

A little Instagram team inside Claude Code

Install the free Uplika plugin with one line, connect Instagram, paste one prompt. The screens are from real runs on our own account. Nothing goes out until you say yes.

uplika.com

Plugin team guide
November 2026

Five 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.**

You paste reels from accounts like yours. Each is ranked against its own account's median. Above 3x is a signal.

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

Scored hooks from 26 formulas, a script, timed beats, a week plan. Nothing is scheduled until you say yes.

What it does not do. Uplika does not make your videos or images, and it does not search or scrape Instagram. You film the reel and you paste what you see on other accounts. The skills write and plan, and Uplika posts and schedules.

The terminal screens are from two earlier runs of these same skills on our account, **@uplika_center**: **October 23** (plugin 0.1.12) and **October 28, 2026** (plugin 0.1.16). The prompt here is a shorter cut of the ones we ran. The plugin today is 0.1.21, so wording on your screen may differ.

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/INSTALL_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.**

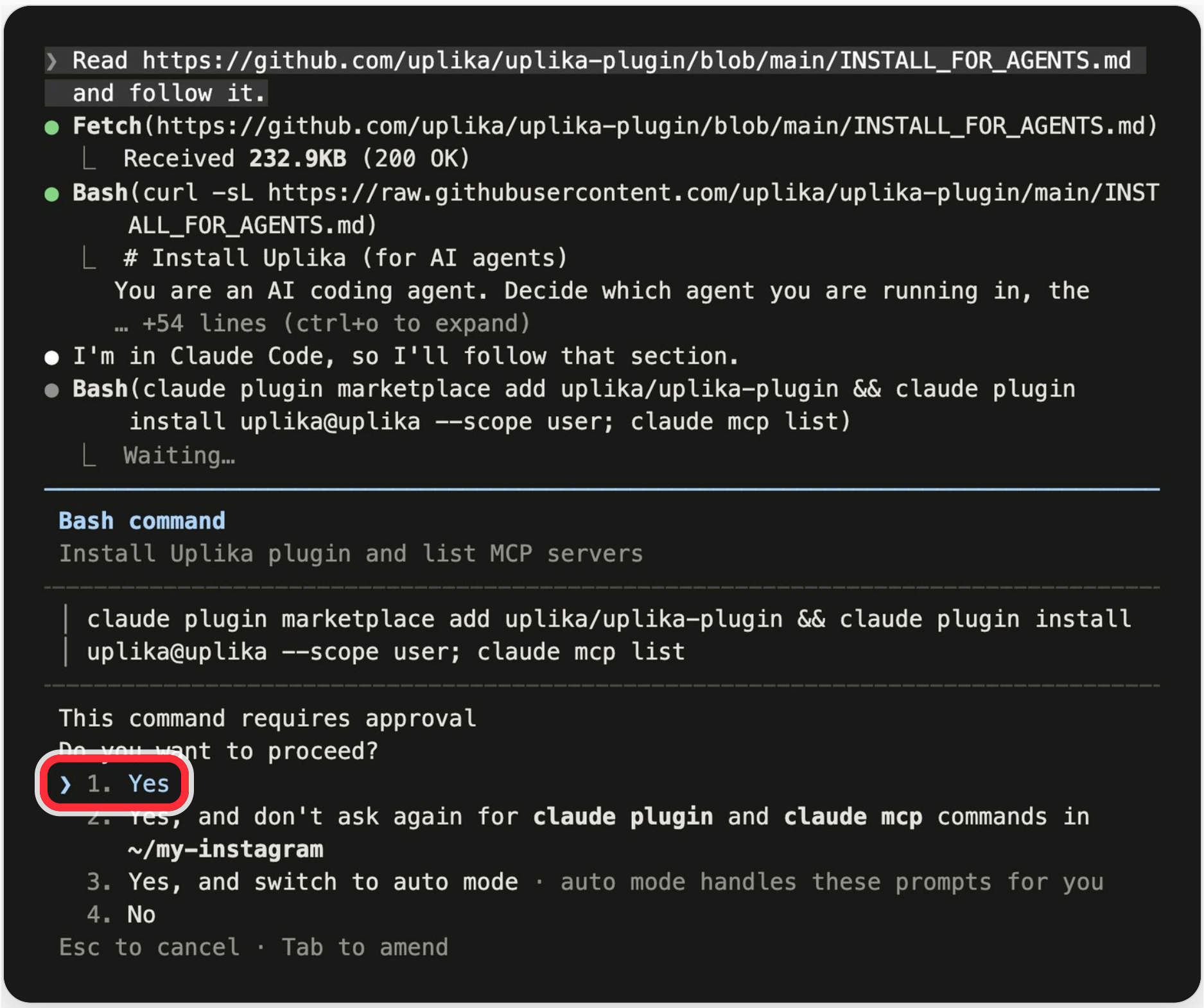
Two commands: add the Uplika marketplace, install the plugin. Choose **Yes**.

