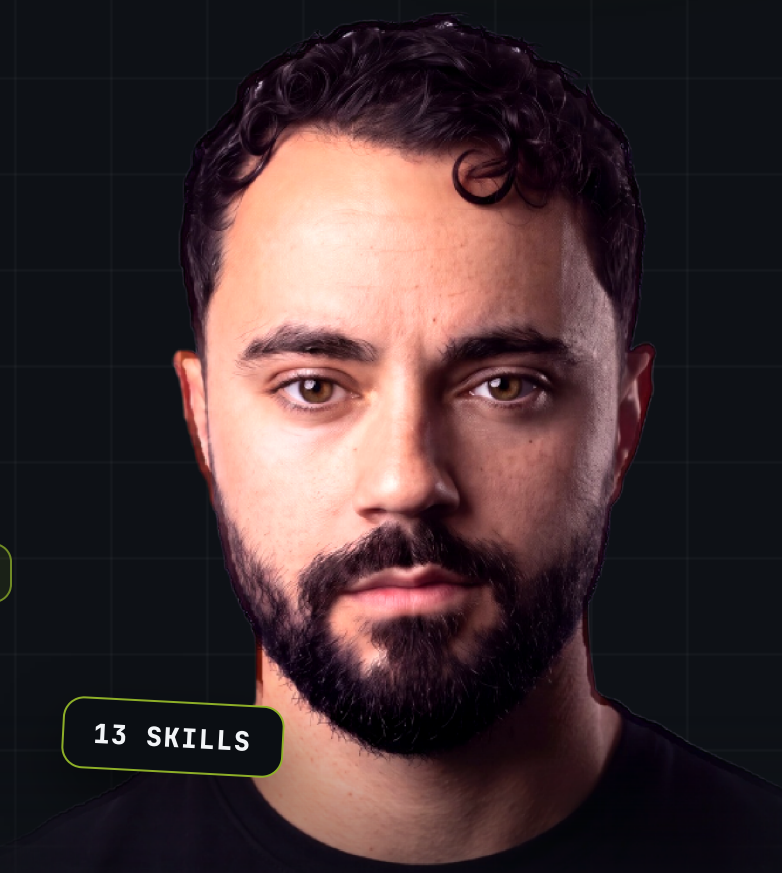
// FREE GUIDE BY @AVIGRONDIN

# 13 Claude skills that run your INSTAGRAM

Reels from 26 scored hook formulas, a viral research skill, a caption linter, a profile score out of 100 and a humanizer that makes it sound like you. Free, and nothing posts without you.

01 INSTALL · 02 SET YOUR VOICE · 03 POST




THE REPO **github.com/Jakeschincariol/instagram-agent-skill**

You commented INSTAGRAM. Here is the full setup: the install, your voice file, all 13 skills, the five tools that actually run, a weekly routine and the fine print. The Instagram agent skill is built by Jake Schincariol (MIT licence). I did not build it. I am showing you how to use it.

// 02 · WHAT IT IS

# A content team inside Claude.

Thirteen Claude skills, each doing one Instagram job: scripting Reels, finding what is working in your niche, writing captions, scoring your profile, planning the week, replying to comments and writing DMs.

01
**Research**
`/ig-viral` finds the reels beating their own account's average.

→

02
**Write**
`/ig-reel`, `/ig-caption`, `/ig-carousel`, `/ig-story`.

→

03
**Clean**
`/ig-human` strips the AI tells and scores what is left.

→

04
**You post**
Nothing goes out until you say yes.

THE FACTS (GITHUB, OCTOBER 22, 2026)

| | |
|---|---|
| **Stars** | 2,418 on GitHub |
| **Price** | Free, MIT licence. No signup, no API key, nothing to connect. |
| **Skills** | 13 slash commands plus 5 Python tools that run on your own machine. |
| **Posting** | None. It writes, you post. That is the design, not a missing feature. |

WHO BUILT IT

The Instagram agent skill is built by Jake Schincariol (MIT licence), **opusjake.ai**. The repo: **github.com/Jakeschincariol/instagram-agent-skill**.

