

# Plan 30 days of reels from one Claude chat

Every setup screen, the exact prompt, and a real run on our own account: our posts ranked against our median, YouTube Shorts that beat their channel size, a 30-idea grid and a 15-day plan. Nothing is scheduled until you say yes.

**uplika.com**

Setup guide
November 2026

# What Claude does for you

1. It **reads your last 30 posts and their numbers** and ranks each one against your median, not by raw views.
2. It writes your **page brain**: five subtopics and your voice, taken from your own posts.
3. It **searches YouTube Shorts** on your topic and keeps the ones with 3x more views than subscribers.
4. It builds a **30-idea grid**: your 5 subtopics by the 6 angles those Shorts keep using.
5. It plans **15 days, two reels a day**. Say yes, and it schedules them.

**What it does not do.** It makes no videos or images: you film the clips. It reads only your own Instagram posts. The YouTube outliers are public Shorts found by search, and Claude sees only their titles and numbers, not the videos.

Setup screens: **October 21, 2026**. Run screens: a real run on our own account, **@uplika_center**, on **November 6, 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. The YouTube search needs no YouTube account.

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

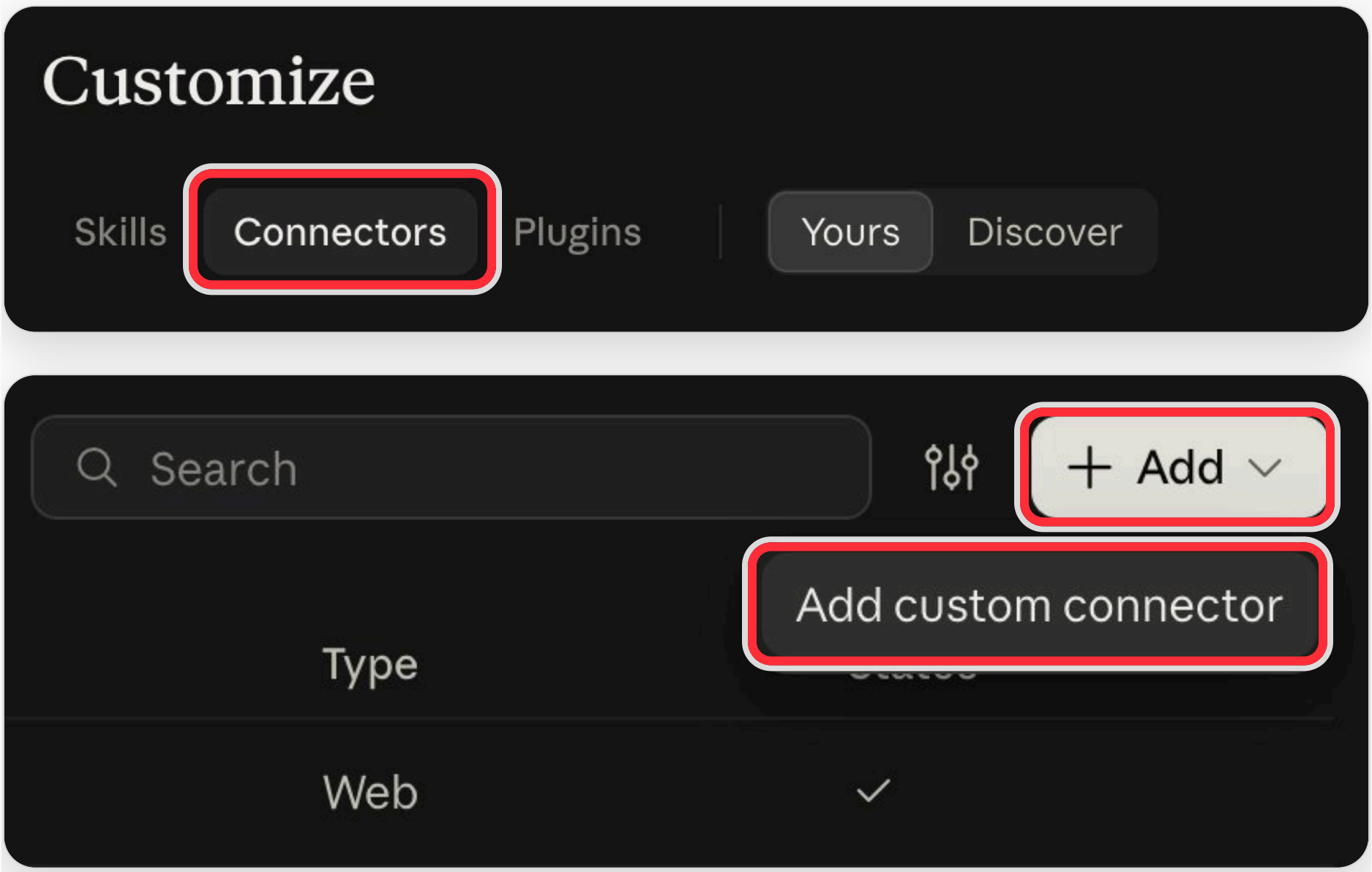
Add the connector from a browser on a computer. After that you can talk to Claude from anywhere.

