Plan, write and check your Instagram with eight free Claude skills

Here's the skill set and the first thing to paste, from my video. It takes two steps: install the skills, then ask for what you need in plain words. You won't write any code.

The skills

IG Skills is a free set of eight skills I made: https://github.com/psabbagh/ig-skills. It's open source under the MIT licence. It needs no API keys and nothing to sign up for, and it works in **Claude Code** and **Codex**.

A skill is a saved set of instructions Claude follows whenever you ask for that job. Each of the eight does a different one.

One thing first: it never posts, comments, likes, follows, sends a DM or edits your profile. Everything it makes is text for you to copy and post yourself. Automating those actions breaks Instagram's terms and can get an account restricted, so none of the skills do it.

What you need

- **Claude Code** (a paid Claude plan) or **Codex** (a ChatGPT plan that includes it). The skills themselves are free.
- **Python 3.9 or newer.** Nothing else to install. The Python that comes with a Mac works. If you have none, get it from python.org.
- **Your own browser, signed in to Instagram,** for three skills: ig-research always, ig-engage to read comments, and ig-profile to read your profile. It only reads, the way you would scrolling, and it never asks for your password. With Claude Code, install the Claude in Chrome extension and sign in to Instagram in that Chrome.

"Claude" here means **Claude Code**: the **Code** tab in the Claude desktop app, or the `claude` command in

your terminal. The regular Claude chat (claude.ai, or the Chat tab) can't install plugins, so pasting the link there won't set anything up.

Step 1: install IG Skills

Open Claude Code and paste this message:

```
Install the IG Skills plugin from
https://github.com/psabbagh/ig-skills
```

Claude runs the two install commands for you. Prefer to type them? In your computer's terminal, one at a time:

```
claude plugin marketplace add
psabbagh/ig-skills
```

```
claude plugin install ig-skills@ig-skills
```

Inside Claude Code you can type the same two lines starting with `/plugin` instead of `claude plugin`. Then start a new session so the skills load.

Step 2: ask in plain words

You don’t have to type a command. Ask, and the right skill starts. Try one of these:

> `Plan my Instagram week. I can post 4 times.`

> `Find the top Reels on "meal prep for busy parents" and show me how the winners open.`

> `Score my Instagram profile @yourhandle and rewrite the weakest parts.`

If you’d rather use a command, type `/` in Claude Code and pick one (they show as `ig-skills:ig-reel` and so on).

The eight skills

Skill	What it does
ig-research, the virality skill	Finds the Reels doing best on your idea or niche, ranked by how often viewers shared them for their views, and flags ones whose views look bought. Then it breaks down why the top 5 worked: the hook, the opening frames, the length, how the middle is built, the payoff, the ask at the end, and who a viewer would send it to. It saves it as a swipe file you can shoot from: a spreadsheet, plus a table of every winner's spoken and on-screen hook.
ig-reel	Writes your Reel off 26 hook formulas. It starts from what already worked on your idea, writes three hooks, **scores them first** and drops weak ones before it writes any script. Then it writes the script and its on-screen text. It asks for your real number and never makes up a number, a client or a result.
ig-script	Checks that a script makes sense to someone hearing it cold, and gives you the smallest lines that fix the gaps.
ig-voice	Learns your voice from 5 to 10 of your own past posts, then makes a caption, script, comment or DM sound like you, not like AI.

ig-caption	Writes your caption and checks it: what shows before “... more”, the first line, one call to action, the words people search for and the hashtag limit.
ig-profile	Optimizes your profile. Scores it out of 100 and rewrites the parts that lose the most points, biggest first.
ig-engage	Writes your comments on other people’s posts and handles your replies. It sorts the comments under your post, drafts a reply to every question, lead and comment worth answering, and lists everyone who commented your keyword with a DM for each. It won’t let you repeat a comment you’ve used before.
ig-plan	Plans your week: what to post, when to post, and who to engage with. It ranks your ideas from your research, skips topics you covered recently, and picks days and times from your own numbers (once you’ve logged 8 posts), else from your followers’ active times that you paste, else from a published study, and says which.

They work together: research an idea, write the Reel from it, check the script, write the caption, then plan the week from your research and your own posts. Each one also works alone.

In your voice

The ideas come from what already worked, but the voice comes from you: teach ig-voice from 5 to 10 of your own posts, and ig-reel then writes in it.

```
Learn my voice from these captions: (paste 5 to 10)
```

Optional: transcripts of the Reels you pick

For ig-research only. It needs a Mac with Apple silicon, ffmpeg and a free speech model that runs on your computer. The skill gives the setup steps and asks before downloading any Reel’s audio. Everything else works without it.

Where your files live

What	Where
Your voice profile (ig-voice)	`~/.config/ig-voice/`
Your posting log and settings (ig-plan)	`~/.config/ig-plan/`
Comments you've posted on others' posts (ig-engage)	`~/.config/ig-engage/log.md`
Research: spreadsheet, hooks table, transcripts (ig-research)	The folder you name, or the one you're working in

`~` is your home folder. Delete a folder to start fresh. The scripts run on your computer and upload nothing themselves; the text you work on goes to Claude or Codex like anything else you put in a chat.

Using Codex instead of Claude Code

You need a ChatGPT plan that includes Codex. In your terminal, one at a time:

```
codex plugin marketplace add
psabbagh/ig-skills
```

```
codex plugin add ig-skills@ig-skills
```

Start a new Codex session, then ask the same way. Type `$` to pick a skill by name. Without a browser tool that can open a page in your signed-in Chrome, ig-research can't search Instagram and says so; ig-engage works from comments you paste, and ig-profile from text and screenshots you paste.

Removing it

```
claude plugin uninstall ig-skills@ig-skills
```

In Codex, run `codex plugin remove ig-skills@ig-skills` instead. Your voice profile, posting log and research stay where they are.

Written on 16 November 2026 from version 1.0.0 of IG Skills. Claude changes fast: if a menu has moved, look for the same words in the app.