// 03 · INSTALL IT

# Three ways. Pick one.

You need Claude Code for the full pack, and Python 3 for the five tools (Macs usually have it: check with `python3 --version`).

### WAY 1 · PASTE THIS INTO CLAUDE CODE

EASIEST

```
https://github.com/Jakeschincariol/instagram-agent-skill

Install this skill, then confirm /ig-reel works.
```

### WAY 2 · COPY THE FOLDERS (TERMINAL)

```
git clone https://github.com/Jakeschincariol/instagram-agent-skill.git
cp -r instagram-agent-skill/skills/ig-* ~/.claude/skills/
```

### WAY 3 · AS A PLUGIN (INSIDE CLAUDE CODE)

```
/plugin marketplace add Jakeschincariol/instagram-agent-skill
/plugin install instagram-agent
```

**NO CLAUDE CODE?**

Paste any single `SKILL.md` at the top of a normal Claude chat and it runs as a mode. You lose the five Python tools.

**ONE PROJECT ONLY?**

Copy the same folders into that project's `.claude/skills/` instead.

// 04 · SET YOUR VOICE FIRST

# Ten minutes that change everything.

Every skill reads one file: `voice.md`. It matters more on Instagram than anywhere, because you have to say the words out loud. A line you would never say is a retake.

### THE FAST WAY

Send Claude three of your own reels or captions and ask it to write the file for you. That beats guessing at the answers.

### WHERE IT LIVES

Copy `templates/voice.md` from the repo to `~/.claude/instagram/voice.md` and fill it in.

### WRITE MY VOICE FILE · COPY AND EDIT

@avigrondin

```
Here are three of my own reels or captions that sound most like me:
[PASTE 1]  [PASTE 2]  [PASTE 3]

Write my voice.md from these, using the template in the instagram-agent-skill repo.
Fill in: who I talk to, what I sell, words I use, words I would never say,
my pace, my positions. Leave a blank wherever you are guessing.
```

### WHAT THE FILE ASKS FOR

- **Who you are talking to.** Specific: "photographers charging under $2,000", not "creatives".
- **How you sound.** Fast or calm, swearing or not, emoji or not, face or faceless.
- **Your positions.** Three to five things you believe that some of your audience does not.

// 05 · THE 13 SKILLS

# Type the slash. Get the job done.

Each one is a slash command in Claude Code. Type it, then say what you want in plain words.

| | |
|---|---|
| `/ig-reel` | One idea into a Reel: three hooks from 26 formulas, scored, then script, on-screen text and a timed beat sheet. |
| `/ig-viral` | Finds what works in your niche, ranked by how far each reel beat its own account's median. |
| `/ig-caption` | The caption, linted. Shows the 125 characters the feed shows before the tap. |
| `/ig-carousel` | Swipe posts: the cover that earns the swipe, slide copy and 1080×1350 files. |
| `/ig-story` | The daily story sequence, which sticker does which job, and the DM funnel. |
| `/ig-profile` | Scores your profile out of 100 on a 12-part rubric, then rewrites what lost points. |
| `/ig-plan` | The week: what to post, which format, when, and 10 accounts to engage with. |
| `/ig-human` | The humanizer: strips AI tells and invisible characters, then scores the draft. |
| `/ig-comment` | Comments on other people's posts. Nine types, picked by what the post is. |
| `/ig-reply` | Sorts the comments under your post and writes replies in the right order. |
| `/ig-dm` | The keyword delivery, the first message, the collab pitch and two follow-ups. |
| `/ig-repurpose` | One video, podcast or newsletter into a week of reels and carousels. |
| `/ig-audit` | Post-mortem on what you posted, ranked by outlier multiple and sends per reach. |

// 06 · REELS THAT HOLD

# Score the hook before you shoot.

`/ig-reel` runs two tools for you. Here is what they printed when I ran them on three test hooks and a short script.

