

Instagram Agent Skill Setup Playbook

The full walkthrough for installing the 16-skill Claude Instagram Agent Skill, filling in your voice profile, and running the two skills that need API keys.

Why I'm sending you this

You commented "Agent" on the Reel, so here's the actual setup walkthrough.

The Instagram Agent Skill is a free, MIT licensed pack of 16 Claude Skills. Most Instagram automation tools try to do everything in one giant prompt and end up generic. This pack splits the work into 16 separate skills, one job each, so the output actually sounds like your account instead of like a template. Fifteen of the sixteen only write drafts. One posts, and only after you type the word publish.

The part that surprised me most is the virality skill. It doesn't rank Reels by raw views. It ranks them by how far a Reel beat that account's own normal, so a 40,000-view Reel on a small account can outrank a 400,000-view Reel on a huge one. That's the number worth studying.

01

How it actually works

1. Every skill reads one shared file, `templates/voice.md`, before it writes anything. That file is what makes 16 different skills sound like one account instead of 16 different writers.
2. Writing skills like `/ig-reel`, `/ig-caption`, and `/ig-comment` only ever produce a copy-ready draft. Nothing leaves your Claude Code session until you copy it out yourself.
3. `/ig-publish` is the one skill that reaches your account. It posts or schedules through Blotato, and only after you've reviewed the draft and typed publish.

02

The one thing almost everyone gets wrong

People install the skill and skip the voice profile, then wonder why every draft sounds like a stock template.

WATCH OUT

Copy `templates/voice.md` to `~/.claude/instagram/voice.md` and actually fill it in before you run anything. If you leave it blank, all 16 skills fall back to generic output, because that one file is what every skill reads first. If you don't want to write it by hand, hand Claude three of your own Reels and ask it to write `voice.md` from those instead.

SOURCE CODE

The full repo, all 16 skills and the Python tools behind them:

<https://github.com/nessalazne/instagram-agent-skill>

TEMPLATES/VOICE.MD (EXCERPT)

Voice Profile

Tone: [describe how you actually talk on camera]

Phrases you use: [3-5 real phrases]

Phrases you never use: [words that don't sound like you]

Audience: [who you're actually talking to]

CTA style: [how you ask people to comment/follow]

Fill this in by hand, or give Claude 3 of your own Reel scripts and ask it to extract your voice from them.

~/.CLAUDE/INSTAGRAM/.ENV

BLOTATO_API_KEY=your-key

BLOTATO_ACCOUNT_INSTAGRAM=1234

APIFY_TOKEN=apify_api...

SITES SHOWN IN THE VIDEO

- Instagram Agent Skill on GitHub

<https://github.com/nessalazne/instagram-agent-skill>

Set it up in Claude Code or Codex

1. Pick an install method. Easiest: paste the repo URL into Claude Code and say "Install this skill, then confirm /ig-reel works." Manual: `git clone https://github.com/nessalazne/instagram-agent-skill.git` then `cp -r instagram-agent-skill/skills/ig-* ~/.claude/skills/`. Plugin: `/plugin marketplace add nessalazne/instagram-agent-skill` then `/plugin install instagram-agent`.
2. Confirm the folder name matches the name: field inside each skill's SKILL.md. If Claude Code doesn't pick up a skill, that mismatch is almost always why.
3. For Codex, drop the same skill folders into your project's `.codex/skills//` directory and add a one-line pointer to each in AGENTS.md so Codex knows they exist.
4. Copy templates/voice.md to `~/.claude/instagram/voice.md` and fill it in (see the callout above).
5. If you want /ig-publish or /ig-insights, create `~/.claude/instagram/.env` with the keys shown in the code block above, then open a new terminal so the environment reloads. The other 14 skills don't need this step at all.
6. Run /ig-reel first. If it comes back sounding like your actual account, voice.md is working. If it sounds generic, go back and fill in more of it.

QUICK TIPS

- Start with /ig-reel, /ig-caption, and /ig-viral, the three skills that need zero keys and show the most value in one sitting.
- Get the Blotato and Apify keys later, once you're actually ready to publish or pull competitor data, not on day one.

04

The commands I actually run

WRITE A REEL SCRIPT

/ig-reel topic: [YOUR TOPIC]. Give me three hook options and score them.

FIND WHAT'S WORKING IN MY NICHE

/ig-viral niche: [YOUR NICHE]. Show me the Reels that beat their own account's median the most, and why.

TURN ONE VIDEO INTO A WEEK OF CONTENT

/ig-repurpose source: [PATH TO VIDEO OR PODCAST]. Turn this into a week of Reels and carousels.

CHECK A CAPTION BEFORE POSTING

/ig-caption draft: [YOUR CAPTION]. Show me the 125-character preview and flag anything over the hashtag limit.

CLEAN UP AI-SOUNDING TEXT

/ig-human draft: [YOUR TEXT]. Strip invisible characters and stock phrases, then score it.

When it breaks

ERROR	FIX
/ig-reel or another command isn't recognized	Check the skill folder name matches name: in that skill's SKILL.md exactly, and that it's inside ~/.claude/skills/ (or .codex/skills/ for Codex)
Drafts sound generic, not like my account	templates/voice.md is blank or too thin. Fill it in by hand or hand Claude three of your own Reels to extract a voice from
/ig-publish won't post	Confirm BLOTATO_API_KEY and BLOTATO_ACCOUNT_INSTAGRAM are set in ~/.claude/instagram/.env, and that you typed the exact word publish
/ig-insights returns nothing	APIFY_TOKEN is missing from ~/.claude/instagram/.env, or the token has expired
Caption gets rejected	caption.py enforces Instagram's 2,200-character cap and a 5-hashtag maximum; trim to fit
Carousel won't generate	/ig-carousel only supports 2 to 10 slides; adjust your slide count into that range
A scheduled post fails	Blotato rejects any scheduledTime set in the past; double-check your timezone conversion

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.

Join the Build →

<https://hub.digicuratoragency.com/join>