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

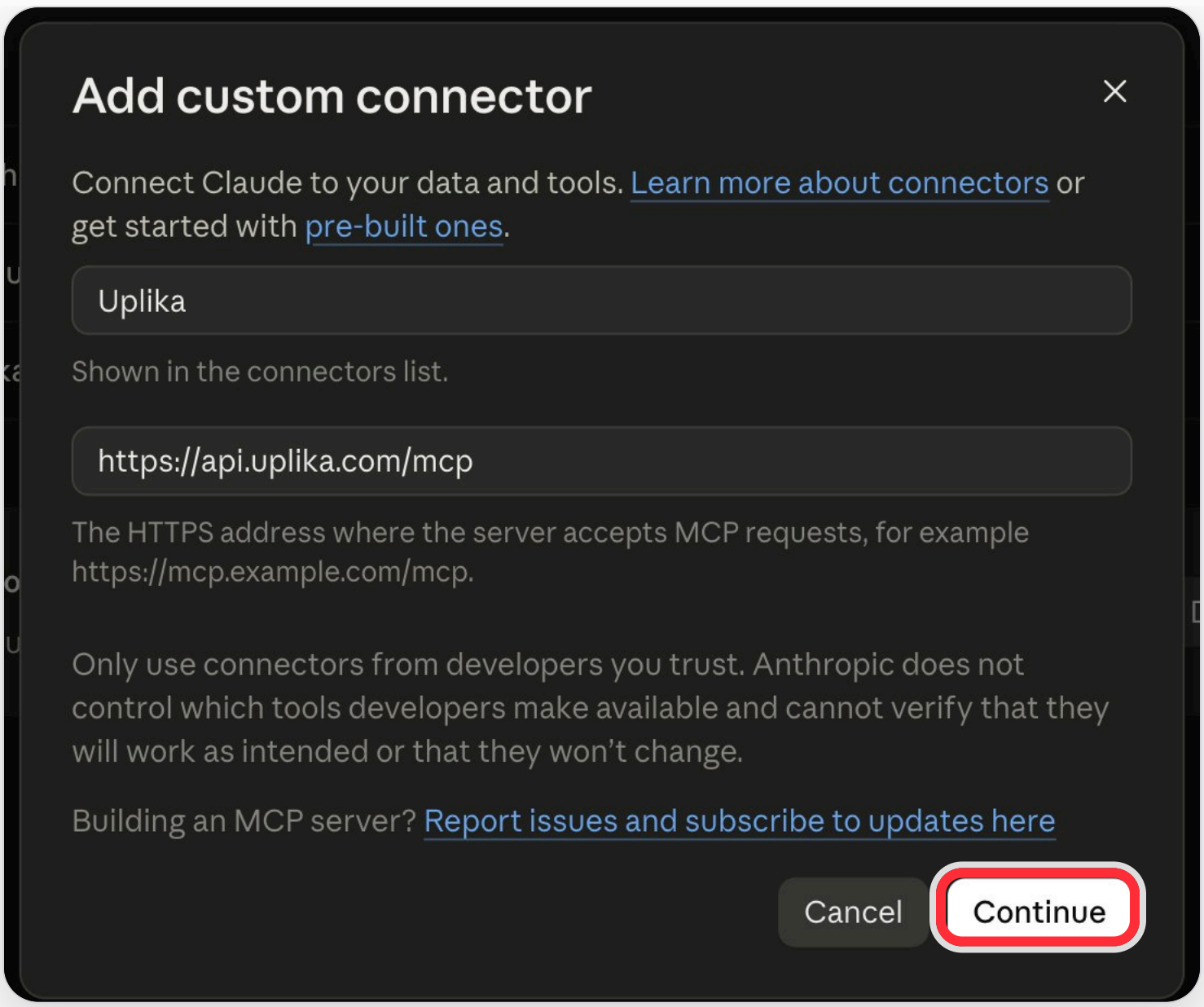
# Name it and paste the link

NAME

```
Uplika
```

MCP SERVER URL

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

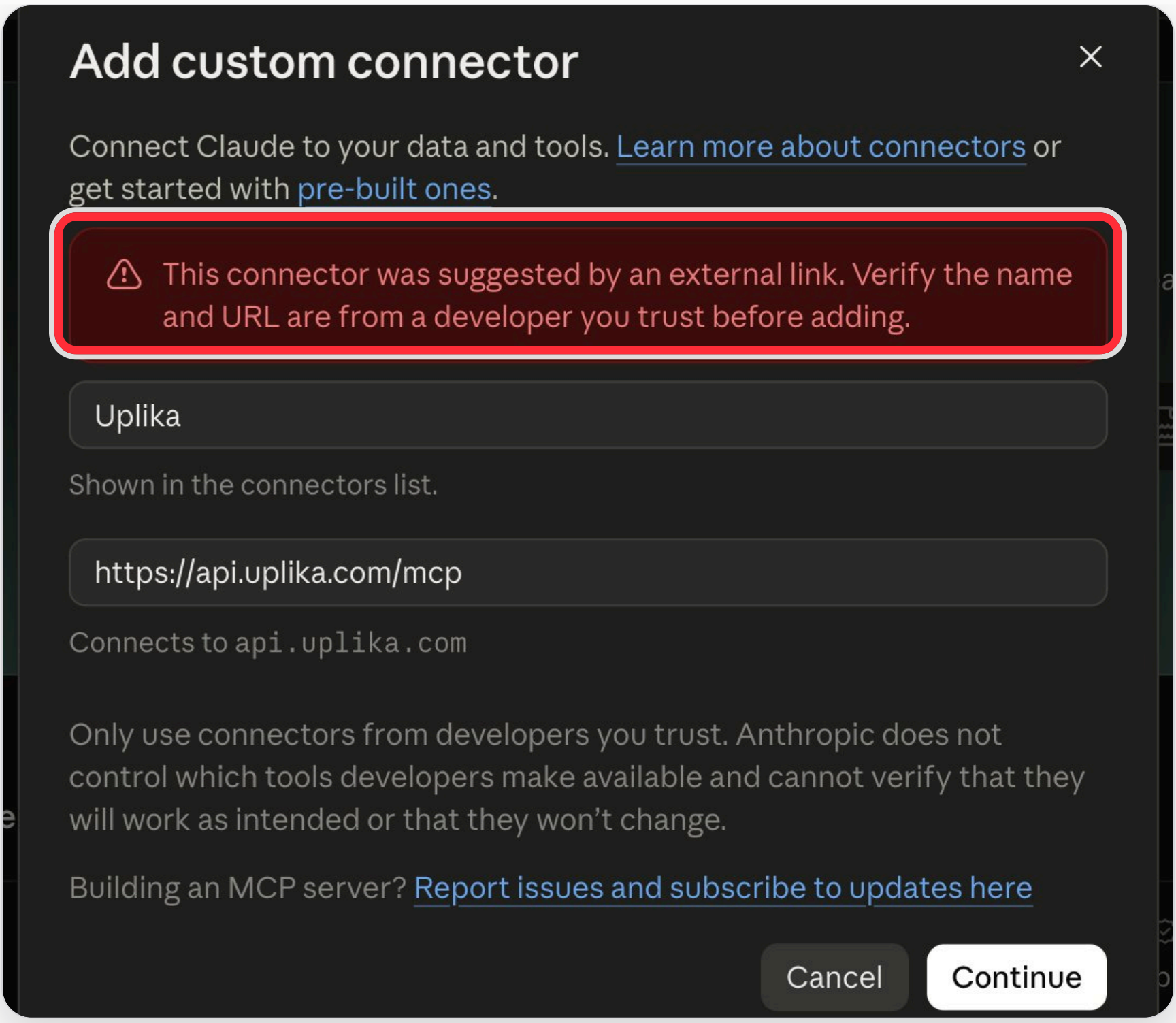



Press **Continue**. Uplika is added to your list of connectors.

STEP 2 · SHORTCUT

# Or let a link fill it in

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

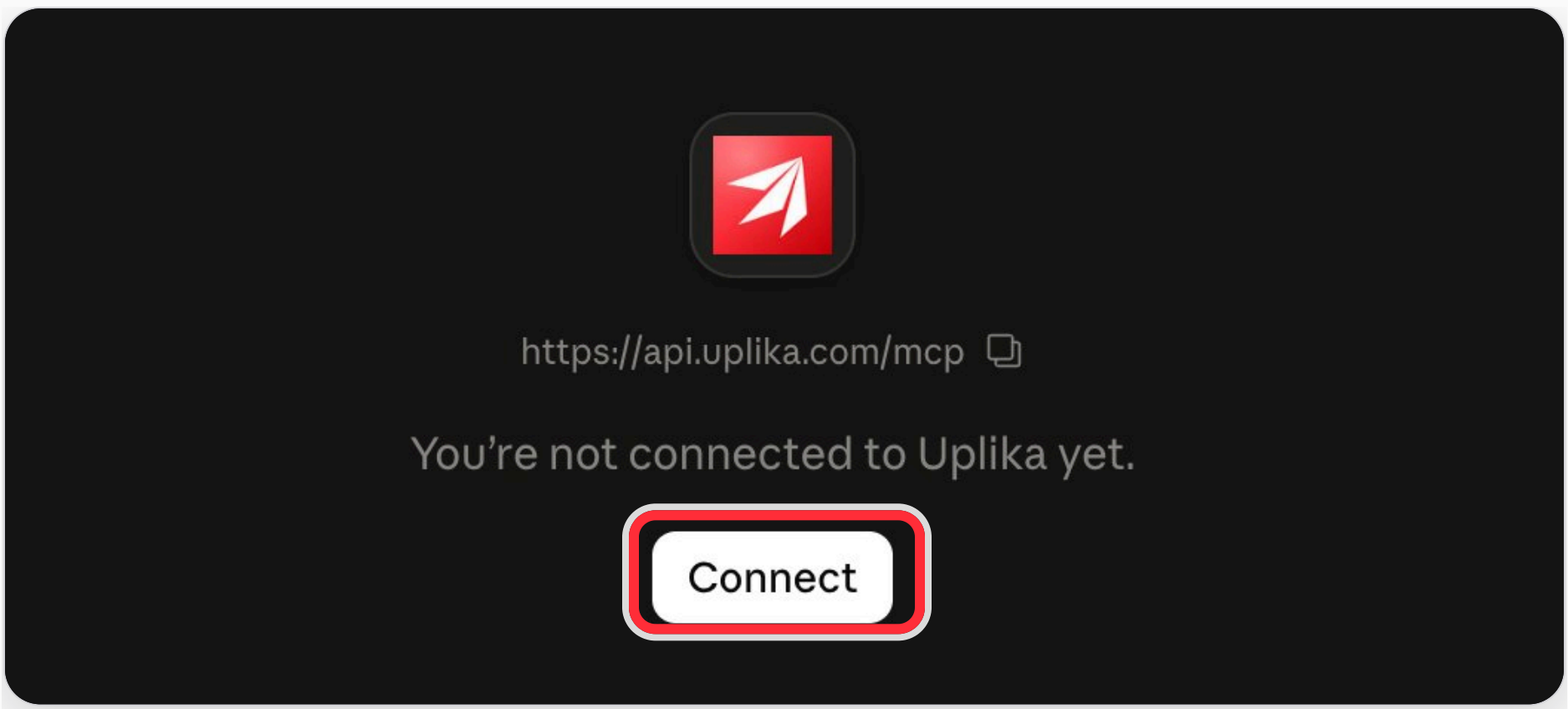



Claude shows a red warning for any connector that comes from a link. Check that the fields say **Uplika** and **https://api.uplika.com/mcp**, then press **Continue**.

