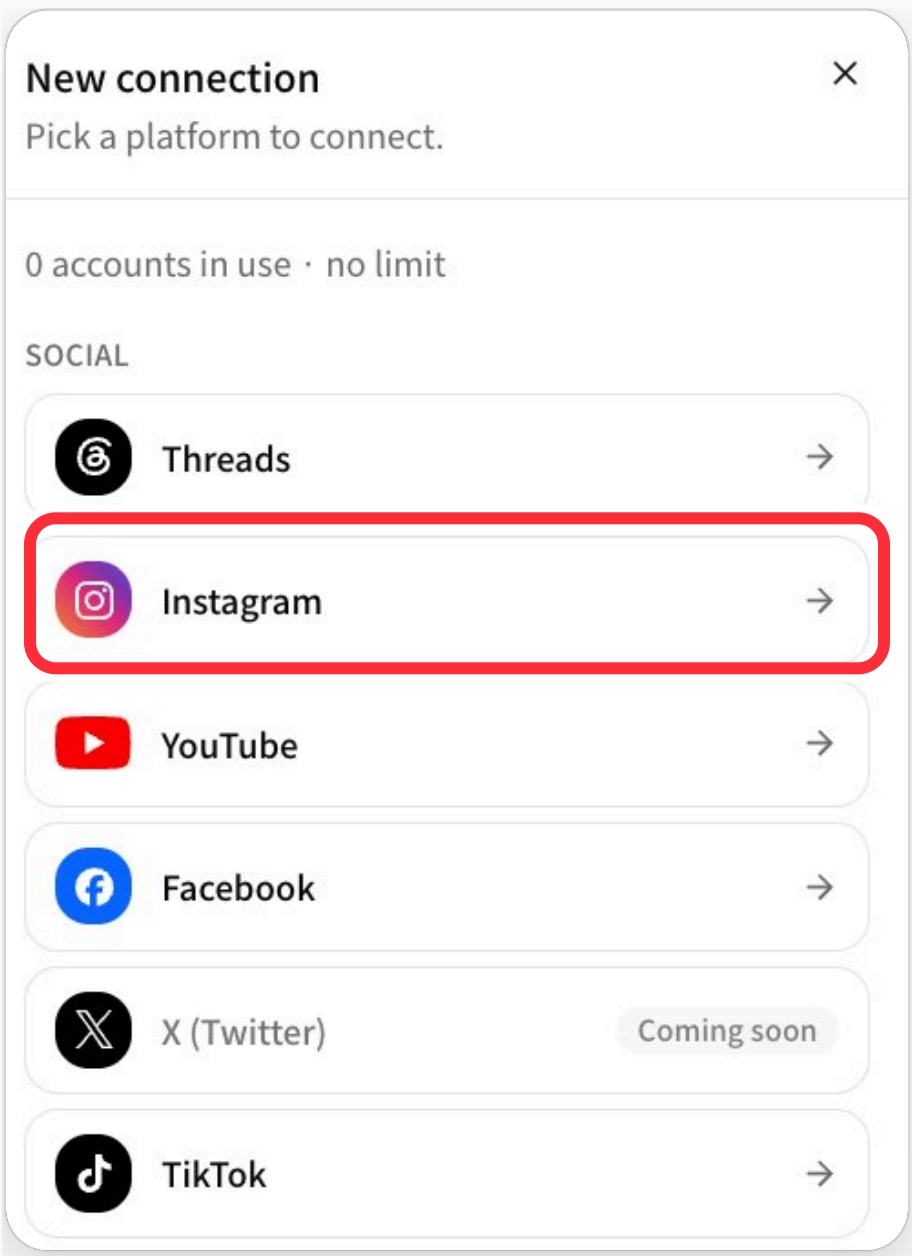


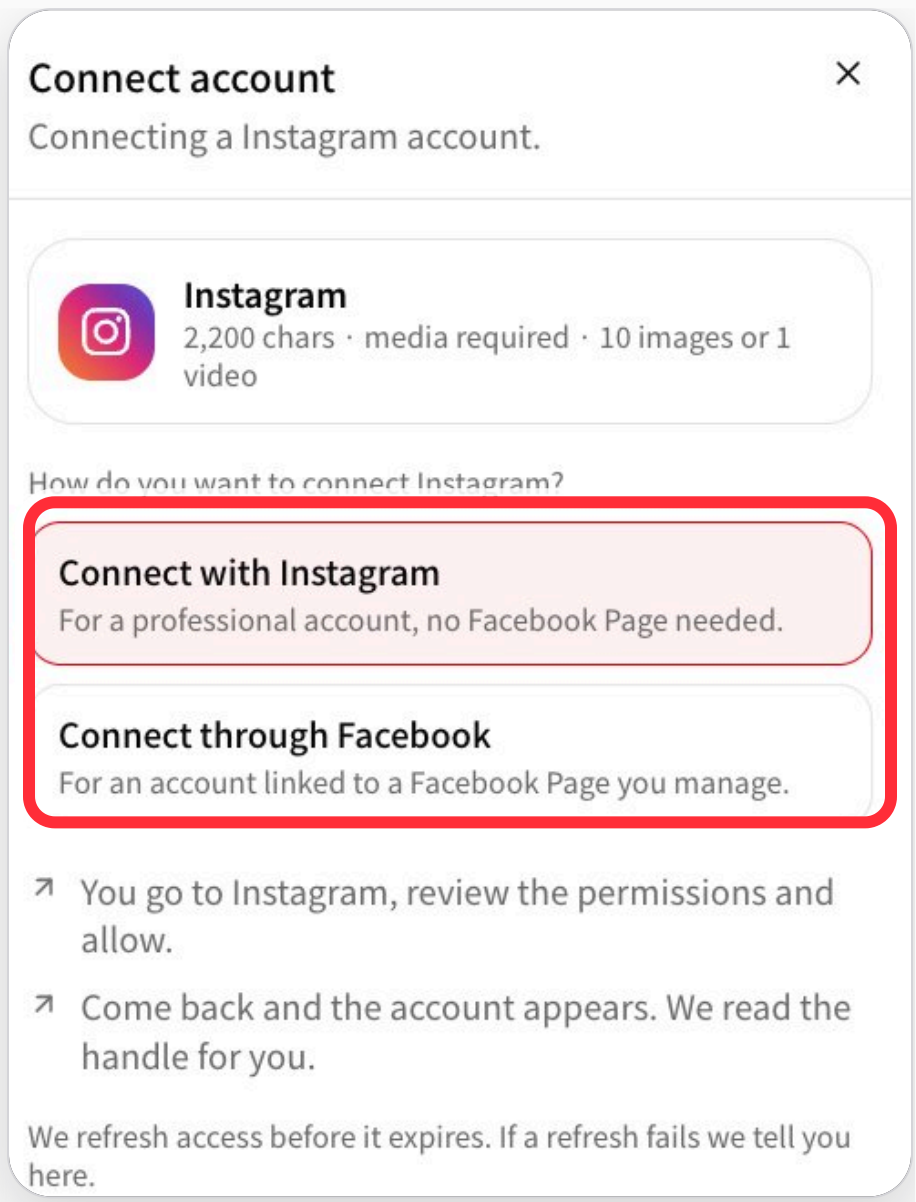
The workspace menu next to it picks where the new channel goes. One brand? Leave it as it is.

