

# CONNECT CLAUDE TO YOUR INSTAGRAM

A LIVE BUILD SERIES · EPISODE 1 OF 4: THE AUDIT

## The deep Reels audit

Read the private performance data no other tool can see, then have Claude tell you exactly what to do next. No code.

### THE SERIES

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- EP 1 **Audit your account** you are here
- EP 2 Build it into a Claude skill
- EP 3 Connect Higgsfield for the content
- EP 4 Deploy the Hermes agents to post

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### WHERE I AM RIGHT NOW

**39,400 followers**

Roadmap to 100,000, built and refined live, in real time.

## What you are building

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Most analytics tools show you the same three numbers: views, likes, follows. None of them tell you which hook actually landed, which Reels the algorithm pushed, or which ones bombed even though the cover earned the click.

That deeper data does exist. It is the private performance data that only you, the account owner, can see through Instagram's own API. In this guide you connect Claude to your Instagram and have it build you a personal hook quality report. No code, no scrapers, no guesswork.

### What the report gives you

- Your last 14 days of Reels, ranked by a single Hook Score.
- Private metrics no public tool sees: average watch time, replay rate, save rate, share rate.
- A plain English diagnosis on every Reel, like "Strong hook, IG did not push it."
- A three part action plan: do more, stop, fix.
- Your best times to post, your winning hook framings, and a public competitor overlay.

## What you need

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Three things, all quick to set up. No developer background required.

- **A free Composio account.** This is the bridge that securely connects Claude to Instagram for you.
- **An Instagram Creator or Business account.** A personal account will not share the private data.
- **Claude with Cowork, on a Pro or Max plan.** Cowork is the agent that does the work.

## Set up and connect

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1. Create your free Composio account at [composio.dev](https://composio.dev). After signing up you land in the Composio dashboard.
2. Switch Instagram to Creator or Business. On your phone, open your profile, tap the menu, then Account type and tools. If it says Personal, tap Switch to professional account and choose Creator. This is free and takes about thirty seconds. Skip it and your report comes back empty.
3. Create your project in Cowork. Open Cowork, start a new project, and name it something like Instagram Growth. Open the project's instructions and paste in the brief below, swapping the bracketed parts for your own. This is the project's brain, so it stays in role every time you return.

This project runs my Instagram growth experiment. You are my Instagram growth strategist.

My brand is [your brand, and who you help]. My voice is [describe your voice in a few words]. I post manually for now.

Your job: read my real Instagram data through the Composio connector, audit performance, recommend high-leverage changes, and track my growth over 30 days. Always be blunt and specific, rank every recommendation by impact, and tie it to the actual numbers. Capture a baseline today and compare against it in every future session.

4. Add the connector. Inside your project, open Customize, select Connectors, and click the plus icon. Choose Add custom connector, paste the URL below, and click Connect:

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https://connect.composio.dev/mcp
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5. Authorize. A browser window opens. Approve Composio to continue, then return to Cowork.
6. Connect your Instagram. Ask Cowork to pull your account info. It will prompt you to authenticate and authorize your account. Approve it. The connection is done, and it persists from here.

### Before you rely on it

- Do a quick dry run: ask Cowork for your follower count and confirm the numbers come back.
- Brand new Reels can return thin or delayed data. That is normal API lag, not a broken connection.

## PART 2

# Run the deep audit

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Once connected, paste the prompt below into Cowork. It pulls everything, calculates the metrics, and builds your report in chat plus a saved HTML file you can open in a browser.

You have access to my Instagram through the Composio connector. Run a deep performance audit of my Reels and build me a full report. Work through this exactly and do not ask me questions, just run it.

### WHAT TO PULL

1. Confirm the connection: pull my account info (username, follower count) and account level insights for the last 30 days (reach, impressions, profile views).
2. Pull my recent media (up to my last 30 posts) and filter to Reels and video from the last 14 days. If I have fewer than 8 Reels in that window, widen to the last 30 days so the comparison is meaningful.
3. For each Reel, pull its insights: reach, views, likes, comments, shares, saved, total interactions, and average watch time. If a single metric errors for a post, skip that metric and keep going. Also capture each Reel's caption, permalink, thumbnail, and video duration.