STEP 3

# Press Connect

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

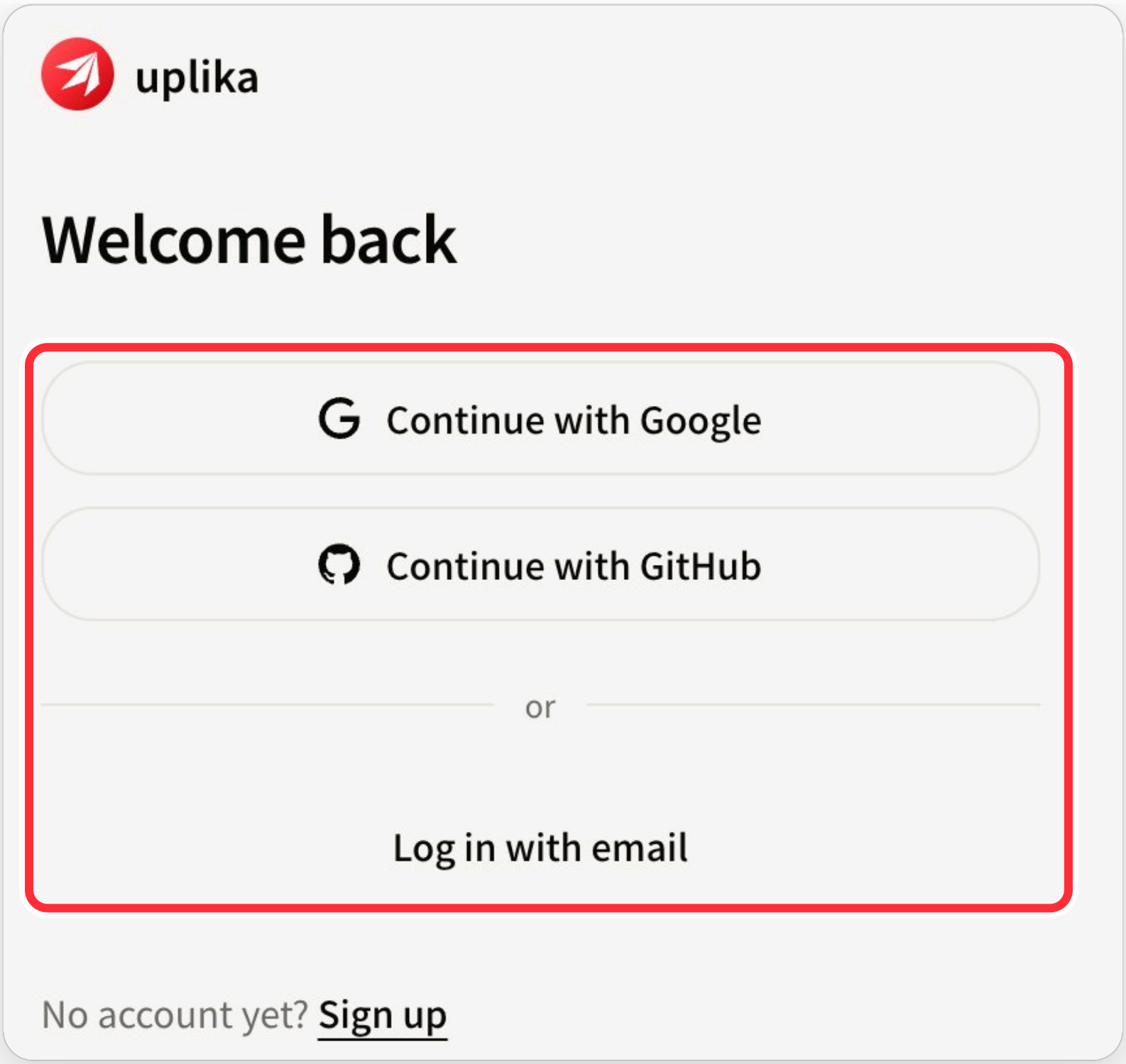



There is no key to copy and nothing to paste. Signing in is the whole handshake.

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.

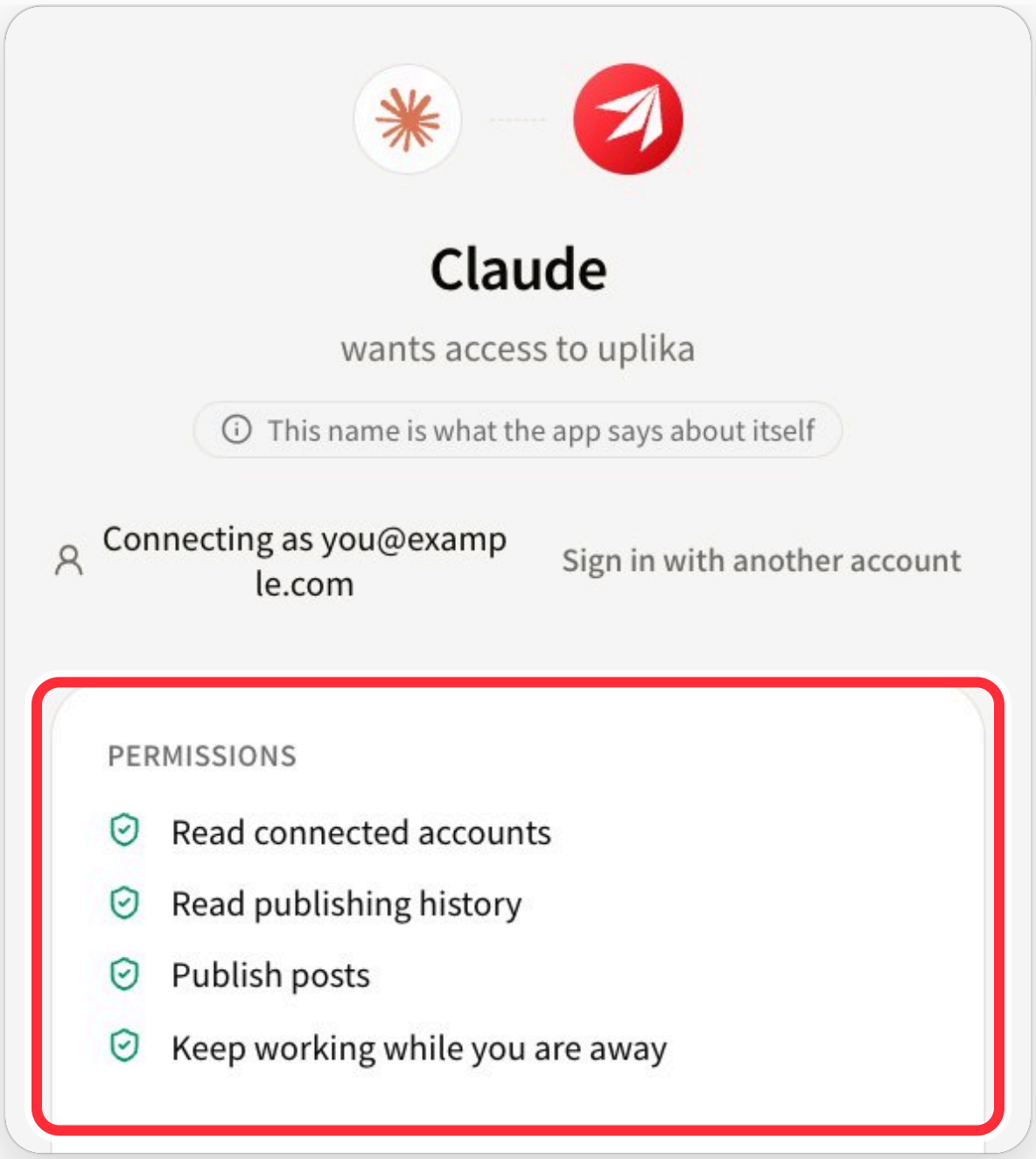



**Signing up with email?** Open the confirmation link we send you first. Then the approval screen in the next step appears.

