

# Trial reels, run by Claude

Claude finds what already works on your topic, writes the hooks, and posts your clips as Instagram trial reels after your yes. The setup, the prompt, and a real run up to the moment you say yes.

**uplika.com**

Setup guide
November 2026

# What it does

1. **Finds Shorts that beat their channel size.** Last month on YouTube, ranked by views over subscribers, 3x or more.
2. **Writes 3 hooks per clip.** The first line you say on camera, plus a caption under 150 characters.
3. **Posts each clip as a trial reel.** Instagram shows it first to people who don't follow you.
4. **Reads the numbers back.** Views, likes, comments and shares, then the next hooks from the winner.

**What it does not do.** You film the clips. Claude does not watch the YouTube videos, it reads titles, views and subscribers. Instagram does not tell apps whether a trial has been shared to your followers, so Claude can't either. Nothing goes out before your yes.

The screens from step 6 to the 5 angles are one real run on our own account, **@uplika_center**, on November 13, 2026. The connection screens are from our setup on October 7, 2026.

# What you need

1 **A Claude account.**

Custom connectors work on Free, Pro, Max, Ultra, Team and Enterprise. Source: Claude Help Center, checked November 13, 2026.

2 **An Instagram professional account.**

Business or Creator, a free switch in the Instagram app's settings. Instagram decides which accounts can post trial reels. If it refuses yours, Claude shows Instagram's own message.

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 topic, in one line, and clips you film.**

For example "10-minute home workouts". Vertical video from your phone works.