hookscore.py · REAL OUTPUT

```
HOOK RANKING
→  85.6 STRONG  Nobody tells you that your first 30 reels are supposed to flop
   80.8 STRONG  I made $40,000 from one Instagram reel last month
    9.6 WEAK    Hey guys, today I wanted to talk about content strategy
       dealbreaker: Greeting. Nobody came to the feed to be greeted.
```

beats.py · REAL OUTPUT

```
BEAT SHEET  ·  46 words  ·  ~16.7s at 165 wpm
  0:00.0   2.9s  HOOK    I made $40,000 from one reel last month.
  0:02.9  10.6s  MID     Here is the exact hook I used, and why it worked ...
                         ^ 10.6s on one beat
  - No loop. The last beat shares no word with the hook.
```

## 4 OF THE 26 HOOK FORMULAS IT WRITES FROM

### Cost Confession

`{Specific amount} is what {one mistake} cost me.`

### Nobody Tells You

`Nobody tells you that {uncomfortable truth}.`

### The Receipt

`I {did thing} for {N days}. Here are the actual numbers.`

### The Steal

`Steal this {artifact}. It took me {time} to get right.`

### THE HONEST PART

The repo's own test says the hook scorer is good at catching bad hooks and no better than a coin flip at picking which good hook wins. Use it to kill the weak ones, then trust your retention graph.

// 07 · CAPTIONS THAT SOUND HUMAN

# Lint it. Then humanize it.

I ran a deliberately bad caption through the caption linter and the detector. This is what came back.

caption.py · REAL OUTPUT

```
CAPTION LINT  ·  180 / 2200 chars  ·  7 hashtags
  WARN  FIRST LINE   180 characters, so it gets cut at 125 mid-thought
  FAIL  HASHTAGS     7 tags, over Instagram's cap of 5
```

detect.py · REAL OUTPUT

```
  VOICE   4 structural tells [not-just, hashtag-wall, in-this-video, follow-bait]
  HUMAN SCORE   ###.....................  12.9   FLAGGED
```

01

### Five hashtags, max

Instagram cut the cap from 30 to 5 in December 2025. Tags past five do not count.

02

### 125 characters

That is all the feed shows before "more". Your hook lives there.

03

### Run the humanizer

`/ig-human` removes em dashes, stock phrases and invisible characters.

## WHAT THE HUMANIZER FIXES, AND WHAT IT FLAGS

FIXED FOR YOU

- **Invisible characters.** Zero-width spaces and other marks that survive copy-paste.
- **Typography.** Em dashes, curly quotes and ellipses.
- **154 stock phrases.** Incl. “stop scrolling” and “follow for more”.

FLAGGED FOR A REWRITE

- **“It’s not just X, it’s Y”.**
- **Lists of three and emoji bullets.**
- **Hashtag walls and follow bait.**

// 08 · GROW AND ENGAGE

# Research, reply, and slide into DMs.

The skills that work the account between posts. All of them write, none of them click buttons for you.

| | |
|---|---|
| `/ig-viral` | You browse 10 accounts in your own browser at human speed; it ranks their reels by multiple over each account's median and names the hook formula. |
| `/ig-comment` | Writes comments for other people's posts that add something. Nine types. Never "fire emoji". |
| `/ig-reply` | Sorts your comments into keyword, lead, substance, question, support and noise, then replies in that order. |
| `/ig-dm` | The keyword delivery message, the first DM, the collab pitch and two follow-ups. |
| `/ig-profile` | Your profile scored out of 100, then rewritten in fix-first order. |

**THE "COMMENT A WORD" TRICK**

Keyword auto-replies are the one thing Instagram supports through its own tools and approved partners, after someone comments first. That is how you got this guide. `/ig-dm` writes the messages for it.