### METRICS TO COMPUTE (per Reel)

- watch\_s = average watch time in seconds (divide by 1000 if it returns in ms)
- hook\_rate = watch\_s / video duration in seconds
- replay\_rate = views / reach
- share\_pct = shares / reach x 100
- save\_pct = saved / reach x 100
- hook\_score = watch\_s x sqrt(reach) x (1 + share\_pct/100 + save\_pct/200)

### CORE BREAKDOWN

1. **Headline insight:** my top Reel's reach divided by my median Reel's reach, stated as "Your top Reel reached Nx more than your median." In one line, tell me whether one hit is carrying me or my volume is doing the work.
2. **Caption pattern callout:** words or phrases that appear two or more times in my top 5 Reels by hook\_score but never in my bottom 5, and the reverse. Tell me what my winners say that my losers do not.
3. **Action grid in three buckets.** DO MORE: my top 3 by hook\_score with why each worked. STOP: my bottom 3 with why each failed. FIX: Reels that pulled people in but did not hold them (strong reach, weak watch time), the packaging wins with delivery problems.
4. **Quick stats:** reach concentration (percent of total reach from my top 3), watch-time gap (average watch\_s of my top half vs bottom half), strong-hook count (watch\_s of 12 or more), replay-winner count (replay\_rate of 1.2 or more).
5. **Full ranked list of every Reel by hook\_score.** Each shows a caption preview, a one-line diagnosis tag from this exact set, no em dashes: "Winner, all three axes worked", "Strong hook, IG did not push it", "People clicked, content did not hold", "Sharable concept, weak delivery", "Weak on all axes, kill this format", "Hook landed", "Underperformed". Then three normalized 0 to 100 bars (Hook from watch\_s, Reach, Viral from shares plus saves), the hook\_score, and a link to the post.

### THREE EXTRA SECTIONS

6. **Best time to post.** Pull my online-followers data and tell me the best 3 hours to post on each weekday, as a simple weekday by hour table.
7. **Hook framing analysis.** Tag each Reel caption as challenge, curiosity, list, story, or how-to, then show which framings have the highest average hook\_score.
8. **Competitor and niche overlay.** Pull recent top public posts from one or two hashtags I compete on (infer them from my captions, only ask if you cannot). Overlay their public engagement (likes, comments, views where visible) next to my averages. Label these clearly as public-only, because watch time, reach,

and saves are private to each account owner.

#### OUTPUT

Give me the full breakdown in chat first so I can read it. Then save a self-contained report.html I can open in a browser: light mode, thumbnails embedded inline as base64 so the file is portable. Order: headline insight and pattern callout at top, the three-bucket action grid, the best-time-to-post table, the hook framing winners, the competitor overlay, the quick stats, then the full ranked card list with top 3 cards bordered green, bottom 3 red, and fix-bucket amber. Be blunt and specific. Tie every call to the numbers. Run it now.

## What you will see

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Your report reads top to bottom as a decision tool, not a dashboard:

- **Headline insight.** Whether a single Reel is carrying you or your volume is doing the work.
- **Pattern callout.** The exact words your winners use that your losers never do.
- **Action grid.** Do more, stop, and fix, with the reason for each call.
- **Best time to post.** Your audience's most active hours, broken down by weekday.
- **Hook framing winners.** Which angle, curiosity, list, story, how-to, or challenge, earns the highest scores.
- **Competitor overlay.** How your public engagement compares in your niche. Watch time, reach, and saves stay private to each owner, so competitor figures are public only.
- **Quick stats and the full ranked list.** Every Reel with a Hook Score, three axis bars, and a one line diagnosis.

### Why this beats every other analytics tool

- The data is nowhere else. Watch time, replay rate, and save rate per post are only visible to you, the owner.
- Native Instagram never compares your posts to each other. This does it for you.
- Claude diagnoses, it does not just chart. "Strong hook, IG did not push it" tells you what to do next.
- You did not write a single line of code.

## What comes next

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This is Episode 1 of the series. The audit. Here is the build from here, and you can follow each one as it drops:

- **Episode 2.** Build this audit into a Claude skill that runs on its own.
- **Episode 3.** Connect Higgsfield to generate the content.
- **Episode 4.** Deploy a Hermes agent to publish it.

The destination is a Claude powered system that reads what is working, creates the next post, and ships it. Right now this account sits at 39,400 followers, and the roadmap is 100,000. I am building and refining the whole thing live, in real time, with the real numbers the whole way.

### Follow the build

#### Your move.

- Follow @RealMissAI to get every episode of the build to 100K as it lands.
- Save this guide and run your own audit alongside the series.