STEP 7

Pick Instagram, then how

A panel opens on the right. Pick **Instagram**. Uplika asks how you want to connect it. Choose one, then press **Go to Instagram** at the bottom of the panel.





Left: the list of channels. Right: the two ways to connect Instagram. The next page tells them apart.

STEP 7 · WHICH WAY?

With Instagram, or through Facebook

Connect with Instagram

For a Business or Creator account. **No Facebook Page needed.**

Reading posts and numbers, posting, scheduling, comments and comment-to-DM all work.

Connect through Facebook

For an Instagram account **linked to a Facebook Page you manage.**

Everything above, plus three things the other way cannot do: deleting posts, likes, and music from Instagram's library on reels.

Not sure? If your account has no Facebook Page, pick **Connect with Instagram**. Our own account, **@uplika_center**, is connected through Facebook.

STEP 8

Log in on Instagram's side

1 **Instagram opens in the same tab.**

Through Facebook, Facebook's screens open instead.

2 **Log in with the account Claude will post to.**

Already logged in on this browser? Check that it is the right account first.

3 **Keep every permission on, messages included.**

Without messages, comment-to-DM answers `reconsent_required` later.

4 **Through Facebook: choose the Page linked to your Instagram.**

Back on Uplika you pick the Instagram account from a short list.

5 **You land back on the approval screen.**

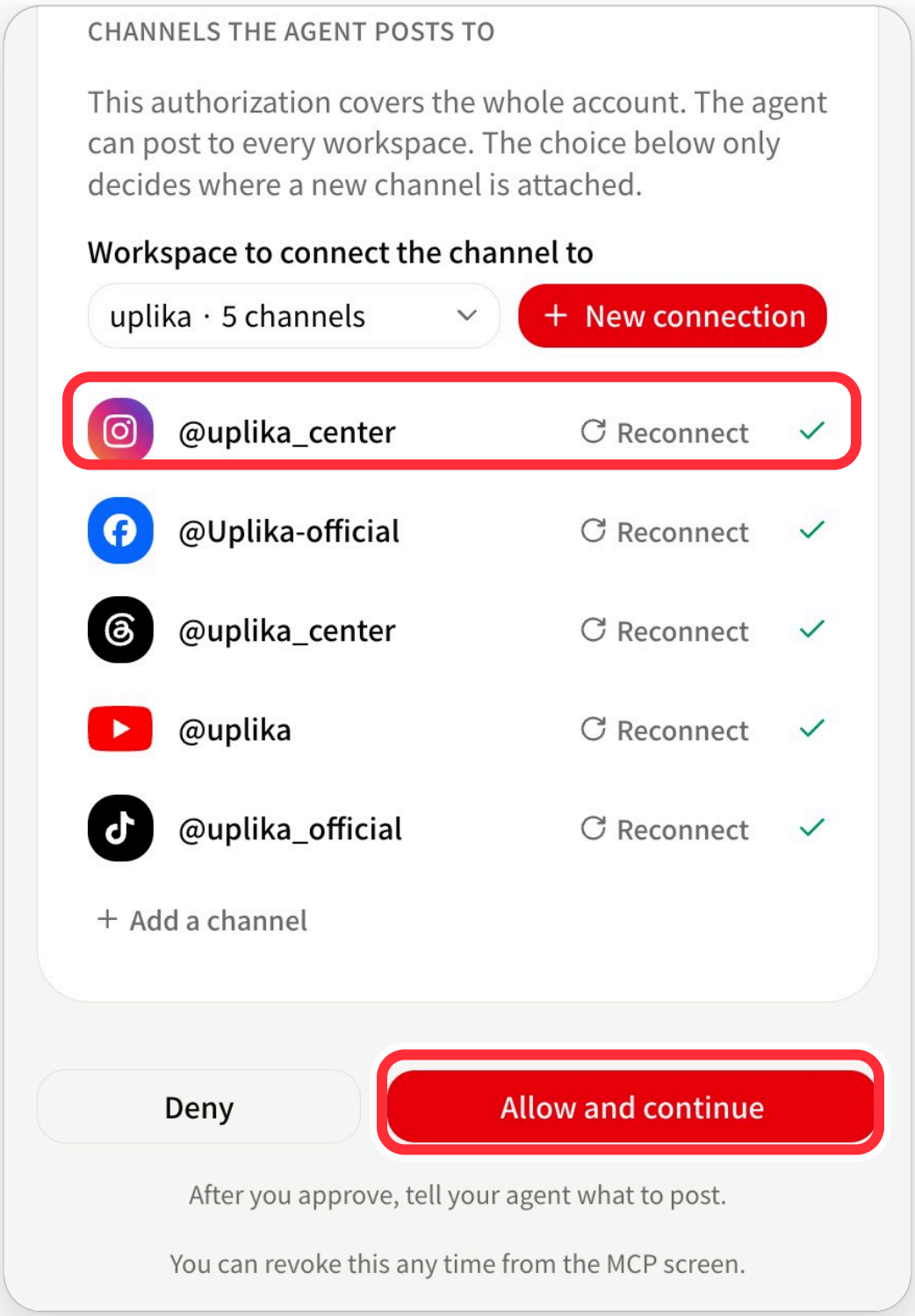
Your Instagram account is now in the list.