// 09 · A WEEK WITH THE AGENT

# Your Instagram on a routine.

One way to run the pack, start to finish, in about an hour a day.

| | | |
|---|---|---|
| Mon | /ig-plan | Plan the week: what to post, which format, when, and who to engage with. |
| Mon | /ig-viral | Ten accounts in your niche. Find the formulas that are beating their averages. |
| Tue | /ig-reel | Script two Reels. Score the hooks. Shoot only the strong ones. |
| Wed | /ig-caption · /ig-human | Caption each post, then clean it until it sounds like you. |
| Thu | /ig-carousel · /ig-story | One carousel and the story sequence that points to it. |
| Daily | /ig-reply · /ig-comment | Answer your comments, then add value under 10 other posts. |
| Sun | /ig-audit | Rank last week's posts and keep what actually worked. |

REPURPOSE THE BIG ONE

Recorded a podcast or long video? `/ig-repurpose` turns it into a week of reels and carousels that each stand alone.

// 10 · THE FINE PRINT

# What it will not do.

Straight from the repo, and the reason it is safe to use on your real account.

- **It never posts for you.** Auto-posting, commenting, following or DMing through browser bots breaks Instagram's terms and gets accounts action-blocked. Every skill ends with a copy-ready block.
- **It reads, it does not scrape.** /ig-viral works with you driving your own browser. It never asks for your password.
- **The detector is local.** Five checks on your machine, modelled on what public AI detectors look for. It does not call them and cannot promise their verdict.
- **It does not make things up.** If a draft needs a number you have not given, it comes back with {{your number}} and a flag.
- **Platform rules change.** If something here contradicts Instagram today, Instagram is right.

WHO BUILT IT

The Instagram agent skill is built by Jake Schincariol (MIT licence). Questions about the skills themselves go to the repo: **github.com/Jakeschincariol/instagram-agent-skill**.

// 11 · THE SOFTWARE I USE

# My stack, in one place.

The tools behind my businesses. Start with the ones that fit what you build.

### HighLevel
CRM, funnels, calendars, email and SMS in one place. What I run my funnels on.
gohighlevel.com →

### HighLevel SaaS Pro
The HighLevel upgrade that lets you resell it to clients under your own brand.
gohighlevel.com/saasupgrade →

### Close
A sales CRM with calling, email and SMS built in.
close.com →

### n8n
Workflow automation that connects your apps, with AI steps.
n8n.io →

### Higgsfield
AI image and video generation.
higgsfield.ai →

### Arcads
AI video ads with AI actors, UGC style.
arcads.ai →

### Foreplay
Save and organise winning ads for creative research.
foreplay.co →

### Dripify
LinkedIn outreach on autopilot.
dripify.io →

### Webflow
A visual website builder with hosting.
webflow.com →

### PandaDoc
Proposals, contracts and e-signatures.
pandadoc.com →

### monday.com
Projects, tasks and team workflows.
monday.com →

### OnlineJobs.ph
Hire full-time remote team members from the Philippines.
onlinejobs.ph →

### Coach Financing
Offer your clients financing for coaching and programs.
coachfinancing.com →

Some of these are affiliate links: if you sign up through them I may earn a commission, at no extra cost to you. I only list tools I use or have used in my businesses.

// 12 · WHAT NEXT

# The agent grows the account. Now turn followers into revenue.

I use AI to build and run lead generation businesses. If you want to do the same, there are two ways to work with me.

OPTION 1 · THE COMMUNITY

## Join my Skool community

Pay Per Lead Academy

**Stop chasing clients. Start building a lead generation business.**

- Pick a niche
- Run Meta and Google ads
- Find lead buyers and price your leads
- Automate delivery and tracking

Join on Skool →

skool.com/pay-per-lead-academy-3593

OPTION 2 · DIRECT

## Book a call with me

1 on 1 with Avi Grondin · 60 minutes

**One hour. Your business. My full attention.**

- A deep dive into your specific business
- Your niche, your ads, your lead buyers
- A straight read on your numbers
- Your next best moves

Book your call →

Tap the button or scan the code

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