3 **Then reload and sign in.**

Two short commands, on the next pages.

STEP 1

Say yes to the install



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`.

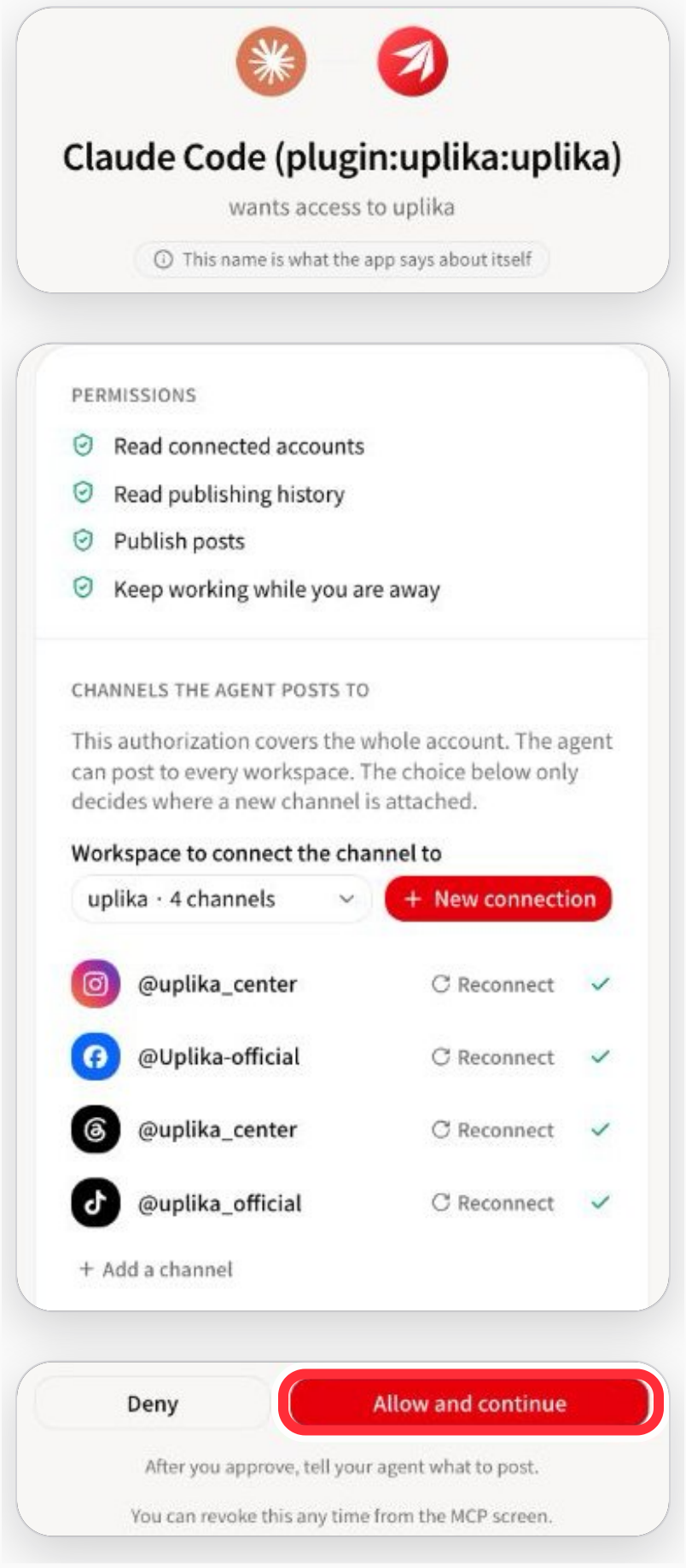
```
● The Uplika plugin is installed, but it isn't authorized yet, so I couldn't run
  the list_accounts check.
  - Installed: I added the uplika marketplace and installed uplika@uplika at
    user scope.
  - Server status: claude mcp list shows plugin:uplika:uplika at