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.

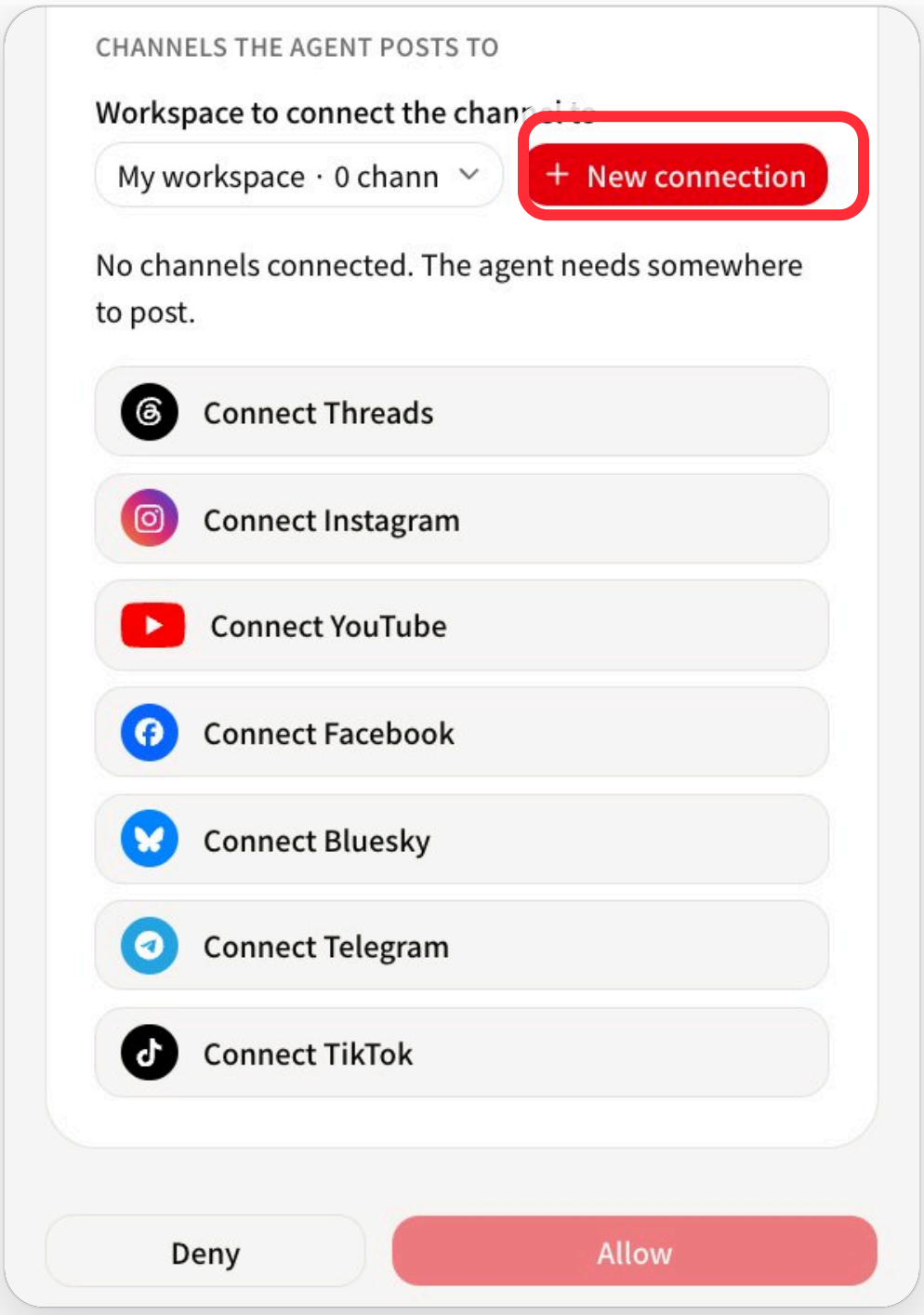



The line at the top shows the Uplika account you signed in with. We hid ours. Wrong account? Press **Sign in with another account**.

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**.

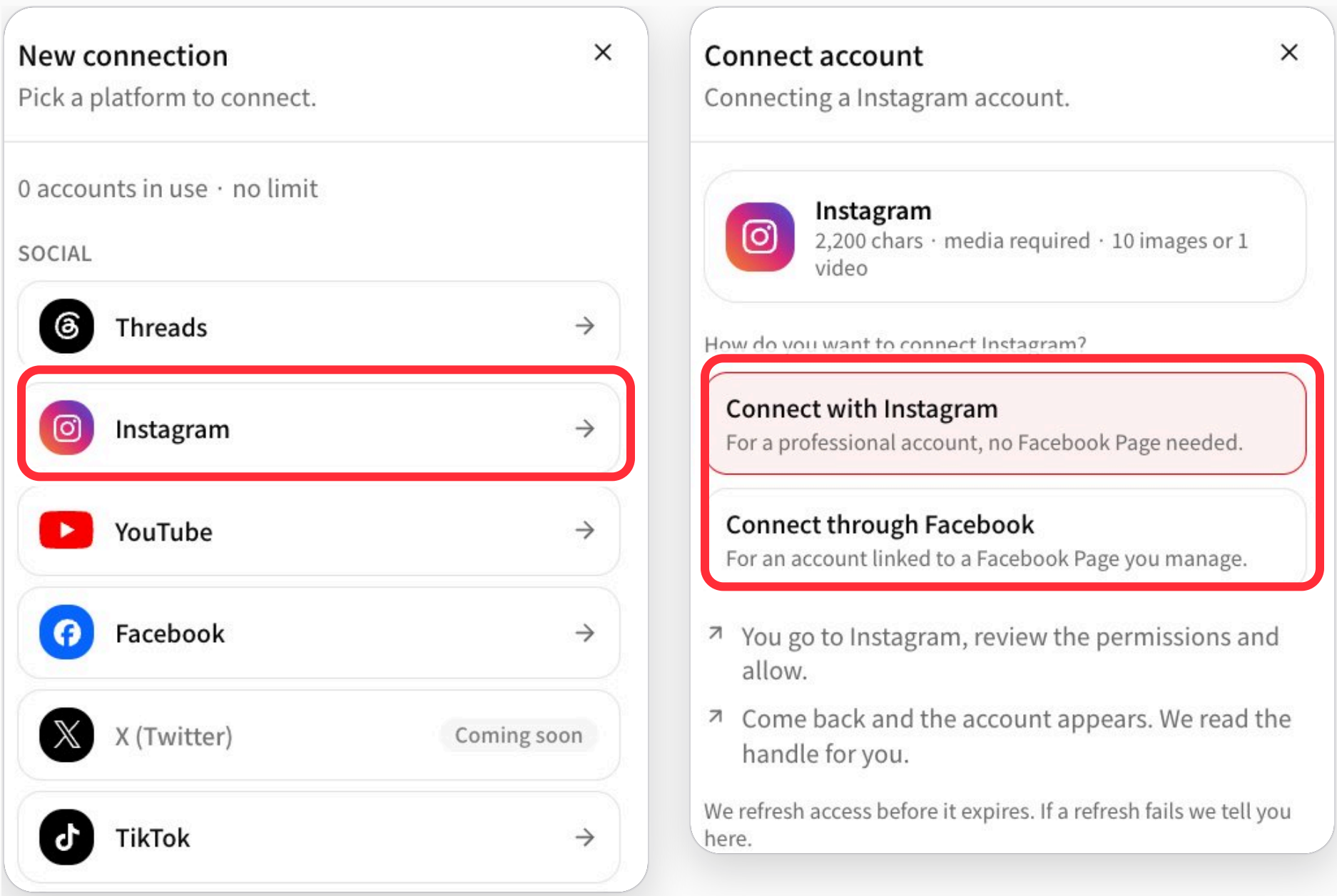



The workspace menu next to it picks where the new channel goes. One brand? Leave it as it is.