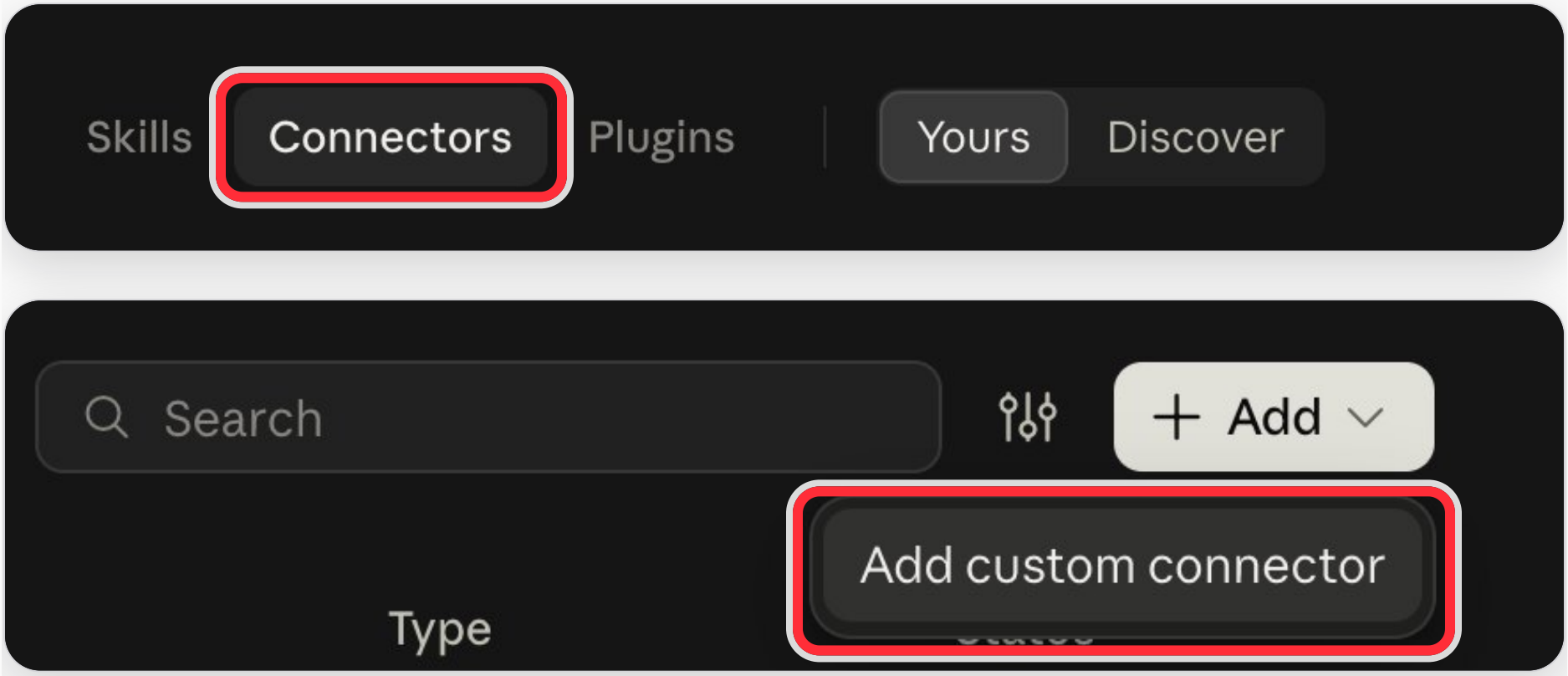
5 **Ten minutes, on a computer.**

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

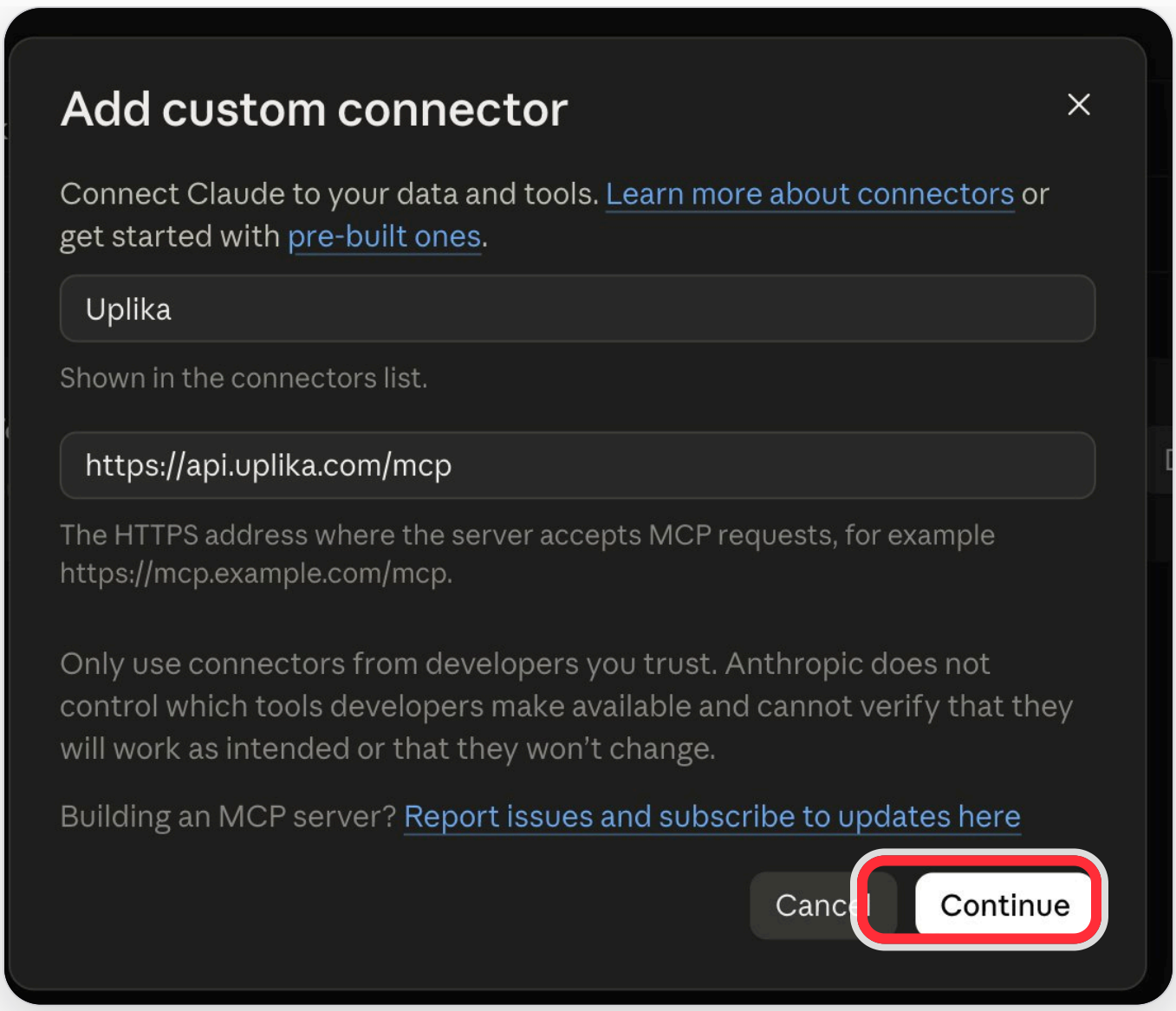
# Name it and paste the link

NAME

Uplika

MCP SERVER URL

https://api.uplika.com/mcp

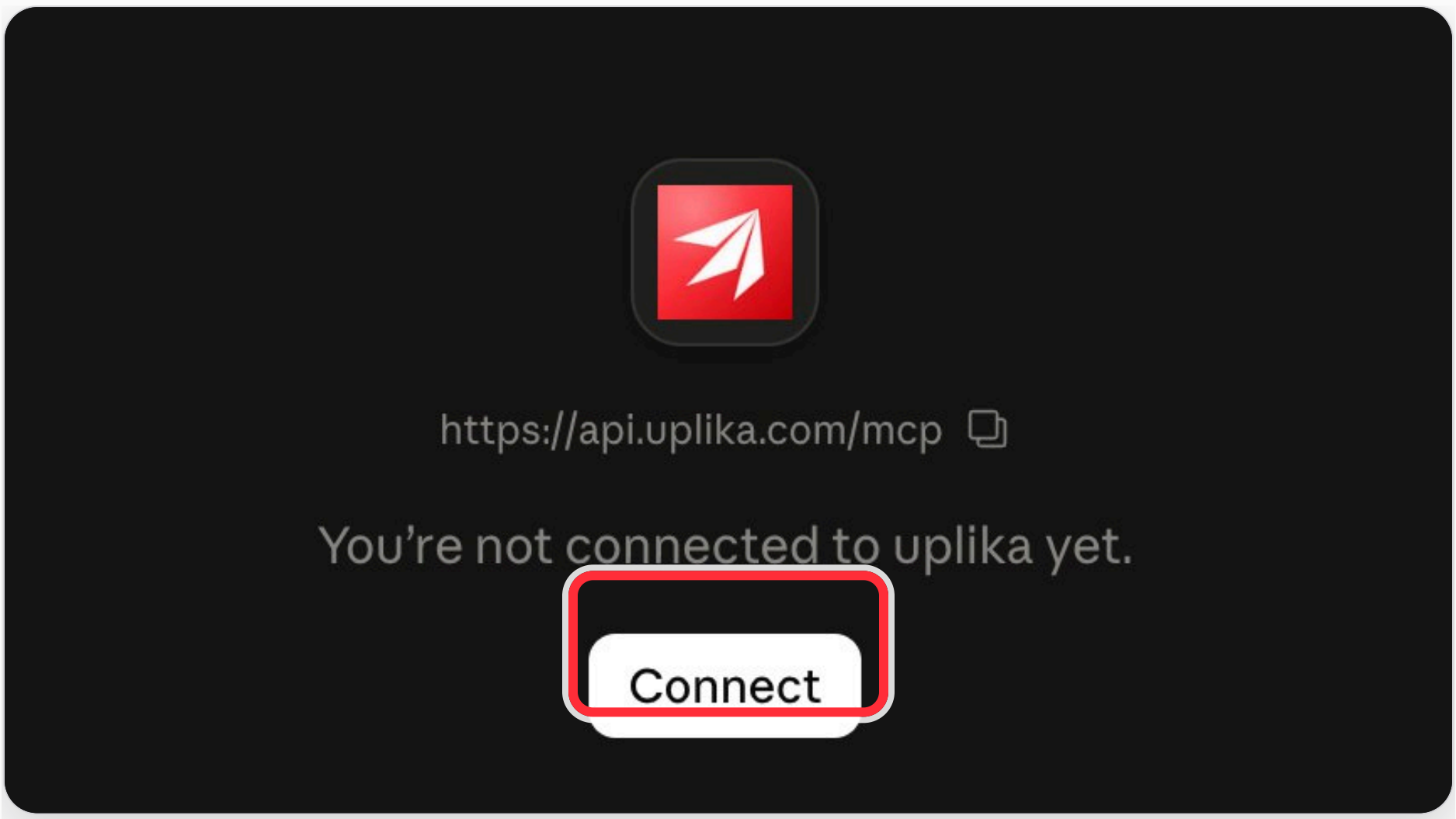