We leave Instagram's and Facebook's own screens out of this guide. Follow what they ask, and allow Uplika.

STEP 9

Check the list, then allow

Your Instagram account shows in the list with a check. Press **Allow and continue**. Claude takes it from there.

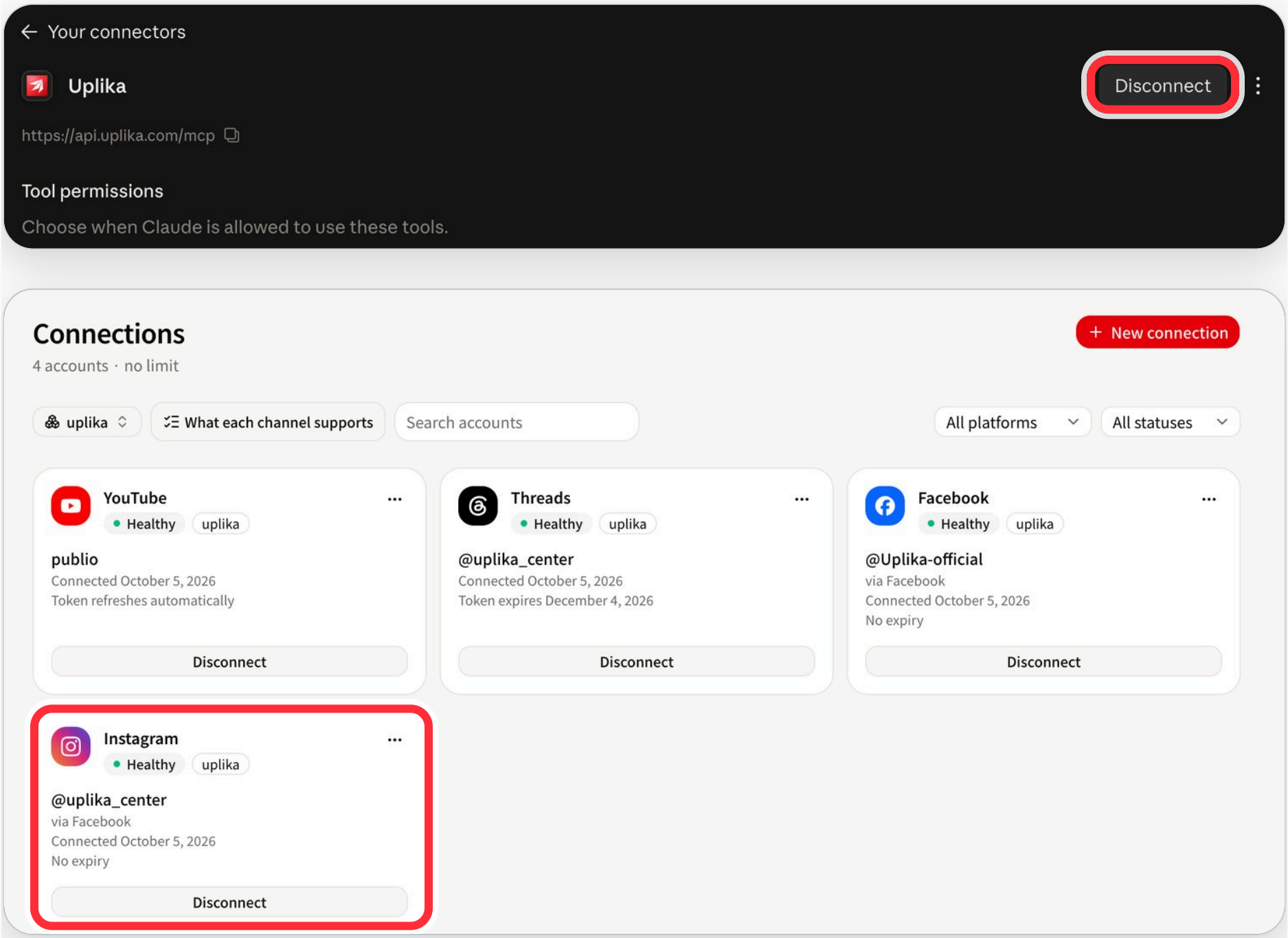


Our list is longer because our workspace has more channels. Yours shows what you added. The approval covers your whole Uplika account.

STEP 10

Check that it says connected

Back in Claude, the Uplika connector now offers **Disconnect**, which means it is connected. In Uplika, the **Connections** screen lists your Instagram 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 run my Instagram through the Uplika connector. Never publish,
schedule, send or turn on anything without showing it to me first
and getting my yes.

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. Read my last 30 posts with list_channel_posts, then their
numbers with get_insights (views, likes, comments, shares). Work
out my median views. Rank every post by its views divided by that
median, not by raw views: above 3x is a real hit, under 1.5x is a
normal day. Show my top five and bottom five side by side and tell
me what separates them: the opening line, the format, the topic.
Use only numbers you read. Say how sure you are.

3. Ask me to paste in reels from two or three accounts I compete
with: the account, each reel's views, that account's usual views,
and the first line. Rank those the same way, against that
account's own normal, and tell me which openings and formats keep
winning. Copy the formula, never the video.

4. Write the scripts for my next reels: three hook options each,
the spoken script, the on-screen text and the caption, in my
voice. Say which of my own posts or which pasted reel each one
builds on.
```

It continues on the next page. Copy both parts into one message.

THE PROMPT · 2 OF 2

The rest of it

```
5. Build my content calendar for next week as a table: day, time,
format, hook, caption. Ask me which time zone the times are in.
Then give me an upload link with media_upload_link so I can drop
in the clips from my phone.

6. When I say yes to the week, schedule each post with publish and
scheduledAt. Show me the text and the time of each one before you
schedule it.