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 and scheduling all work. That is everything this guide uses.

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

3. **Keep every permission on.**
   Reading your posts and their numbers is what the audit in this guide runs on.

4. **Through Facebook: choose the Page linked to your Instagram.**
   Back on Uplika you pick the Instagram account from a short list.

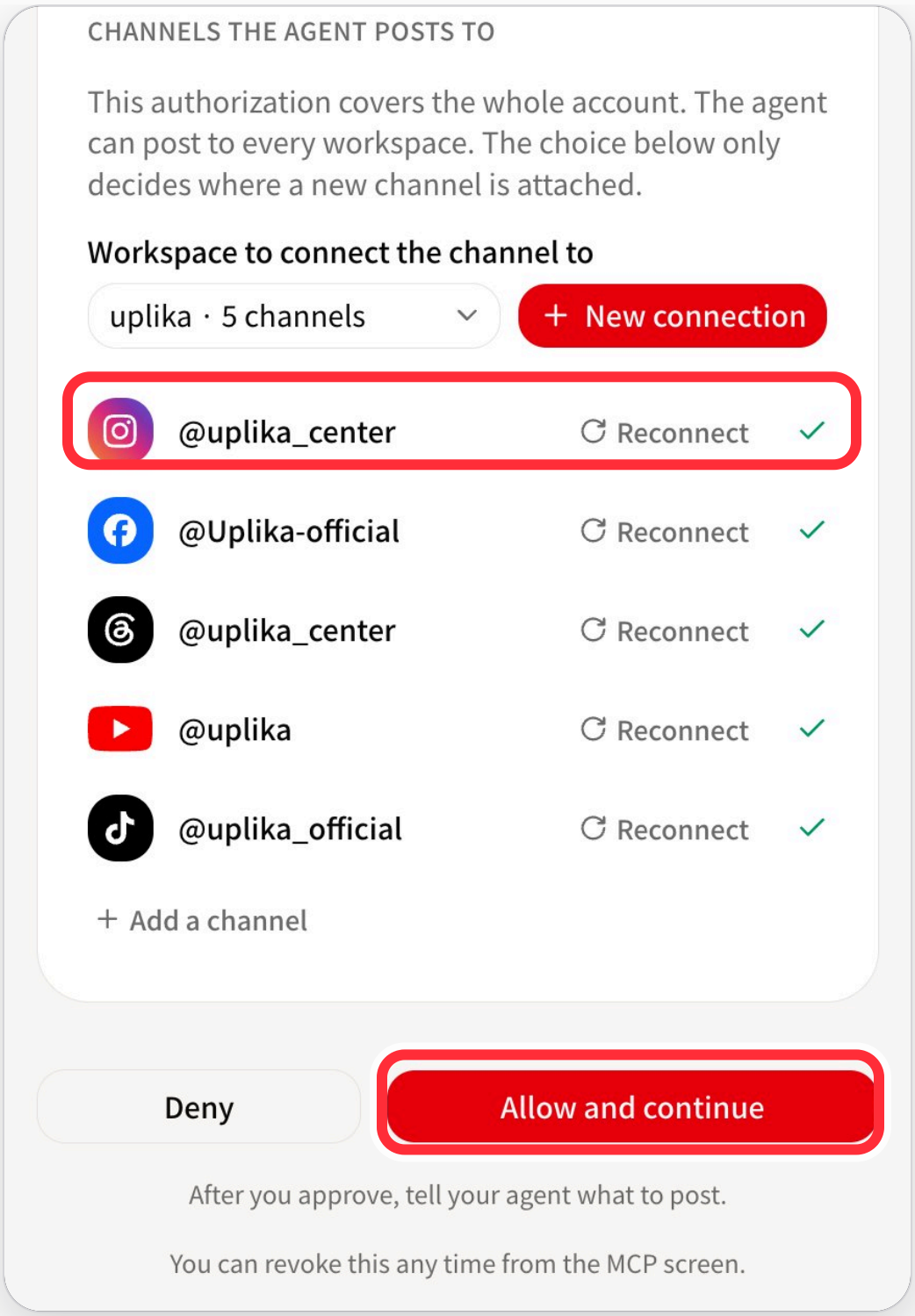
5. **You land back on the approval screen.**
   Your Instagram account is now in the list.

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.

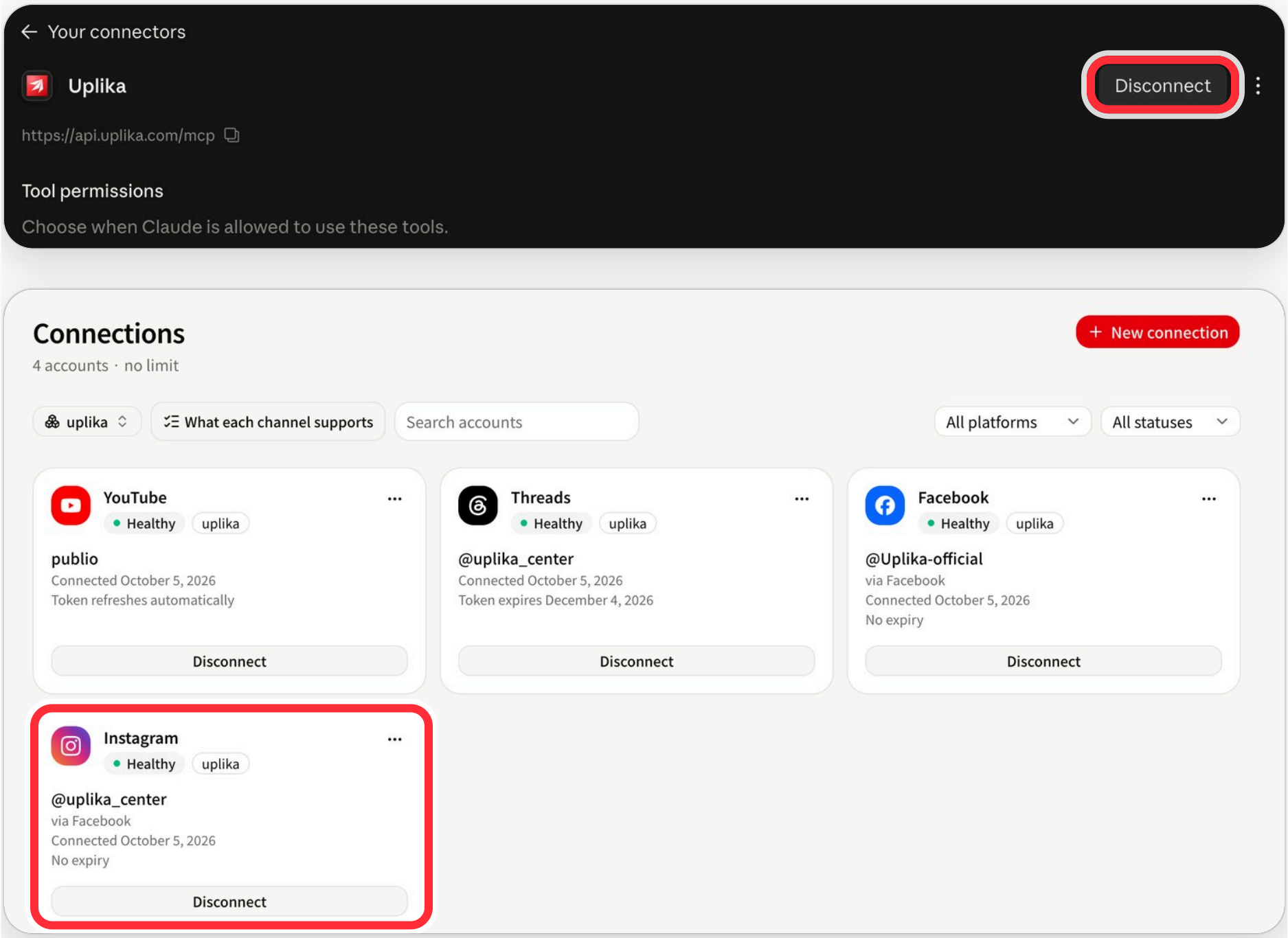



Our list is longer because our workspace has more channels. Yours shows what you added.