Press **Continue** and confirm. Shortcut: **this link** opens the same window with both fields filled in.

STEP 3

# Press Connect

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

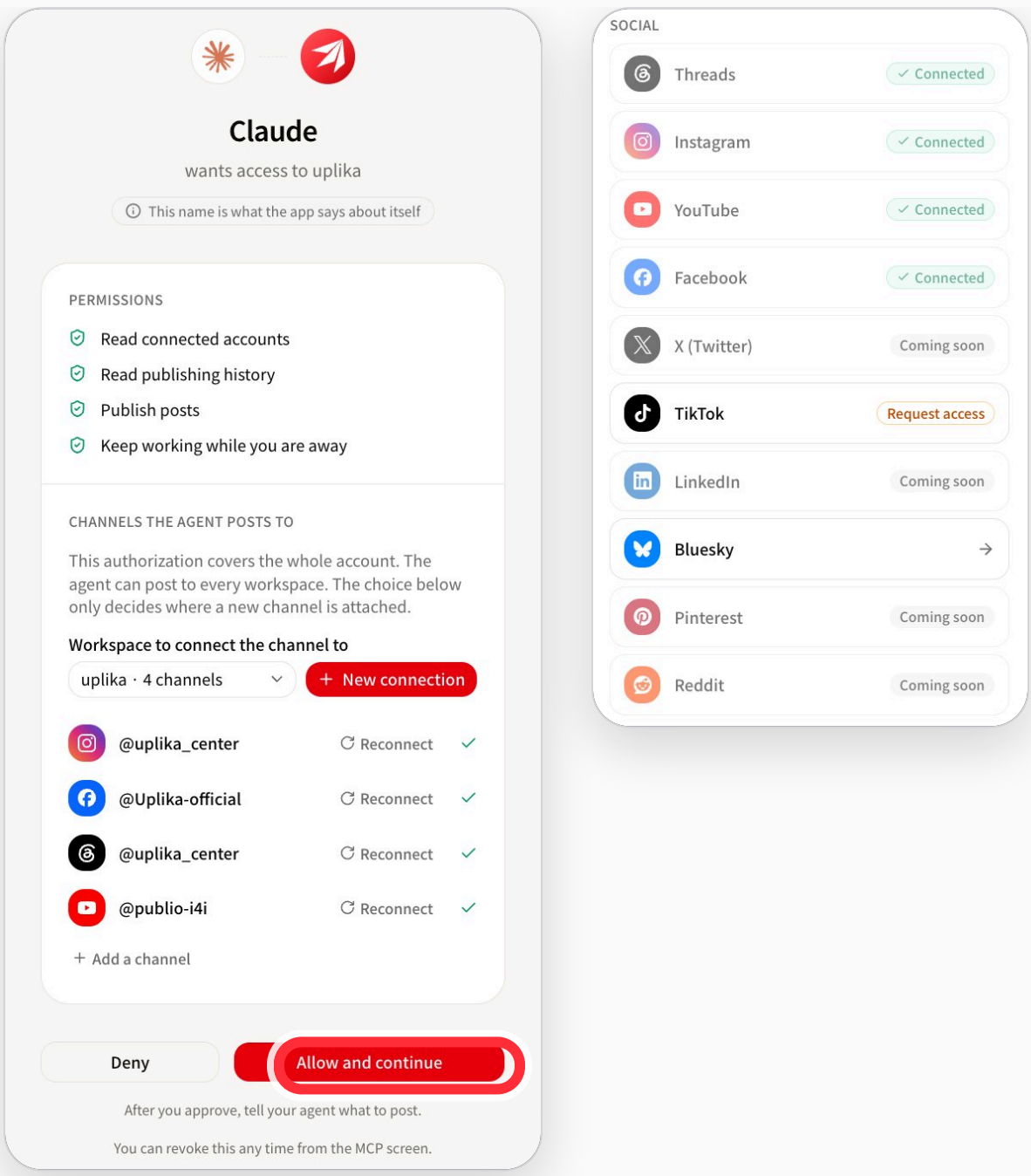



There is no key to copy and nothing to paste. Signing in is the whole handshake.

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**.