7. DMs. Call list_automation_templates and offer a keyword DM
(template keyword_dm): when a message contains a word I choose, it
answers with my message. Create it with create_automation as a
draft, and turn it on with enable_automation only when I say so.
Then read my inbox with list_conversations and read_conversation,
draft a reply to each open conversation in my voice, and send with
send_dm only the ones I approve.

When I ask "how did this week go?", read the numbers again and
rank the new posts against my normal.
```

It only asks for things the Uplika tools do today. Change the tone to yours, keep the steps.

STEP 11

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.

OUR FIRST LINE

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

screen text and the caption, in my voice. Say which of my own posts or which pasted reel each one builds on.

5. Build my content calendar for next week as a table: day, time, format, hook, caption. Ask me which time zone the times are in. Then give me an upload link with media_upload_link so I can drop in the clips from my phone.

6. When I say yes to the week, schedule each post with publish and scheduledAt. Show me the text and the time of each one before you schedule it.

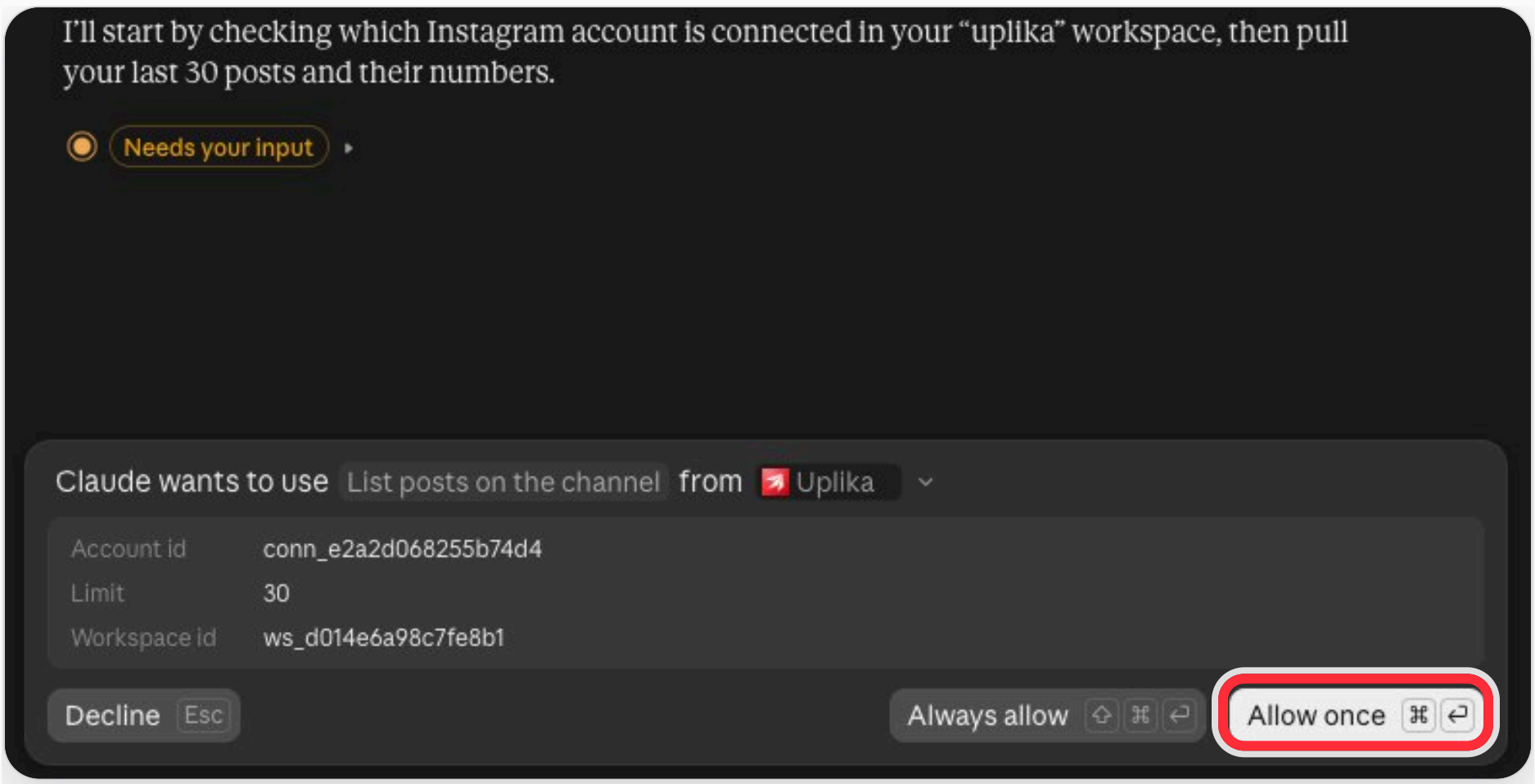
7. DMs. Call list_automation_templates and offer a keyword DM (template keyword_dm): when a message contains a word I choose, it answers with my message. Create it with create_automation as a draft, and turn it on with enable_automation only when I say so. Then read my inbox with list_conversations and read_conversation, draft a reply to each open conversation in my voice, and send with send_dm only the ones I approve.

When I ask "how did this week go?", read the numbers again and rank the new posts against my normal.

WHAT HAPPENS

Claude asks before it uses a tool

Each tool gets a question the first time. **Allow once** is enough. **Always allow** saves the clicks for the tools that only read.



Reading 30 posts and their numbers means one metrics call per post. Ours took about three minutes.

WHAT HAPPENS

It ranks your posts against your normal

Views divided by your median views. **Above 3x is a hit. Under 1.5x is a normal day.** A small account and a big one read the same way.

Step 1 — Connected account: Instagram @uplika_center (display name "Uplika · Publishing API + MCP") is connected and active in the "uplika" workspace.

Step 2 — Your numbers

There are 27 posts on the channel, not 30, so all 27 are counted. Your median is 2,894 views. Each post below is ranked by its views divided by that median.

Top five

#	Posted	Format	Opening line	Views	× median
1	Oct 15	Reel	Let Claude run your YouTube channel. Here's the setup 👇	639,130	220.8×
2	Oct 23	Reel	Claude Code can now run your Instagram. Here's how 👇	10,747	3.7×
3	Oct 21	Reel	Let Claude run your Instagram. Here's the setup 👇	10,636	3.7×
4	Oct 10	Reel	Claude can now run your YouTube channel 👇	8,556	3.0×
5	Oct 5	Reel	Claude can now run your Instagram for you 👇	6,078	2.1×

These are our real numbers. One reel did 220x our median. Claude called it a one-off and said not to plan around it.