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 3

# Copy this, all of it

```
You plan my next 30 days of Instagram reels through the Uplika
connector. Never publish,
schedule, send or turn on anything without showing it to me first
and getting my yes.
Use only numbers you actually read, and say how sure you are.

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. Audit my page. Read my last 30 posts with list_channel_posts
(limit 30), then each one's numbers with get_insights (views,
likes, comments, shares; null means not reported, never zero).
Work out my median views and rank every post by its views divided
by that median: above 3x is a real hit, under 1.5x is a normal
day. From the posts themselves, write my "page brain": my topics,
my voice (how I open, how I talk, how I end), and the openers and
formats of my top five against my bottom five. Keep it for the
rest of this chat.
```

It continues on the next two pages. Copy all three parts into one message.

THE PROMPT · 2 OF 3

# The outlier search

```
3. Find the outliers. Ask me my topic the way a viewer would type
it. Call search_youtube_videos with format "shorts" and order
"viewCount", then once or twice more with another period or
another phrasing. Tell me how many searches that takes before you
start, and read quota in each answer. Merge the results by videoId
and keep the Shorts whose viewSubRatio (views divided by
subscribers) is 3 or more, sorted by it. If fewer than five clear
3, lower it to 2 and say so. List any with a null ratio
separately. Show me a table: title, views, subscribers, ratio,
length. You see titles and numbers, not the video, so say that. If
I paste in reels from accounts I compete with (views and that
account's usual views), rank those against that account's own
normal the same way.
```

Viewers type short phrases. Give it the words they would use, not your brand name.

THE PROMPT · 3 OF 3

# The grid and the plan

```
4. Build my idea grid. Rows: my 5 subtopics, taken from my own
posts in step 2. Columns: the 6 angles the outliers in step 3 keep
using, read from their titles (for example a mistake, a list, a
before and after, a myth, a tutorial, a story). Fill all 30 cells
with one reel idea each: the hook line, and the outlier or my own
post it builds on, with its number. Copy the angle, never the
video.

5. Plan days 1 to 15: two reels a day, all 30 ideas once. Ask me
my time zone and the two times, then show the plan as a table
(date, time, idea, hook, caption in my voice). Give me an upload
link with media_upload_link so I can drop in the clips from my
phone. When I say yes, schedule each one with publish and
scheduledAt, showing me the text and time first.

6. On day 16, when I ask "what won?": read the 30 posts again with
list_posts and get_insights, rank them against my median, and name
the one or two that won and what they share. Thirty posts is a
small sample, so say how sure you are. Then plan days 16 to 30
with only those winners, each remade with a new hook, and schedule
them the same way after my yes.
```