    https://api.uplika.com/mcp 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.

4 **Allow and continue.**

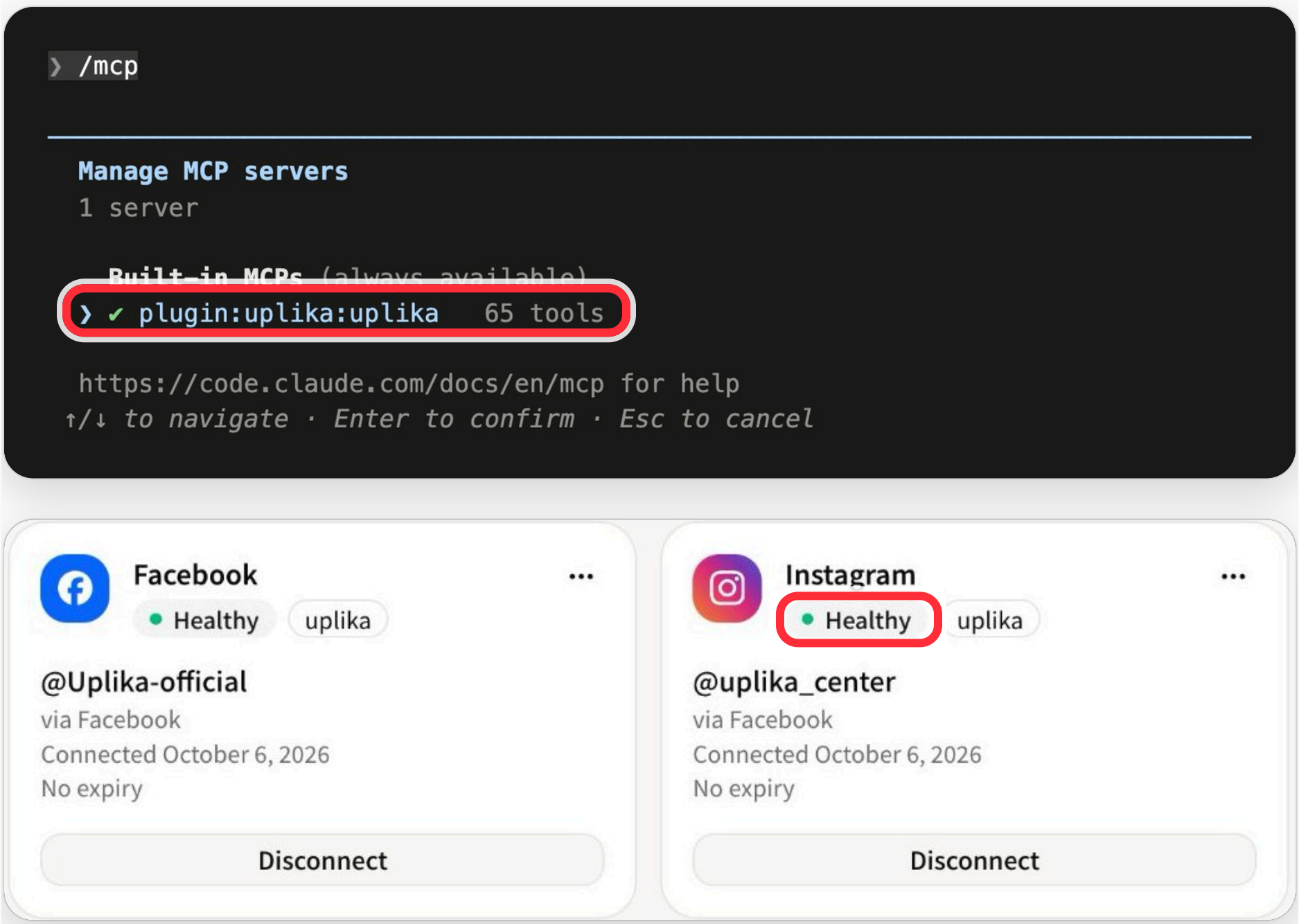
Then go back to the terminal.

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. Work
through these in order and stop after each one for my answer.

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, name each hook formula, and save the
swipe file.
```