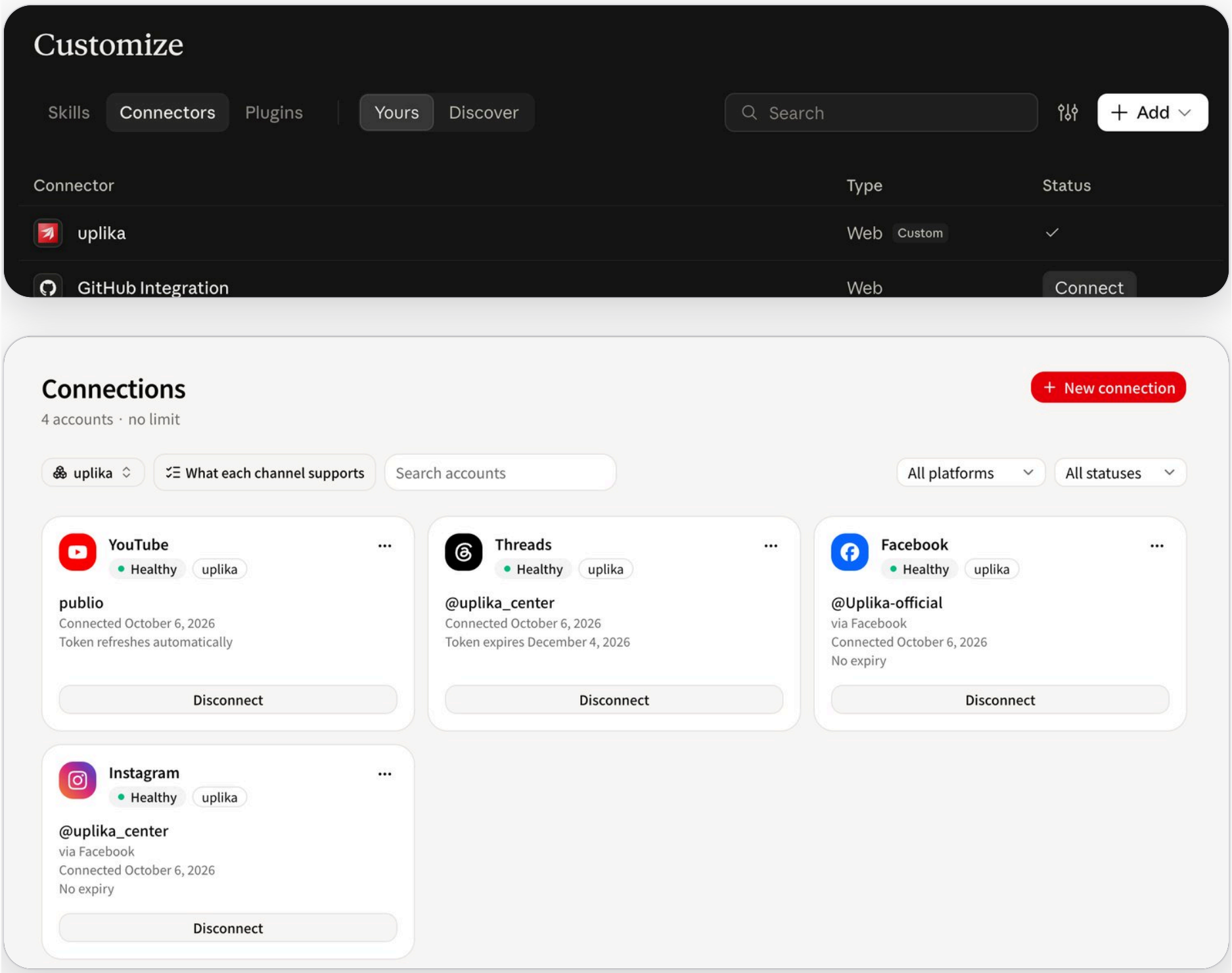



Instagram shows its own screen asking you to allow Uplika. Keep every permission on. We tested trial reels on an account connected through Facebook. Signing up with email? Open the confirmation link first.

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.




These connection screens are from our setup on October 7, 2026. 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 trial reels through Uplika. Trial reels are
shown first to people who don't follow me, so I can test ideas
without my followers seeing the misses.

1. Call select_channels and pick my Instagram account. If it is not
connected, stop and send me to
https://uplika.com/dashboard/connections.

2. Ask me for my topic in one line. Then call search_youtube_videos
with that topic, format "shorts", order "viewCount", period "1m".
Rank the results by views over subscribers and keep the ones at 3x
or more. Show me the top 10 with their titles and numbers, and the 5
angles their titles keep using.

3. Ask me how many clips I can shoot this week. For each clip, write
3 hooks (the first line I say on camera) built on those angles, and
a caption under 150 characters. Show them in a table and let me pick
one hook per clip.

4. When I have a clip, give me a media_upload_link so I can send it
from my phone.

5. Post every clip as a trial reel: in publish, set
options.instagram.trialReel to "performance", so Instagram shares a
trial that does well with my followers on its own. If I say I want
to decide in the app myself, use "manual" instead.
```

It goes on over the page. Copy both parts into one message.

THE PROMPT · 2 OF 2

# ...and the rest

```
6. Plan the times: up to 3 trial reels a day, at least 3 hours
apart. Show me every clip, hook, caption and time. Schedule nothing
until I say yes. Then call publish with scheduledAt and
options.instagram.trialReel for each.

7. Every 2 days, call list_posts for my Instagram account and keep
the posts whose options.instagram.trialReel is set. Call
get_insights on each. Instagram does not say whether a trial has
been shared to my followers yet, so don't guess it. Rank them by
views, likes, comments and shares against my own median. Tell me
which hook won and why you think so, then write the next 3 hooks
from the winner and go back to step 3.