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.
```

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

You plan my next 30 days of Instagram reels through the Uplika connector. Never publish, schedule, send or turn on anything without showing it to me first and getting my yes. Use only numbers you actually read, and say how sure you are.

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.

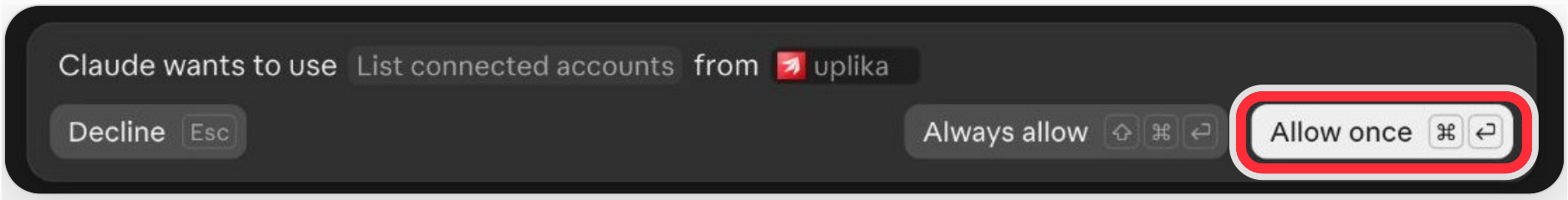
2. Audit my page. Read my last 30 posts with list_channel_posts (limit 30), then each one's numbers with get_insights (views, likes, comments, shares; null means not reported, never zero). Work out my median views and rank every post by its views divided by that median: above 3x is a real hit, under 1.5x is a normal day. From the posts themselves, write my "page brain": my topics, my voice (how I open, how I talk, how I end), and the openers and formats of my top five against my bottom five. Keep it for the rest of this chat.

3. Find the outliers. Ask me my topic the way a viewer would type it. Call

WHAT HAPPENS

# Claude asks before it uses a tool

A card asks before each Uplika tool runs. **Allow once** runs that one call. **Always allow** stops asking for that tool.




## Tools that only read

`list_accounts` `list_channel_posts` `get_insights` `search_youtube_videos`

Your account, your posts and their numbers, and the public Shorts search.

## The upload link

`media_upload_link` makes a link that takes your clips. It posts nothing.

## The one that schedules

`publish` comes only after your yes. Keep it on **Allow once**.

Reading 30 posts means one numbers call per post, so expect many of these cards. We pressed **Allow once** every time.

WHAT HAPPENS

# It ranks your posts against your median

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

**Step 1: Connected account.** @uplika_center (Instagram) is connected in the “uplika” workspace, and its status is healthy.

**Step 2: Page audit**

I read 30 posts and the numbers for every one. Instagram reported views, likes, comments and shares for all 30, so none came back null. Your median is 3,064 views.

| # | × median | Views | Likes | Comments | Shares | Date | Post (opener) | Type |
|---|---|---|---|---|---|---|---|---|
| 1 | 229.4× | 702,748 | 20,441 | 17,565 | 21,731 | Oct 15 | Let Claude run your YouTube channel. Here’s the setup | Reel |
| 2 | 6.6× | 20,129 | 197 | 180 | 232 | Nov 3 | Claude has no official Instagram connector. Here’s the move | Reel |
| 3 | 3.6× | 11,044 | 149 | 170 | 123 | Oct 23 | Claude Code can now run your Instagram | Reel |
| 4 | 3.6× | 10,973 | 241 | 275 | 128 | Oct 21 | Let Claude run your Instagram. Here’s the setup | Reel |

These are our real numbers. Our median is **3,064 views**. One reel did **229.4x**. Only four posts cleared 3x.

WHAT HAPPENS

# And the bottom of the list

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 25 | 0.6× | 1,702 | 10 | 1 | 0 | Oct 13 | Is MCP replacing social media APIs? | Reel |
| 26 | 0.5× | 1,389 | 9 | 2 | 3 | Oct 26 | How to let Claude Code use your own Chrome | Reel |
| 27 | 0.3× | 1,042 | 2 | 0 | 1 | Nov 5 | Stop guessing what to post (Handlus) | Carousel |
| 28 | 0.3× | 926 | 11 | 6 | 1 | Oct 6 | Stop setting up ManyChat by hand | Reel |
| 29 | 0.1× | 364 | 4 | 1 | 0 | Sep 21 | Comment “catalog”… | Reel |
| 30 | 0.0× | 99 | 2 | 0 | 0 | Sep 21 | Want the full catalog? | Photo |

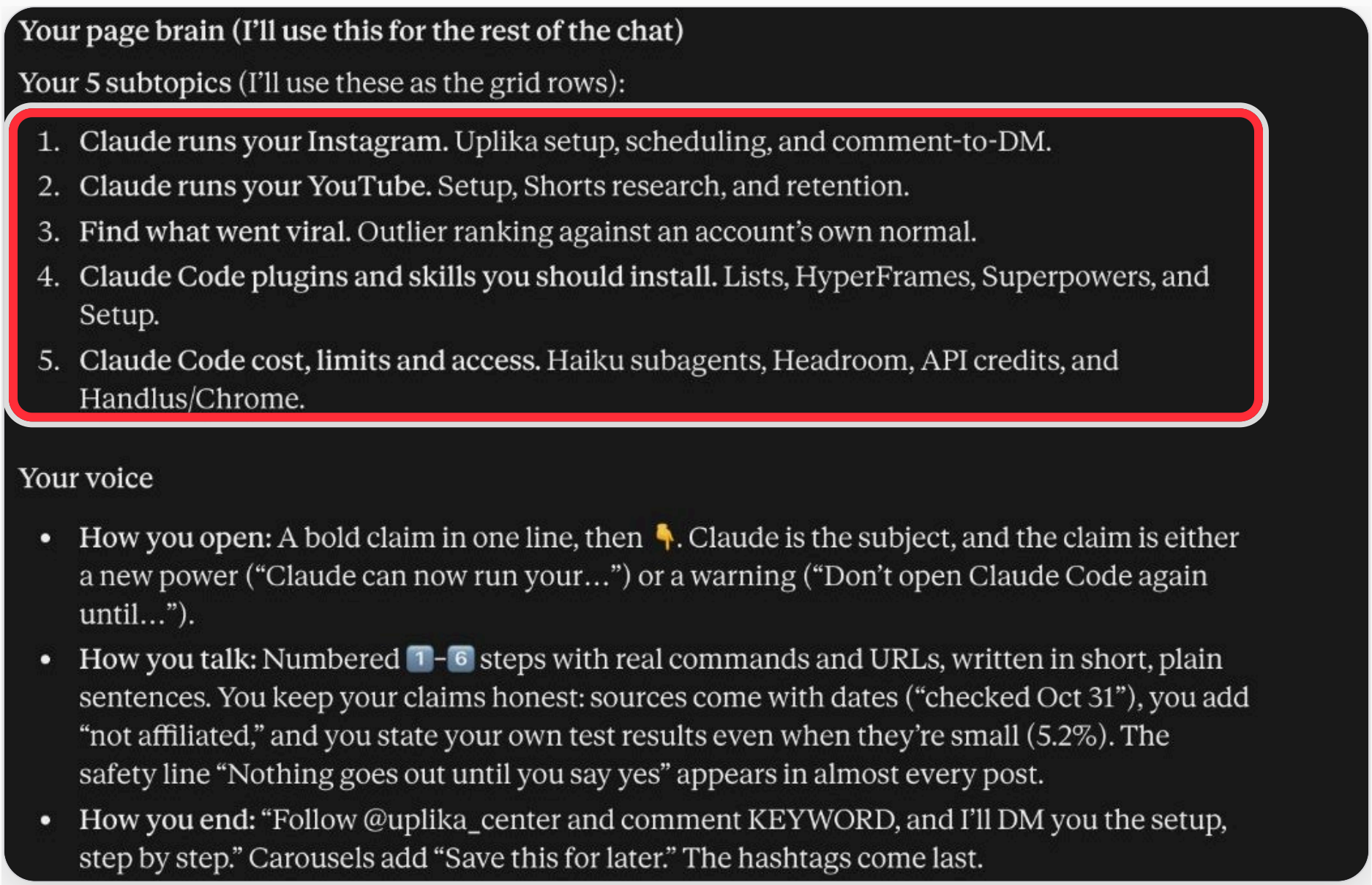
Four posts are real hits above 3×, four are in between, and 22 were a normal day. Two caveats apply. The two Nov 5 posts are one day old, so their ranks will rise. The two September catalog posts are off-topic tests, and they pull the median down slightly.

Our last post had **99 views, 0.0x**. Four hits, four in between, 22 normal days. It also said which posts pull the median down and why.

WHAT HAPPENS

# It writes your page brain

Five subtopics, read from your own posts. They become **the rows of the grid**. Then your voice: how you open, how you talk, how you end.



Your page brain (I'll use this for the rest of the chat)

Your 5 subtopics (I'll use these as the grid rows):

1. **Claude runs your Instagram.** Uplika setup, scheduling, and comment-to-DM.
2. **Claude runs your YouTube.** Setup, Shorts research, and retention.
3. **Find what went viral.** Outlier ranking against an account's own normal.
4. **Claude Code plugins and skills you should install.** Lists, HyperFrames, Superpowers, and Setup.
5. **Claude Code cost, limits and access.** Haiku subagents, Headroom, API credits, and Handlus/Chrome.

Your voice

- **How you open:** A bold claim in one line, then 👇. Claude is the subject, and the claim is either a new power ("Claude can now run your…") or a warning ("Don't open Claude Code again until…").
- **How you talk:** Numbered 1️⃣–6️⃣ steps with real commands and URLs, written in short, plain sentences. You keep your claims honest: sources come with dates ("checked Oct 31"), you add "not affiliated," and you state your own test results even when they're small (5.2%). The safety line "Nothing goes out until you say yes" appears in almost every post.
- **How you end:** "Follow @uplika_center and comment KEYWORD, and I'll DM you the setup, step by step." Carousels add "Save this for later." The hashtags come last.

It keeps this for the rest of the chat, so the hooks and captions later sound like you.

WHAT HAPPENS

# What separates top from bottom

Top 5 vs bottom 5

| | Top 5 (6.6×–229×, plus #5 at 2.8×) | Bottom 5 (0.0×–0.45×) |
|---|---|---|
| Opener | "Let Claude run your [platform]" / "Claude (Code) can now run your [platform]" / "Claude has no official Instagram connector" | "Stop setting up ManyChat…", "Stop guessing…", "How to let Claude Code use your own Chrome", "Comment catalog…" |
| Promise | You hand over a whole platform you already use | You get one narrow feature or a third-party tool |
| Named tool in hook | Claude plus the platform only | ManyChat, Handlus, Chrome: names the viewer may not know |
| Format | All 5 are reels with 4–6 steps | 3 reels, 1 carousel, 1 photo |
| Comments per 1k views | 16–25 | 0–6 |

**How sure I am:** I'm fairly sure that the **"Claude runs your [platform]" hook** is your winning pattern, because all five top posts use it and none of the bottom ten do. I'm less sure why it wins. All five also share the Uplika topic, and the 702k YouTube reel may have been a one-time algorithm push. I'm not sure about reel vs carousel. When you posted the same topic both ways, each format won 3 of the 6 pairs.

Opener, promise, format, comments per 1,000 views. Then **how sure it is**, and why not more: our top five also shared one topic, and the biggest reel may have been a one-time push.

STEP 12

# Give it your topic, the way a viewer types it

It searches YouTube Shorts by view count, then again with another period or phrasing, and **reads the quota after each search**.

**Step 3: Before I search**

What's your topic, typed the way a viewer would search it? For example: *"claude instagram automation"*, *"claude code tips"* or *"ai run my instagram"*.

I ran 3 searches. Quota after each one: 2 of 200, 3 of 200, 4 of 200 used today.

**Step 3: Outliers**

What the searches returned:

- Your exact phrasing, "claude code instagram automation" (all time), returned only 2 Shorts, and neither is about Instagram.
- The same phrasing for the last 3 months also returned 2. Both are from one 1.1M-subscriber channel at 0.2×.
- The alternative phrasing, "ai automate instagram", returned 27.

All 31 results have different videoIds, so merging removed nothing. 14 Shorts reached 3× or more, so I didn't need to lower the bar. No result had a null ratio.

Ours: 3 searches, 31 results, **14 Shorts at 3x or more**, so it did not lower the bar. Our exact phrase found only 2 Shorts. A broader one found 27.

WHAT HAPPENS

# Shorts that beat their channel size

Views divided by subscribers. Our top one: **1,567,545 views on a 1,370-subscriber channel, 1,144.2x**.