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

THE PROMPT · 2 OF 2

And the rest

```
4. Reel. Run /uplika:ig-reel on my best idea and read that swipe
file first: three hooks from the 26 formulas, each one scored,
then the script in my voice with a timed beat sheet.

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

Never publish or schedule anything without my yes.
```

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

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

The viral skill: pick the accounts

`ig-viral` can't search Instagram. You pick 6 to 12 accounts within about 10x of your size, and it says what each slot needs.

```
Step 2 is picking 6 to 12 accounts to study. Uplika can't search Instagram,
and I won't scrape it or log in for you. So you choose the accounts and I tell
you what each slot needs. I don't want to guess handles from memory and send
you to accounts that might not exist or might not fit.

What I need from you first: @uplika_center's follower count. Every account
should be within about 10x of your size, and I can't read follower counts
through Uplika.

Slot: Direct
Count: 4
What to look for: Accounts that post about Claude Code, AI coding tools or AI
automation for creators. They should be a bit ahead of you in size.
_____________________________________________
Slot: Adjacent
Count: 4
What to look for: Accounts that talk to your audience (Claude Code users
running their own brand) but cover a different niche. Examples: solo-founder
or indie-hacker content, no-code and automation tutorials, creator-economy
and Instagram growth, or dev-tool reviews.
_____________________________________________
Slot: Outsized
Count: 2 to 4
What to look for: Much bigger accounts, used for format only: how they open,
how long they run, where the ask goes. Don't borrow their cadence or tone.

Your Saved collection: Open your own Saved collection too. It's already
filtered by your taste, so it's the fastest and most relevant set of reels to
study. Add any reels or accounts from it that fit a slot.
```

It asks for your follower count, because Uplika can't read it.

STEP 4

Paste what you see

For each account, copy the last dozen reels from the app: views, the first line, the length and the ask at the end.

```
❯ For this run I'm using one account, mine: @uplika_center. I left followers
  out because the median is in. Here are my last 12 reels:
  account    median    views    hook    length    cta
  @uplika_center    4390    1791    Did you know Claude can find the moment
  people stop watching your YouTube videos?    57    comment WATCH
  @uplika_center    4390    944    How to let Claude Code use your own Chrome.
    71    comment BROWSER
  @uplika_center    4390    10020    Claude just killed Instagram.    58
  comment CLAUDE
  @uplika_center    4390    4399    How to edit a video with Claude Code.    51
     comment VIDEO
  @uplika_center    4390    9127    Claude can run your Instagram now. Let me
  show you.    50    comment INSTAGRAM
  @uplika_center    4390    2771    Most people are using Claude Code
  completely wrong.    36    comment PLUGIN
  @uplika_center    4390    4858    Don't open Claude Code again until you've
  installed these five skills.    54    comment POWERS
  @uplika_center    4390    526107    Claude can run your YouTube channel now.
  Let me show you.    48    comment YOUTUBE
  @uplika_center    4390    4380    Developers with tiny Claude Code bills
  don't write better prompts than you.    58    comment WRAP
  @uplika_center    4390    1621    Since AI agents started posting to social
  media for us, you keep hearing the same thing: you don't need the Instagram
  API anymore.    31    comment GUIDE
  @uplika_center    4390    3710    Hitting your Claude Code limit? You're
  spending it on chores a model forty times cheaper could do.    29    comment
  HAIKU
  @uplika_center    4390    4430    Turn Claude into your Instagram growth
  agent.    34    comment AGENT
```

For this demo we pasted only our own 12 reels. One account is a demo, not a study.

STEP 4

Ranked against its own average

Ranked by multiple of your median

Multiple	Views	Hook	Formula
119.8x	526,107	Claude can run your YouTube channel now. Let me show you.	not classified
2.3x	10,020	Claude just killed Instagram.	not classified
2.1x	9,127	Claude can run your Instagram now. Let me show you.	not classified
1.1x	4,858	Don't open Claude Code again until you've installed these five skills.	#2 Negative Command
1.0x	4,430	Turn Claude into your Instagram growth agent.	not classified
1.0x	4,399	How to edit a video with Claude Code.	not classified
1.0x	4,380	Developers with tiny Claude Code bills don't write better prompts than you.	not classified

Our median was 4,390 views. One reel ran 119.8x. Nothing else beat 2.3x. The script named a formula for 3 of the 12 hooks, and Claude read the other 9.