WHAT HAPPENS

And the bottom five, side by side

Bottom five

#	Posted	Format	Opening line	Views	× median
27	Sep 21	Feed	Post once. Everywhere.	48	0.02×
26	Sep 21	Feed	Want the full catalog? Comment “catalog”…	99	0.03×
25	Sep 21	Reel	Comment “catalog” and the link lands in your DMs…	344	0.12×
24	Oct 6	Reel	Stop setting up ManyChat by hand 👇	911	0.31×
23	Oct 26	Reel	How to let Claude Code use your own Chrome…	1,279	0.44×

The three Sep 21 posts came before your regular posting started, so they say little about you. The next three from the bottom are more useful: MCP vs APIs (Oct 13, 0.58×), Oct 31 credits reel (0.66×) and Oct 31 credits carousel (0.69×).

Only three posts are real hits above 3×. Fourteen of the 27 are normal days under 1.5×.

It also told us which low posts say little: the first three went out before we posted regularly. Only 3 of our 27 posts were hits. It said so.

WHAT HAPPENS

What separates them, and how sure it is

What separates the top from the bottom

- **Topic.** This is the clearest difference. All five top posts make the same promise: Claude runs your whole Instagram or YouTube account. The weaker posts are about one developer tool: Handlus, MCP, API credits, a ManyChat comparison.
- **Opening line.** Every top post opens with "Claude (can now) run(s) your [platform]," in 6 to 9 words. The weak posts open with a feature ("use your own Chrome"), a question ("Is MCP replacing…"), or another product's name ("ManyChat").
- **Format.** All five top posts are reels. None of your four carousels has passed 1×; they land between 0.69× and 0.99×. They are steady but never hits. On the same topic, a carousel sometimes beat its reel (Handlus 0.97× vs 0.44×), so a reel only pays off when the topic is strong.
- **Comments per view.** Your top posts got about 1.6–2.5 comments per 100 views. The Oct 26 Handlus reel got 0.16 and the Oct 31 credits reel 0.05. A broad promise plus a comment keyword (INSTAGRAM, YOUTUBE, CLAUDE) gets people commenting. A narrow tool tip does not.
- **Recent drop.** Every post since Oct 26 sits under your median. The three newest (Oct 28 and Oct 31) are still climbing, so treat their ratios as provisional. Even so, older posts only gained about 20–30% after their first week, so none of them looks headed past 1.5×.

How sure I am: moderately sure about the topic and format pattern, because all five winners share the topic and none of the narrow-tool posts broke 1.8×. I'm less sure about the exact wording. With 24 real posts, the hook and the topic always appear together, so I can't tell which one did the work. The 639K reel is a one-off outlier, so I wouldn't plan around repeating it.

Topic, opening line, format, comments per view. Then **how sure it is**, and why not more: with this few posts the hook and the topic always came together.

STEP 12

Paste in a competitor's reels

For two or three accounts you compete with: the account, its usual views, each reel's views and its first line. Claude ranks them against **that account's own normal**.

Step 3 — Your turn

Paste in reels from two or three accounts you compete with. For each reel I need:

```
@account | that account's usual views | this reel's views | first line
```

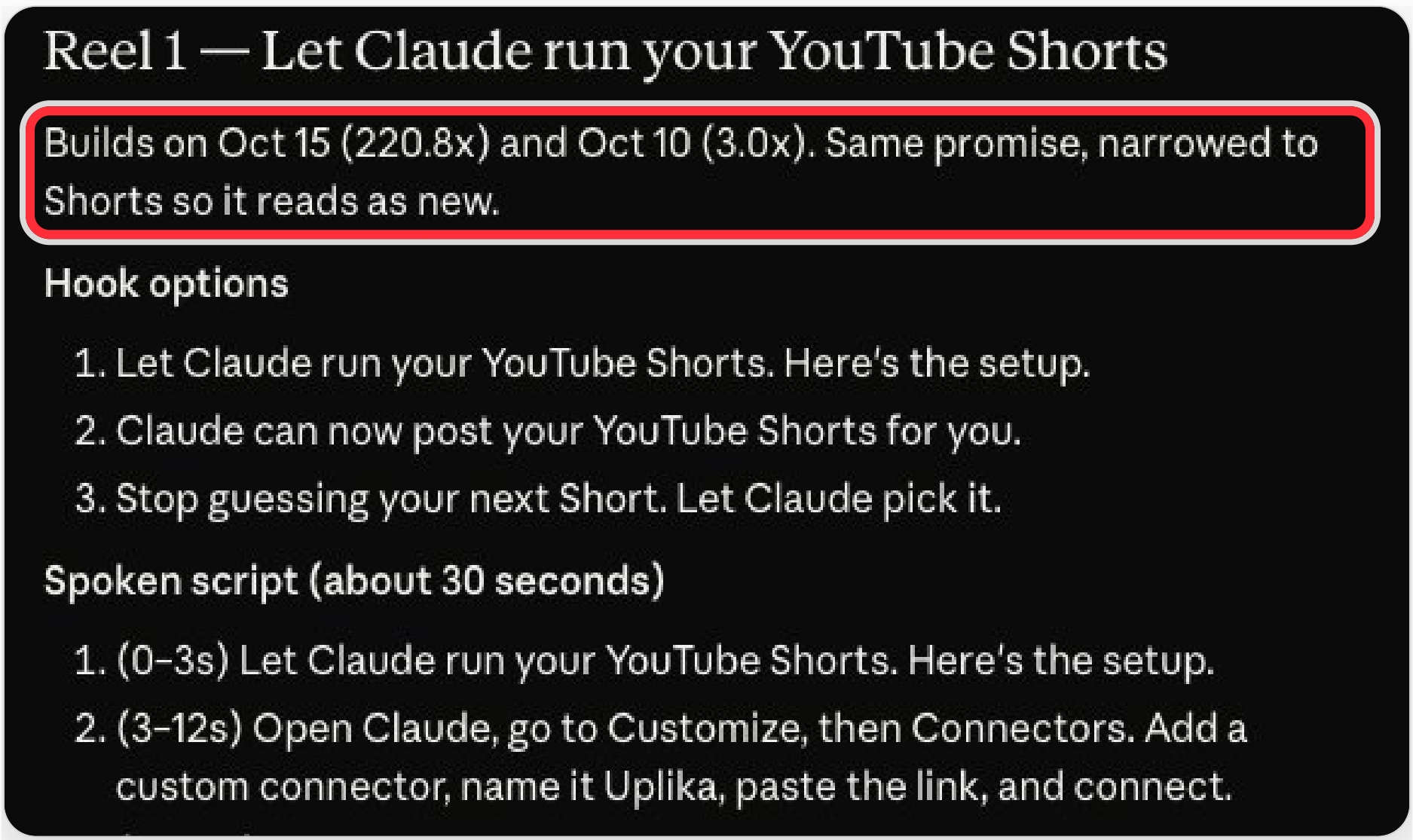
Three to five reels per account is enough. Use the account's typical views for "usual," not its best one. Once you paste them, I'll rank them against their own accounts, then write your scripts and next week's calendar.

Uplika reads only your own account. **You collect the competitor numbers** from their profiles. We had none to paste in this run, so we told Claude to skip this step.

WHAT HAPPENS

It writes the scripts

Five reels in a Claude doc you can edit: **three hook options**, the spoken script with timings, on-screen text and the caption. Each one names the post it builds on.


Reel 1 — Let Claude run your YouTube Shorts

Builds on Oct 15 (220.8x) and Oct 10 (3.0x). Same promise, narrowed to Shorts so it reads as new.

Hook options

1. Let Claude run your YouTube Shorts. Here's the setup.
2. Claude can now post your YouTube Shorts for you.
3. Stop guessing your next Short. Let Claude pick it.

Spoken script (about 30 seconds)

1. (0–3s) Let Claude run your YouTube Shorts. Here's the setup.
2. (3–12s) Open Claude, go to Customize, then Connectors. Add a custom connector, name it Uplika, paste the link, and connect.

It does not make the video. You film or edit the clips, then hand them over in the next step.

STEP 13

Next week, and where the clips go

It lays out the week as a table and asks your time zone. Then it gives you an **upload link**. Open it on your phone and drop the clips in.

Here's next week's calendar, with all times in New York time (EST).

Day	Time (ET)	Format	Hook	Caption opens with
Mon, Nov 9	7:30 AM	Reel	Let Claude run your YouTube Shorts. Here's the setup.	Same as hook + 👇 · comment YOUTUBE