| # | Title | Views | Subscribers | Ratio | Length |
|---|---|---|---|---|---|
| 1 | Auto comment reply / DM using Manychat \| Instagram automation | 1,567,545 | 1,370 | 1144.2 | 18s |
| 2 | AI Automatic Video Editor | 1,181,268 | 3,560 | 331.8 | 18s |
| 3 | I built this YouTube Automation that finds the best Shorts (n8n) | 771,146 | 21,500 | 35.9 | 46s |
| 4 | Skip the video editing and let AI do the work instead. | 844,811 | 32,600 | 25.9 | 17s |
| 5 | Build a Whatsapp AI Agent for appointment handling (n8n Tutorial) | 1,643,897 | 86,900 | 18.9 | 38s |
| 6 | Optimized Vibecoding 💡 Google Antigravity + Claude Code + Testsprite | 1,880,469 | 112,000 | 16.8 | 25s |
| 7 | How to create 100 Instagram Reels in 2 Minutes | 2,048,631 | 133,000 | 15.4 | 49s |
| 8 | The BEST app for creating VIRAL Instagram Reels 👀 | 900,424 | 71,500 | 12.6 | 38s |
| 9 | I tried TikTok automation and these are the results. INSANE 🚀 | 1,105,573 | 98,100 | 11.3 | 27s |
| 10 | Create an AI Chatbot in Minutes Using n8n! (No Coding Required) | 1,102,567 | 106,000 | 10.4 | 34s |

Claude sees **titles and numbers, not the videos**. It said so, and read the two biggest ratios as "this topic travels", not as proof.

WHAT HAPPENS

# Six angles, read from the titles

Limits on this data:

- I see only titles and numbers. I can't watch the videos, so I don't know their hooks, edits or audio.
- Ratios #1 and #2 come from channels under 4k subscribers, which makes the ratio extreme. Read them as "this topic travels," not as 1000× proof.
- Most results are from 2023–2025 and about "AI" in general. **Nobody on YouTube has a Claude + Instagram outlier yet.** That makes the topic open, but my evidence for it is indirect.

**Step 4: Idea grid**

**The 6 angles these titles keep using.** I read these from the titles. Your examples of a mistake, a myth and a before-and-after barely appear, so I didn't force them in.

| Angle | Pattern | Outliers |
|---|---|---|
| A. Skip the chore | "Skip X / Auto X, let AI do it" | #1 1144×, #2 332×, #4 25.9× |
| B. Speed/volume | "N things in M minutes" | #7 15.4×, #10 10.4×, #14 6.0× |
| C. I built/tried it, results | First person plus proof | #3 35.9×, #9 11.3× |
| D. Must-use list | "5 tools you MUST / you NEED this" | #13 7.1×, #8 12.6×, #11 10.0× |
| E. Tutorial, no code | "Build X (Tutorial)", "No Coding Required" | #5 18.9×, #10 10.4× |
| F. Stack combo | "A + B + C" | #6 16.8× |

Above the table: what this data cannot tell you. Below it, each angle names the outliers it came from. The examples in the prompt barely showed up, so it did not force them in.

WHAT HAPPENS

# 30 ideas: 5 subtopics by 6 angles

Each cell is a hook, plus the outlier and your own post it builds on, with their numbers. **It copies the angle, never the video.**

**The 30 ideas.** Each cell has the hook, then what it builds on: an outlier from the table above and one of your own posts.

| | A. Skip the chore | B. Speed/volume | C. Built/tried, results | D. Must-use list | E. Tutorial, no code | F. Stack combo |
|---|---|---|---|---|---|---|
| 1. Claude runs your IG | "Skip the Instagram busywork. Let Claude run it instead 👇" ← #4 25.9× + your *Let Claude run your IG* 3.6× | "One chat, seven reels scheduled. Here's the setup 👇" ← #7 15.4× + your *Let Claude run your IG* 3.6× | "I let Claude run this Instagram for a month. Here are the real numbers 👇" ← #3 35.9× + your 229× reel | "5 Instagram jobs you should never do by hand again 👇" ← #13 7.1× + your *5 jobs* 1.1× | "Let Claude run your Instagram. 4 steps, no code 👇" ← #10 10.4× + your *CC can now run your IG* 3.6× | "Claude + Uplika + your clips = a week of reels, scheduled 👇" ← #6 16.8× + your *No official IG connector* 6.6× |

The first row of our grid. Columns are the angles, rows are the subtopics from the page brain.

STEP 13

# Two reels a day, and where the clips go

It asks your time zone and two times, then lays out days 1 to 15. It gives you an **upload link**. Open it on your phone and drop the clips in.

Upload your clips here: https://uplika.com
The link expires in **30 minutes** and takes up to 40 files. Name each file by slot ( `01-Nov07-6am.mp4` … `30-Nov21-6pm.mp4` ) so I match them correctly. If you won't have all 30 clips today, upload what you have and I'll make a new link for the rest.

Days 1-15

| # | Date | Time (ET) | Idea | Caption (the first line is the hook) |
|---|---|---|---|---|
| 1 | Sat Nov 7 | 6:00 AM | 1E IG tutorial | **Let Claude run your Instagram. 4 steps, no code 👇**<br>1️⃣ Claude → Customize → Connectors → Add custom connector, name it Uplika<br>2️⃣ Paste https://api.uplika.com/mcp and hit Connect<br>3️⃣ Sign in, pick your Instagram, click Allow<br>4️⃣ Paste the prompt. It reads your numbers, writes next week and schedules it<br>Nothing goes out until you say yes.<br>Follow @uplika_center and comment INSTAGRAM, and I'll DM you the setup, step by step. |
| 2 | Sat Nov 7 | 6:00 PM | 2C YT result | **This reel on running YouTube with Claude hit 702,748 views. Here's the setup 👇**<br>Connect Uplika to Claude once. It reads your videos and views, finds the Shorts beating their channel size, and writes your next titles and hooks. You film. It uploads after your yes.<br>Follow @uplika_center and comment YOUTUBE, and I'll DM you the setup, step by step. |

We said US Eastern time, 6 AM and 6 PM. The link expires in 30 minutes and takes up to 40 files, so keep it to yourself. We hid ours.

STEP 14

# Nothing goes out without your yes

Before it schedules anything, it lists what you should check and asks. **Reply yes**, or say which rows to change.

Four things to check before you say yes:

- **5A:** I changed “Stop” to “Skip,” because your two “Stop…” openers both did 0.3×.
- **#20 (API credits):** The numbers come from your Oct 31 check. Anthropic may have changed them, so re-check before Nov 16.
- **#25 (Handlus/Chrome):** This sits on your weakest topic (0.3–0.45×). I kept it because the grid needs every cell, but it’s the most likely flop.
- **Comment keywords:** I reused your existing keywords (INSTAGRAM, YOUTUBE, VIRAL, POWERS, VIDEO, PLUGIN, HAIKU, WRAP, CREDITS, WATCH, BROWSER). A comment-to-DM only fires on the posts it’s attached to. I can attach one to each reel as a **draft** at scheduling time, and turn them on only when you say so.

**Next:** Reply **yes** to schedule all 30 as shown, or tell me which rows to change. Once your clips are uploaded, I’ll schedule only the slots that have a clip.

We stopped here, so nothing was scheduled. Once you say yes, Uplika's servers post on time, even with your computer off.

DAY 16

# Ask "what won?"

1. **It reads the 30 posts again.**
   Their numbers, ranked against your median, the same way as the audit.

2. **It names the one or two that won, and what they share.**
   Thirty posts is a small sample, so it says how sure it is.

3. **It plans days 16 to 30 with only those winners.**
   Each one remade with a new hook. It schedules them the same way, after your yes.

We have not reached day 16 yet, so there is no screen for this part. It is step 6 of the prompt.

IF IT DOES NOT WORK

# Things that go wrong

### Claude answers `workspace_required`

You have more than one workspace in Uplika. Name the workspace and the account in the first line, the way we did in step 11.

### Claude answers `youtube_quota_exhausted`

The shared YouTube search allowance for the day is used up. Work with what you have and try again after the time it gives. The same search again within a day is free.

### Fewer than five Shorts clear 3x

It lowers the bar to 2x and says so. Or try a broader phrase: our exact phrase found 2 Shorts, a broader one found 27.

### Instagram refuses a post

Instagram has no text-only posts. Every slot needs a clip from the upload link.

### 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

Claude, Instagram and YouTube are trademarks of their owners.