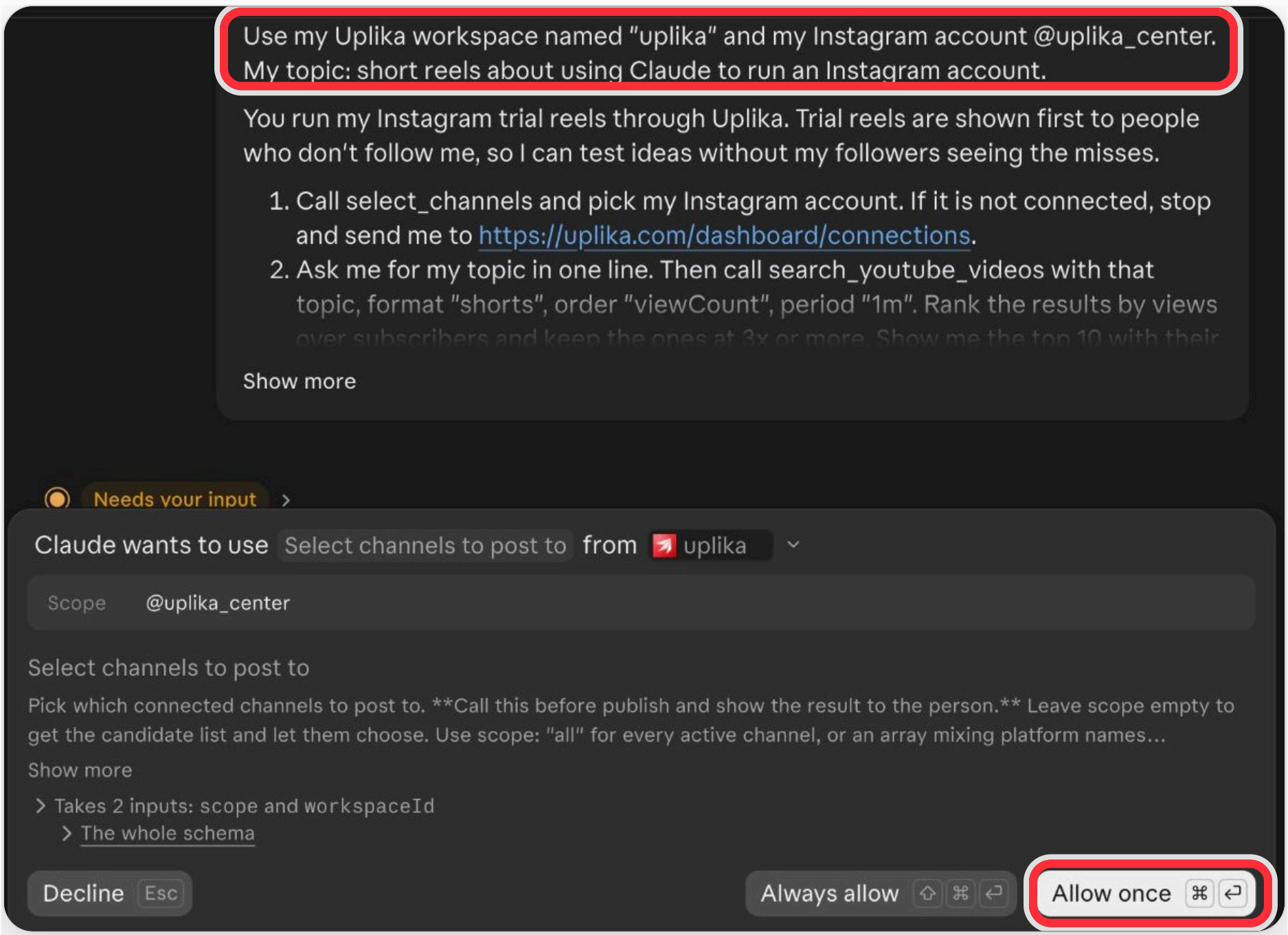
Never post anything I have not approved. Never invent numbers: only
use what get_insights returns, and say when a number is missing.
```

It schedules nothing without your yes, and it only uses the numbers Instagram returns.

STEP 6

# Paste it into a new chat

Open a new chat in Claude and paste the prompt. Add a first line with your Instagram account and your topic, like we did. Then Claude doesn't need to ask for the topic.

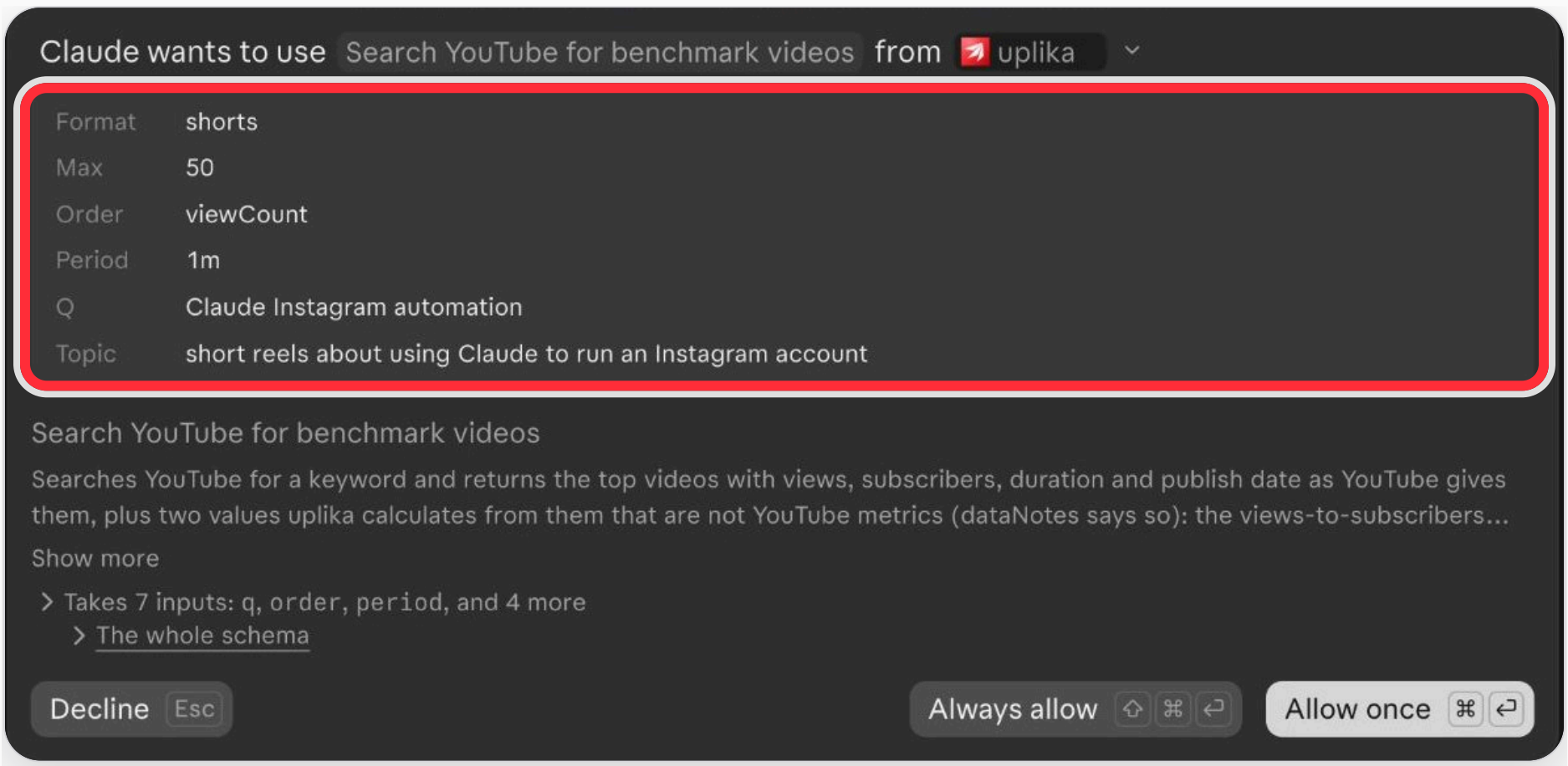



Claude asks before it uses an Uplika tool. Press **Allow once** to let that call through. More than one brand in Uplika? Name the workspace in the first line too.

WHAT HAPPENS

# It checks the account, then searches

It picked **@uplika_center**, then called `search_youtube_videos` for Shorts from the last month, sorted by views.

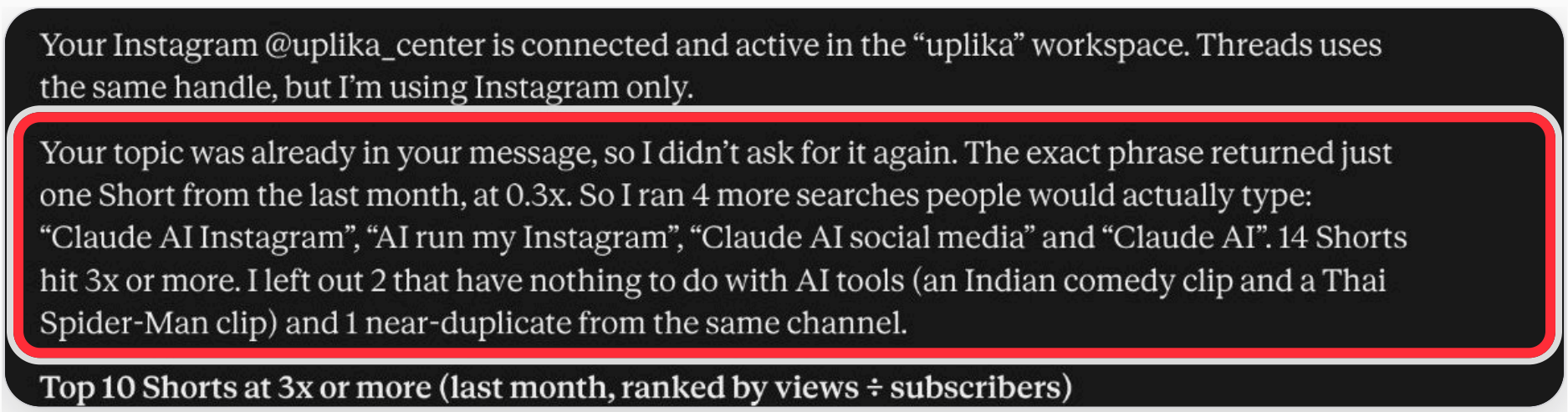



Claude chose the search words itself. If you know the words your viewers would type, tell it.

WHAT HAPPENS

# Too few results, so it searched again

The exact phrase found one Short. Claude ran 4 more searches on its own, then left out the clips that had nothing to do with AI tools.




That was 5 searches. Each new search counts toward your daily searches in Uplika. The same search again within 24 hours does not.

WHAT HAPPENS

# Top 10, ranked by views over subscribers

Every row shows views, subscribers and the ratio between them. Only Shorts at **3x or more** made the list.

| # | Title | Views | Subs | Ratio |
|---|---|---|---|---|
| 1 | Which AI Tool Should You Use? ChatGPT vs Claude vs Gemini | 1,055,004 | 630 | 1674.6x |
| 2 | AI vs Software Engineers 😂 \| ChatGPT & Claude Taking Over? | 777,142 | 1,480 | 525.1x |
| 3 | Run A 744B AI Model On Your Laptop | 843,330 | 5,940 | 142x |
| 4 | Claude is the entire dev team | 3,720,496 | 42,500 | 87.5x |
| 5 | Told my AI I'm home. It did the rest. It runs my PC, my lights, my music | 2,308 | 105 | 22x |
| 6 | Run Your ENTIRE Instagram with Claude Code 🤯🔥 | 2,831 | 232 | 12.2x |
| 7 | 致力于钓鱼执法让用户拿到大后果 #Claude (Chinese: Claude "entrapping" users, who face big consequences) | 486,044 | 44,900 | 10.8x |
| 8 | One AI Runs My Server, PC and ESP32 | 847 | 100 | 8.5x |
| 9 | An AI agent that runs your Instagram account | 1,005 | 229 | 4.4x |
| 10 | Should You Run Open Source AI on Your Own Computer? | 846 | 246 | 3.4x |

The ratio is Uplika's calculation, not a YouTube metric. It runs very high on tiny channels: #5, #8, #9 and #10 have under 1,100 views each. The strongest signals are #1 to #4, which have big ratios and big view counts. #6 and #9 are the closest to your exact topic, but their numbers are small.

These are the real results, and we did not pick them. Claude itself warns that the ratio runs high on tiny channels, and that #6 and #9 are closest to the topic.

WHAT HAPPENS

# The 5 angles, then one question

It named the 5 angles the titles keep using. Then it asked how many clips you can shoot this week.