STEP 4

And how much to trust it

```
How much to trust this: very little.
- It's 12 reels from one account. The skill says 12 reels shows you nothing
  and about 40 across six accounts shows you something.
- Almost all of the signal is one reel. The YouTube reel at 526,107 views is
  119.8x your median. Without it, nothing else beats 2.3x, and 8 of the other
  11 reels are within about 0.4x of your median or below.
- Your own data weakens the formula claim. The Instagram twin of the winning
  hook got only 2.1x, against 119.8x for the YouTube one. The shape may help,
  but the topic (YouTube) or the platform's distribution probably did most of
  the work for that one reel.

The claim I'd stand behind is narrow. Declarative claims ("Claude can run X
now" or "Claude just killed X") beat how-to openers and question openers on
your account, and the sample is small. Nothing here supports a guess about why
the YouTube reel took off.
```

For our 12 reels: **very little**. Most of the signal is one reel. The skill says about 40 reels across six accounts starts to show something. It saves the ranking as a swipe file that the reel skill reads next.

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

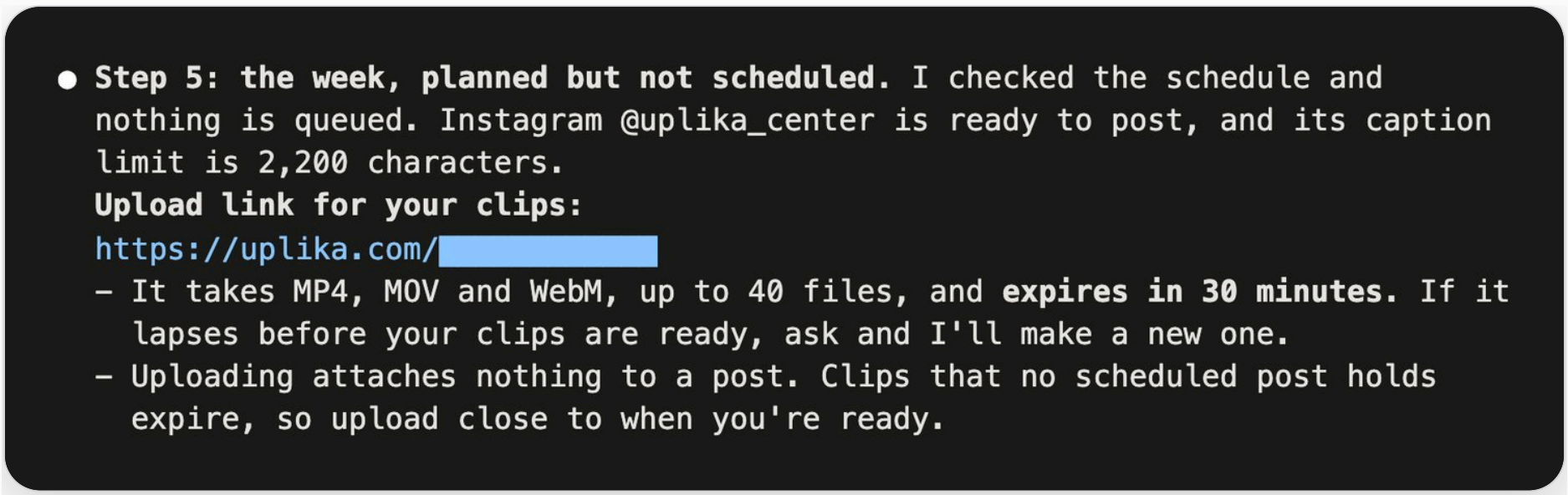
Day	Reel	Formula and source	Comment keyword
Mon 26	Let Claude answer your Instagram comments	The script you approved	REPLY
Tue 27	Let Claude DM your link to everyone who comments	Command + setup	LINK
Wed 28	One Claude Code tip you've tested yourself	Tool tip, which ran about 1x your median	you pick
Thu 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 our own past results. It asks for your time zone instead of guessing.

