# 5 Free Claude Skills Content Team Install Guide

The exact 5 free Claude Skills that write and render Reels, carousels, captions, bios, and comment replies, plus how to wire them into GrowthOS for full auto-publishing.

## Why I built this

I kept switching between five different tools to put out one Reel. A script editor, a voiceover tool, a carousel designer, a caption app, and then a separate pass to answer comments. Then I found a library of 57 free Claude Skills on GitHub, MIT licensed, and five of them cover the entire content pipeline on their own.

This guide walks through what each of the five skills does, how to install them in Claude Code, and how to connect the set to GrowthOS Content Engine so the finished content gets posted automatically instead of sitting in a downloads folder.

None of this needs a coding background. Each skill is a folder with a SKILL.md file that tells Claude Code what to do in plain English. You install the folder, you run it, Claude does the rest.

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## How it actually works

1. You give Claude Code a topic or a script. Each skill reads that input and knows what job it owns, Reels builds video, Carousels builds slides, Captions writes the hook line, Profile rewrites your bio, Comments handles replies and DMs.
2. Claude Code runs the matching SKILL.md instructions, which tell it exactly what to produce and in what format, a rendered video file, a set of ten slide images, a caption string, a rewritten bio, or a comment reply plus a DM.
3. When GrowthOS Content Engine is connected, the output from the Reels and Carousels skills gets picked up automatically and pushed live to Instagram, TikTok, Facebook, YouTube, and five more platforms, nine total, with no manual upload step.

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## The one thing almost everyone gets wrong

People install one skill, usually Reels, and stop there.

> **WATCH OUT**
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> A Reel without the Comments skill still leaves you replying to every comment by hand and manually DMing anyone who asks for something. The five skills are built to work as a set, Reels and Carousels create the post, Captions and Profile make sure people actually stop and follow, and Comments is what closes the loop after the post goes live. Skip Comments and you lose the automation that turns a comment into a sent DM.

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## What each skill produces

| SKILL | WHAT IT PRODUCES |
|---|---|
| **Reels** | A finished, rendered video: hook, scenes, voiceover, and music all assembled |
| **Carousels** | A full ten-slide carousel, from the cover slide to the slide people save |
| **Captions** | The first line of the caption, written for what a reader sees before they tap "more" |
| **Profile** | An audited and rewritten bio, built so a visitor actually hits follow |
| **Comments** | A reply to every comment, plus a DM sent to anyone who asked for something specific |

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## Set it up in Claude Code or Codex

1. Open Claude Code and go to your skills folder. For Claude Code that is ~/.claude/skills/, for Codex it is your project folder or .codex/skills/ with a pointer added in AGENTS.md.
2. Clone or download each of the five skills from the GitHub library of 57 Claude Skills and place each one in its own folder inside the skills directory.
3. Make sure the folder name matches the name: field inside that skill's SKILL.md exactly. A mismatch is the single most common reason a skill fails to load.
4. If a skill needs an API key (for example, a voice or image generation key used by the Reels skill), ask Claude to add it to your shell profile, then open a new terminal window so the key is picked up.
5. Run a first test: give Claude Code a short script and ask it to use the Reels skill. A successful first run ends with a rendered video file saved to your output folder, not an error in the terminal.
6. Once Reels and Carousels are working, connect the account to GrowthOS Content Engine so new output is picked up and posted automatically instead of sitting locally.

> **QUICK TIPS**
>
> - Install and test one skill at a time. Confirming Reels works before adding Carousels makes it obvious which skill is causing a problem if something breaks.

- Keep the five skill folders named exactly after their SKILL.md name field, Claude Code matches skills by that name, not by the folder's display label.

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## The commands I actually run

**BUILD A REEL FROM A SCRIPT**

```
Use the Reels skill to turn this script into a finished video: [PASTE SCRIPT]. Match the hook to the first line and keep scenes under [NUMBER] seconds each.
```

**BUILD A CAROUSEL**

```
Use the Carousels skill to turn this into a 10-slide carousel: [TOPIC OR SCRIPT]. The cover slide should state the outcome, and the last slide should be the one people save.
```

**WRITE THE CAPTION**

```
Use the Captions skill to write the caption for this post: [DESCRIBE THE POST]. The first line has to work before anyone taps "more."
```

**AUDIT AND REWRITE MY BIO**

```
Use the Profile skill to audit my current bio: [PASTE BIO]. Rewrite it so a first-time visitor understands what I post and why they should follow.
```

**TURN ON COMMENT REPLIES AND DMS**

```
Use the Comments skill on this post: [POST OR LINK]. Reply to every comment, and when someone comments [KEYWORD], send them a DM with [WHAT TO SEND].
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## When it breaks

| ERROR | FIX |
| --- | --- |
| **Claude Code says it can't find the skill** | Check the folder name inside your skills directory matches the name: field in that skill's SKILL.md exactly |
| **Reels skill fails partway through rendering** | Confirm the voice or image generation API key is set in your shell profile and that you opened a new terminal after adding it |
| **Carousel slides come back with placeholder text** | Give the skill more specific input, a vague topic produces vague slides; paste the actual script or outline instead |
| **Comments skill isn't replying to new comments** | Confirm the GrowthOS connection is active, the Comments skill needs that connection to see new comments as they come in |
| **GrowthOS isn't posting to one of the nine platforms** | Recheck that platform's account connection inside GrowthOS Content Engine, a disconnected account silently skips that platform |
| **Profile rewrite doesn't match my niche** | Give the Profile skill more context about your audience and offer in the prompt, not just the old bio text |


## Ready to go deeper?

This playbook is the short version. Inside the hub you get the full build walkthroughs, the prompt library, and the systems I use to ship this in a weekend.

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