Tue, Nov 10	7:30 AM	Reel	I let Claude read all 27 of my Instagram posts. Here's what it found.	Same as hook + 👇 · comment NUMBERS
Wed, Nov 11	7:30 AM	Reel	Let Claude answer your Instagram DMs. Here's the setup.	Same as hook + 👇 · comment DM
Thu, Nov 12	7:30 AM	Reel	Let Claude run your TikTok. Here's the setup.	Same as hook + 👇 · comment TIKTOK
Fri, Nov 13	7:30 AM	Reel	Let Claude plan your whole Instagram week. Here's how.	Same as hook + 👇 · comment WEEK

The full captions and the first-comment hashtags are in the doc. I've used hook option 1 for each reel; tell me if you'd rather use a different one.

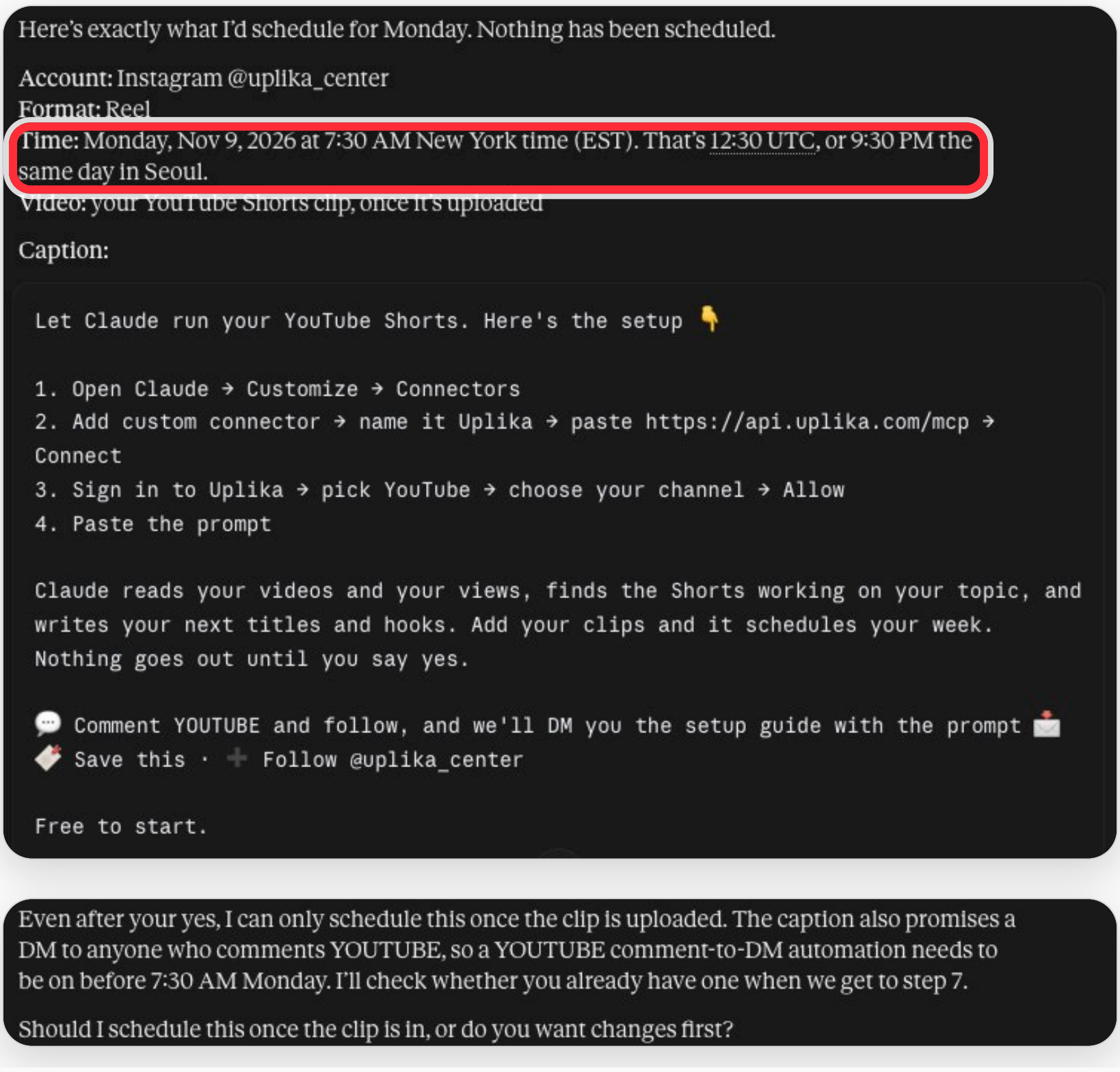
Upload your clips here:
https://uplika.com/

The link expires in 30 minutes; if it runs out, ask me for a new one. You can upload from your phone, and iPhone HEIC files are fine. Uploading them in Monday-to-Friday order helps me match each clip to its day.

Files sent through the link land in your Uplika workspace. It expires in 30 minutes, so keep it to yourself. We hid ours.

STEP 14

Nothing goes out without your yes

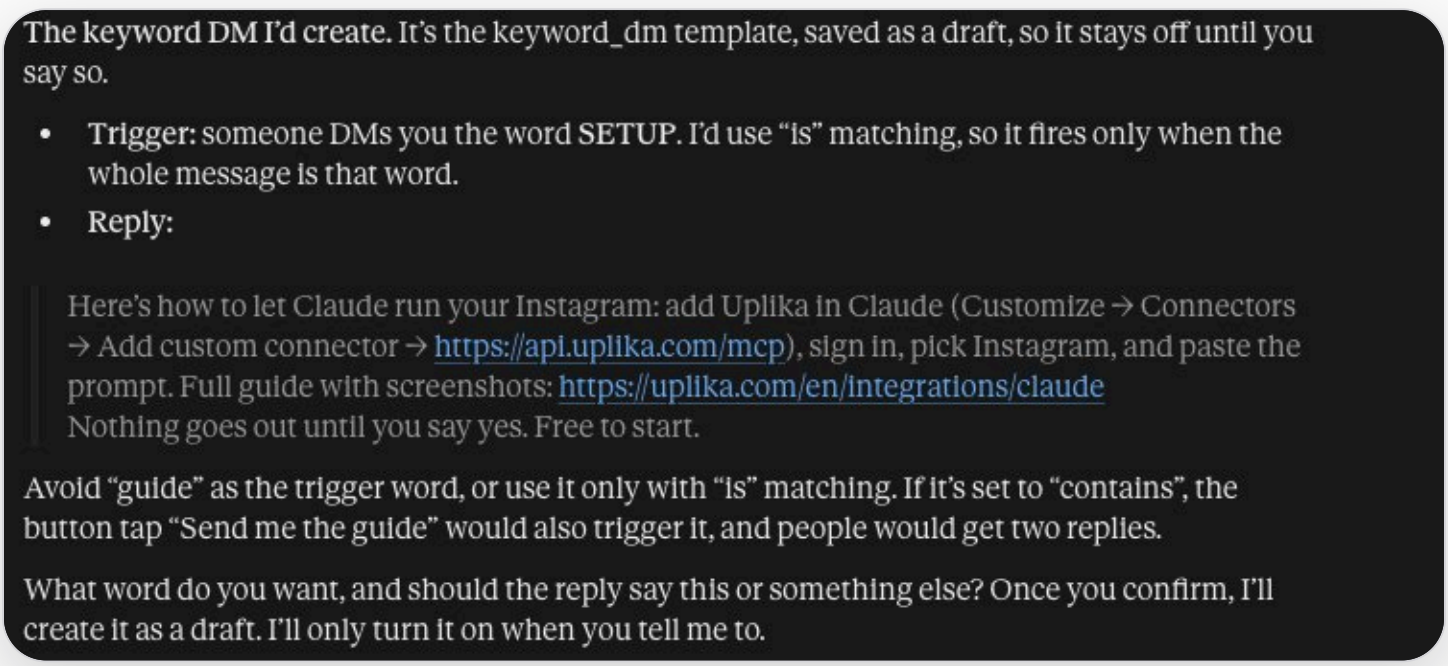


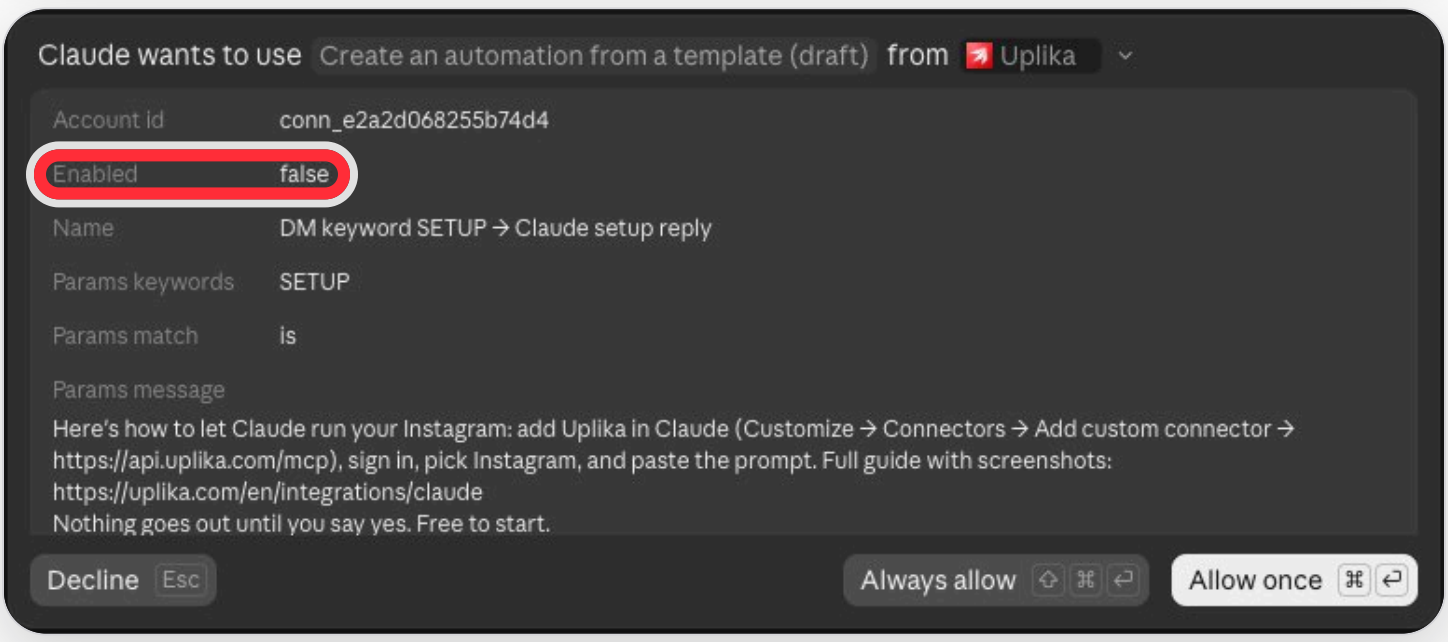
The account, the exact time and the full text, then a question. **Reply yes**, or say what to change. We stopped here, so nothing was scheduled. Once you say yes, Uplika's servers send it on time, even with your computer off.

STEP 15

A keyword DM that answers on its own

Claude checks what you already run, then offers one: when someone DMs you a word you choose, it answers with your message. It is created as a **draft**.

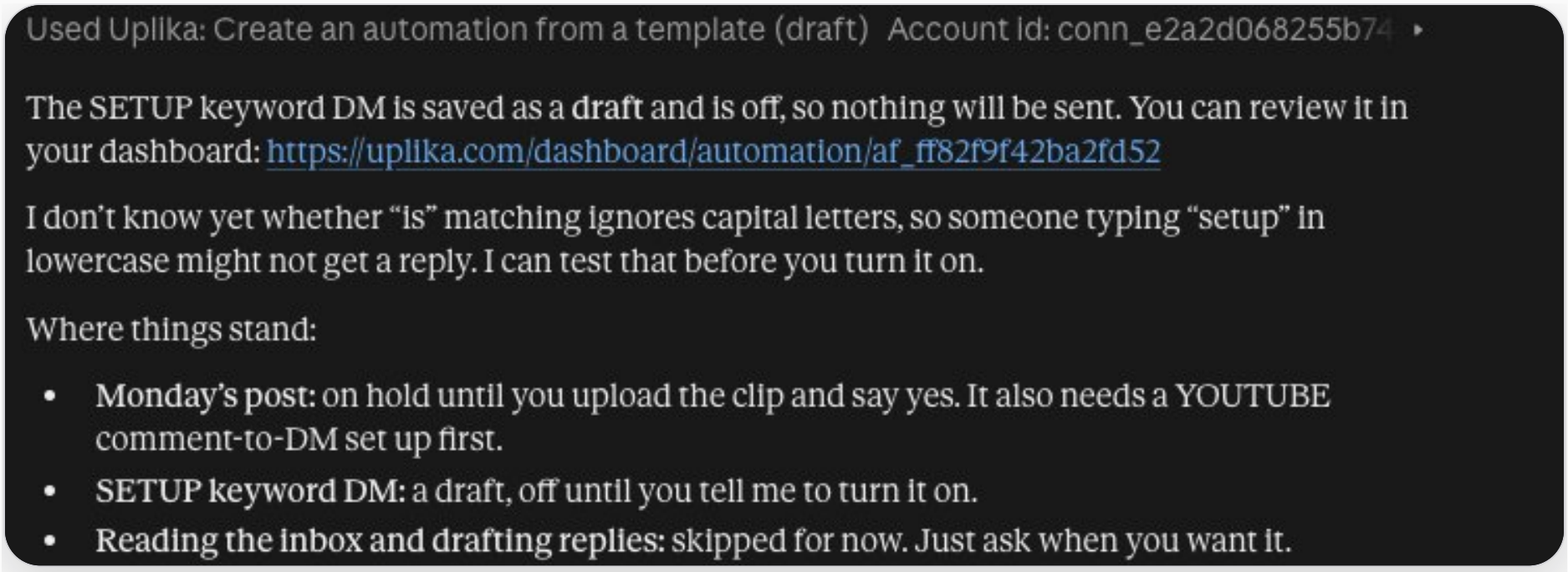




Bottom: the tool call itself says **Enabled: false**. Nothing is sent while it is a draft.