**The 5 angles these titles keep using**

1. **One AI replaces a whole team.** “Claude is the entire dev team”, “Run your ENTIRE Instagram”, “AI vs Software Engineers”.
2. **“It runs my ___” (handing the work off).** “Told my AI I’m home. It did the rest”, “One AI runs my server, PC…”, “An AI agent that runs your Instagram”.
3. **Head-to-head showdown.** “ChatGPT vs Claude vs Gemini”, “AI vs Software Engineers”.
4. **Impossible-sounding claim.** “744B model on your laptop”, “AI offline in a pen drive”.
5. **A question that sets up a verdict.** “Which AI tool should you use?”, “Should you run…?”, “Taking over?”

**How many clips can you shoot this week?** Once you tell me, I’ll write 3 hooks per clip on these angles plus a caption under 150 characters, all in one table for you to pick from.

We answered **3**. The next pages are the same chat, carried on to the moment before anything is scheduled.

STEP 7

# Pick one hook per clip

For each clip Claude wrote **3 hooks** on those angles and a caption, all in one table. We answered **"1A 2C 3A"**.

Here are 3 hooks for each of your 3 clips, each built on one of the 5 angles. Every caption is between 121 and 124 characters.

| Clip | Hook A | Hook B | Hook C | Caption |
|---|---|---|---|---|
| **1. The whole workflow** (Claude runs your IG start to finish) | "I told Claude to run my Instagram. Then I just watched." *(angle 2: it runs my ___)* | "Claude is my entire social media team now." *(angle 1: one AI replaces a team)* | "Can Claude actually run an Instagram account? Let's find out." *(angle 5: question then verdict)* | I handed my Instagram to Claude: research, hooks, captions, scheduling. Here's the whole workflow. #claude #ai #instagram |
| **2. Trial reels** (testing ideas on strangers first) | "Claude's hook vs. my hook. Instagram picked the winner." *(angle 3: showdown)* | "I test every reel on strangers before my followers ever see it." *(angle 4: impossible-sounding claim)* | "Why do my followers never see my flops?" *(angle 5: question then verdict)* | Trial reels show to non-followers first. Claude writes the hooks, Instagram picks the winner. #claude #instagramtips #reels |
| **3. Finding ideas** (Claude researches what's working) | "I don't brainstorm reel ideas anymore. Claude does." *(angle 2: it runs my ___)* | "ChatGPT vs Claude: which one should run your Instagram?" *(angle 3: showdown)* | "Claude finds the Shorts that beat their own channel, then steals the angle, not the video." *(angle 4: impossible-sounding claim)* | Claude finds Shorts that pulled 3x+ their subscriber count and turns their angles into my hooks. #claude #contentcreator #ai |

The hook is the first line you say on camera. Want other options? Say "Give me 3 more for clip 2."

STEP 8

# Get a link for your clips

Claude repeated the picks, then called `media_upload_link`. The link works for **30 minutes**.

Created uplika upload link ›

Locked in:

| Clip | Hook | Caption |
|---|---|---|