STEP 5

Hand over the clips

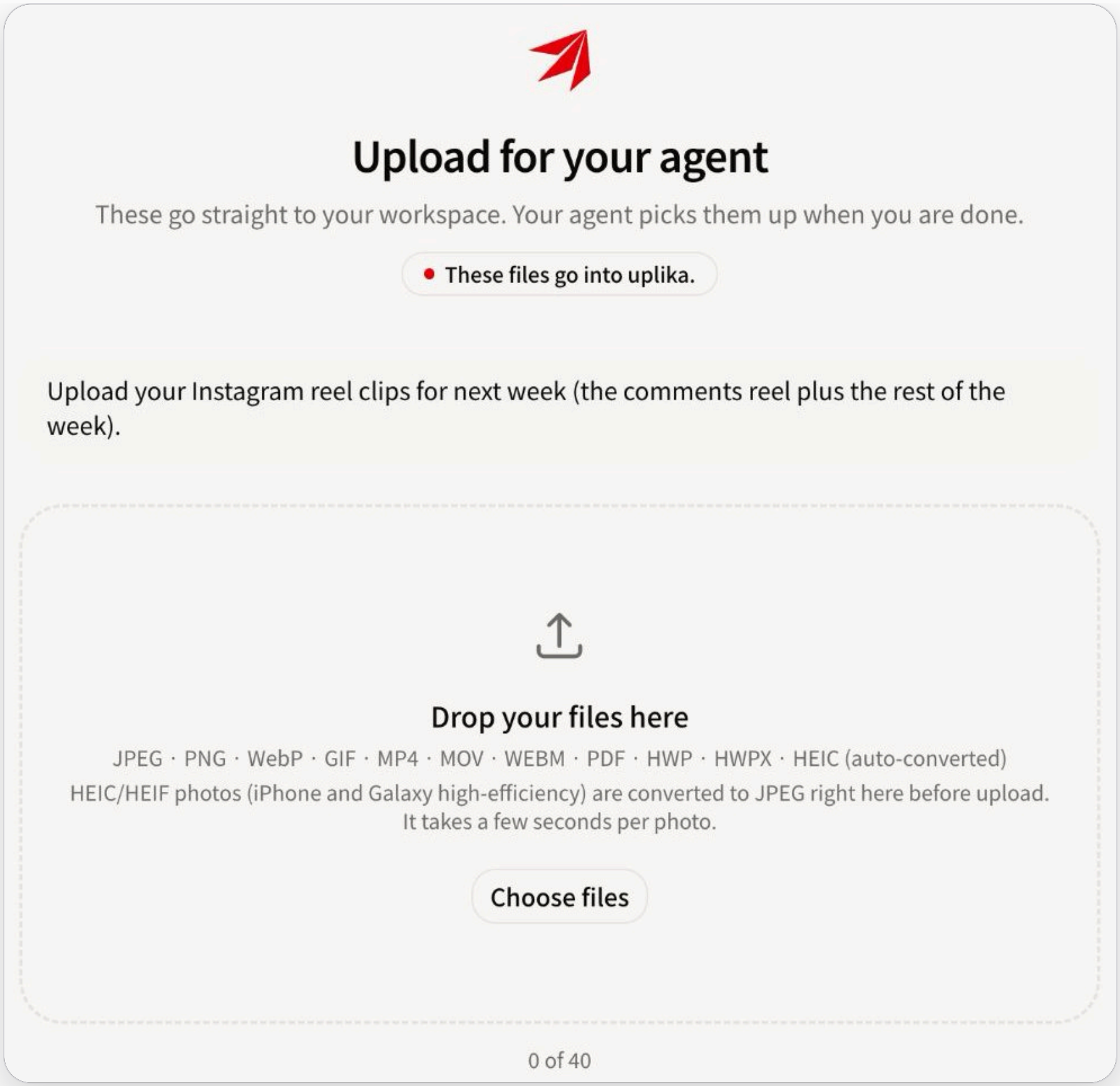
When you have the clips, Claude gives you an upload link. It takes up to 40 files and expires in 30 minutes.



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.**

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**.

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

uplika.com

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