WHAT HAPPENS

It stays off until you say so



Upper or lower case? Claude was not sure. Uplika ignores case, so **setup**, **Setup** and **SETUP** all match. When you are ready, tell Claude to turn it on.

This one was a demo, so we deleted the draft after the screenshot.

AND THE REST

Your inbox, and how the week went

1 **Every other DM gets a draft.**

Claude reads your open conversations, drafts a reply to each in your voice, and sends only the ones you approve.

2 **Instagram's 24-hour rule.**

A business can reply only within 24 hours of the person's last message. After that, sending is refused and Claude tells you why.

3 **Ask "how did this week go?"**

Claude reads the numbers again and ranks the new posts against your normal, the same way as step 2 of the prompt.

We left our own inbox out of this guide. Those are other people's messages.

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.

"No Facebook Page here has an Instagram professional account linked."

You chose Connect through Facebook, but no Page you manage is linked to a professional account. Link one and connect again, or pick **Connect with Instagram**.

Instagram refuses a post

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

The keyword DM did not answer

Check that it is on, not a draft. With `is` matching the whole message must be the word. Ask Claude to list the automation's runs to see why.

Anything else

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

Connect once.
Then just ask.

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

Nothing goes out until you say yes.

Free to start. Questions: support@uplika.com

uplika.com

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