| 1. The whole workflow | “I told Claude to run my Instagram. Then I just watched.” | I handed my Instagram to Claude: research, hooks, captions, scheduling. Here’s the whole workflow. #claude #ai #instagram |
| 2. Trial reels | “Why do my followers never see my flops?” | Trial reels show to non-followers first. Claude writes the hooks, Instagram picks the winner. #claude #instagramtips #reels |
| 3. Finding ideas | “I don’t brainstorm reel ideas anymore. Claude does.” | Claude finds Shorts that pulled 3x+ their subscriber count and turns their angles into my hooks. #claude #contentcreator #ai |

**Upload your clips from your phone here:**
https://uplika.com/

The link expires in 30 minutes. It accepts MP4, MOV and WebM files. You can upload all 3 clips at once or one at a time. If they don’t all fit in that window, tell me and I’ll make a new link.

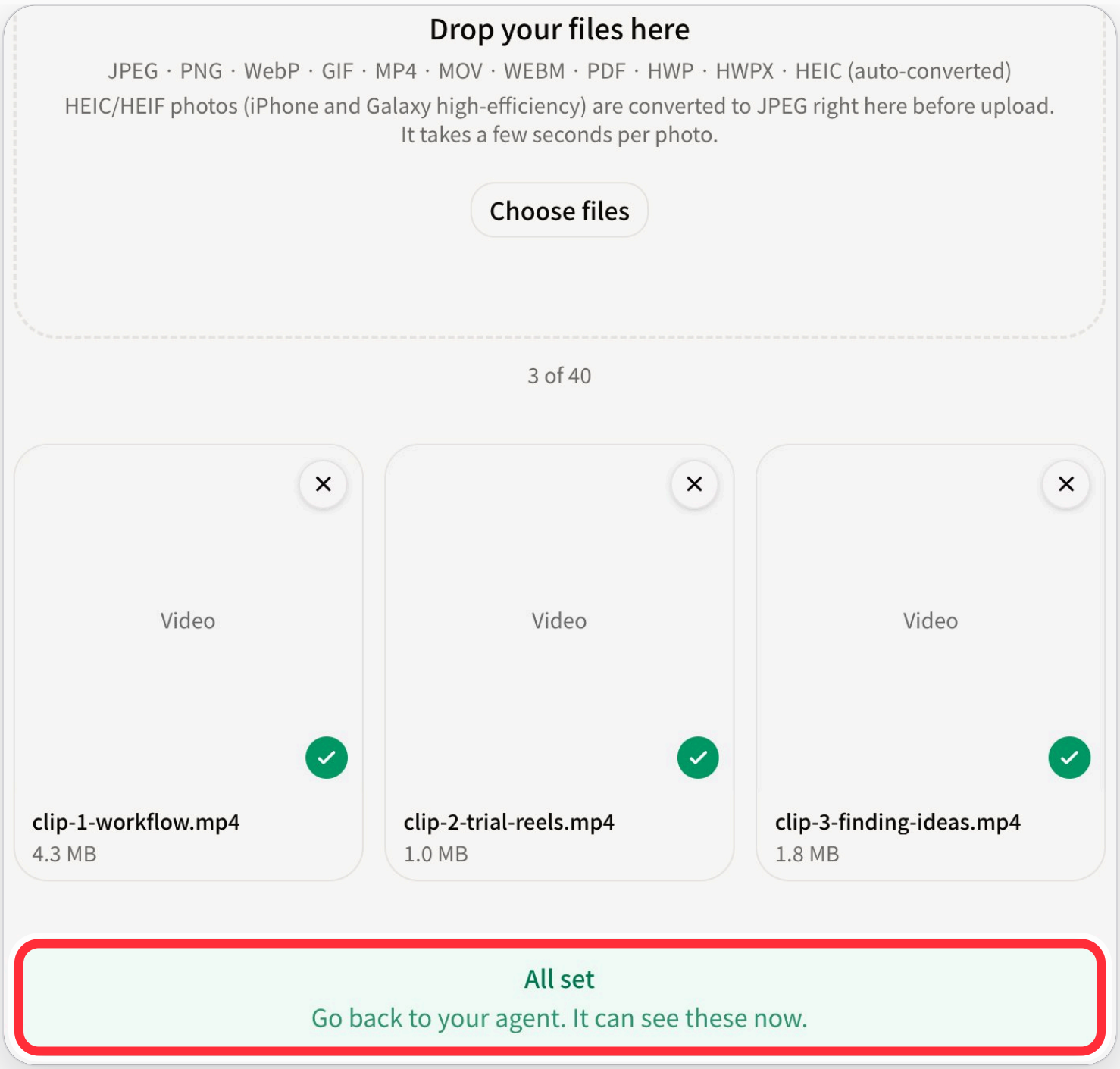
Message me when your clips are uploaded. I’ll check they arrived and work out the posting times: up to 3 a day, at least 3 hours apart. Then I’ll show you the full plan with each clip, hook, caption and time. Nothing gets scheduled until you approve it.

We blurred our link in this picture. Keep yours to yourself until it runs out. Need more time? Ask for a new link.

STEP 8

# Open it and pick the videos

Open the link on your phone, tap **Choose files** and pick your clips. When each file has a check, go back to Claude and say they're uploaded.




We opened ours on a computer for this picture. One link takes MP4, MOV and WebM, up to 40 files. Claude checks that the files arrived before it plans anything.

TRIAL REELS

# Who decides when your followers see it

Claude said it right under the hooks. Each clip goes out with `options.instagram.trialReel` set in `publish`.

All 3 will go out as trial reels set to “performance,” so Instagram shares a winner with your followers on its own. If you’d rather decide each one in the app, tell me and I’ll use “manual” instead.

**`performance`, the prompt's default.** Instagram shares a trial that does well with your followers on its own.

**`manual`.** It stays a trial until you share it to your followers in the Instagram app. Say "I want to decide in the app myself."

Trial reels are reels only, and they stay out of your main feed. Instagram does not tell apps whether a reel is still a trial or has been shared to your followers. Check the reel in the Instagram app.

STEP 9

# Check the plan, then say yes

Claude checked that all 3 clips arrived, then laid out every clip, hook, caption and time. **Nothing is scheduled until you say yes.**

Proposed schedule (Korea time, all on Instagram @uplika_center, all trial reels set to "performance")

| # | When | Clip | Hook (what you say on camera) | Caption |
|---|---|---|---|---|
| 1 | Sat 14 Nov, 12:00 | clip-1-workflow.mp4 | "I told Claude to run my Instagram. Then I just watched." | I handed my Instagram to Claude: research, hooks, captions, scheduling. Here's the whole workflow. #claude #ai #instagram |
| 2 | Sat 14 Nov, 15:00 | clip-2-trial-reels.mp4 | "Why do my followers never see my flops?" | Trial reels show to non-followers first. Claude writes the hooks, Instagram picks the winner. #claude #instagramtips #reels |
| 3 | Sat 14 Nov, 18:00 | clip-3-finding-ideas.mp4 | "I don't brainstorm reel ideas anymore. Claude does." | Claude finds Shorts that pulled 3x+ their subscriber count and turns their angles into my hooks. #claude #contentcreator #ai |

This uses your limit of 3 trial reels a day, spaced exactly 3 hours apart. I put all 3 on the same day so the hooks are tested under similar conditions, which makes the comparison fairer. If you'd rather start sooner, I can post the first two tonight at 18:30 and 21:30 and the third on Saturday at 12:30.

**Shall I schedule these 3 as shown?** Reply yes, or tell me what to change. Nothing is scheduled yet.

"Your limit of 3 a day" is the pacing from the prompt, not an Instagram rule. Change it or anything else in plain words, then say yes. **We stopped here and scheduled nothing for this guide.**

STEP 10 AFTER YOUR REELS ARE OUT

# Every 2 days, read the numbers

Claude doesn't check by itself in a chat. Come back to the same chat every 2 days and say **"Check my trial reels."**

1 **It finds the clips sent as trial reels.**

With `list_posts`, from what Uplika recorded when it posted them.

2 **It reads views, likes, comments and shares.**

With `get_insights`, ranked against your own median.

3 **It names the hook that won, and writes 3 more from it.**

Then it starts again at the hooks, step 7.

It only uses the numbers Instagram returns, and it says when one is missing. Our run stopped before anything went out, so there are no numbers to show here.

MORE YOU CAN SAY

# Other sentences that work

1 **"Use manual for this one."**

It stays a trial until you share it from the Instagram app.

2 **"Only 2 a day this week."**

The pacing is yours to change.

3 **"Search 'meal prep for beginners' instead."**

The words a viewer would type often find more than your own wording.

4 **"Post this one as a normal reel."**

Without the trial setting, your followers see it right away.

5 **"Check my trial reels."**

Reads the numbers on the clips you sent as trial reels.

IF IT DOES NOT WORK

# Things that go wrong

### Claude answers `research_quota_exceeded`

You used today's YouTube searches in Uplika. A search from the last 24 hours still works.

### Claude answers `youtube_quota_exhausted`

YouTube limits the searches all Uplika users share each day. Try again after midnight Pacific time.

### Claude answers `instagram_trial_reel_only`

Trial reels are reels only. A photo, a carousel, a story or a feed post can't be a trial.

### Claude answers `instagram_trial_reel_invalid`

The value must be **performance** or **manual**. Uplika refuses anything else instead of posting a normal reel to every follower.

### Anything else

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

# Test on new viewers. Keep what wins.

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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