

Grow on Instagram with Claude

The prompts, routines and hooks I use to plan content, write captions and start with UGC. Copy, paste, post.

Free · 11 pages · beginner friendly

BEFORE WE START

Hi, I'm Emmie 🖐️

I'm building @emmiecreates from scratch, and I'm sharing everything I learn along the way about Claude AI, Instagram and UGC.

I used to spend hours figuring out what to post, staring at empty caption boxes and guessing what would work. Now I use Claude as my content assistant: it helps me plan, write and test, and I stay the creator.

This guide is the system I use, written so you can start today, even if you've never used AI before.

What's inside

- 1 Set up Claude in 5 minutes
- 2 The "about me" prompt that makes every answer better
- 3 7 prompts to grow your Instagram
- 4 My 15-minute weekly planning routine
- 5 Captions and hooks that stop the scroll
- 6 Your first UGC portfolio and pitch
- 7 How I test 5 Reels a day with Trial Reels

STEP 1

Set up Claude in 5 minutes

- 1 Go to **claude.ai** or download the Claude app and create a free account.
- 2 If you see **Projects** in the menu, create one called "My Instagram". Everything you put in a Project stays there, so you don't have to explain yourself every time.
- 3 No Projects? No problem. Keep one chat for your Instagram and come back to it.
- 4 Paste the "about me" prompt from the next page. Do this once.
- 5 From now on, give Claude screenshots: your profile, your Reel stats, your insights. Claude can't open your Instagram itself, so screenshots are how it "sees" your account.

Tip: the more specific you are, the better the answers. "Write a caption" gets you something generic. "Write a caption for my Reel about X, for Y, in this style" gets you something you'd actually post.

STEP 2

The "about me" prompt

Fill in the brackets and paste this at the start of your Project or chat.

COPY THIS

"I'm a creator on Instagram and TikTok. My niche is [your niche]. I help [who] with [what]. My audience is [age, interests, problems]. My tone of voice is [e.g. friendly, honest, a bit funny]. My goal for the next 3 months is [e.g. 1,000 followers, first UGC deal]. Here are 3 captions I wrote that I like: [paste]. Remember all of this and use it in every answer. Ask me questions if anything is unclear."

Why it works: without context, AI gives everyone the same answers. With this, every idea, caption and hook is made for your account and sounds like you.

STEP 3

7 prompts to grow your Instagram

1 • AUDIT MY ACCOUNT

"Here's a screenshot of my profile. What's working, what's hurting my growth, and what should I change first?"

2 • FIND MY WINNERS

"Here are the stats of my 5 best Reels. What hooks, topics and patterns do they have in common?"

3 • GIVE ME IDEAS

"Based on what's working, give me 10 Reel ideas my audience would actually stop for."

4 • WRITE STRONGER HOOKS

"Give me 10 short, scroll-stopping hooks for this idea using curiosity, tension and specificity."

5 • IMPROVE MY REEL

"Here's my script and a screenshot of my retention graph. What should I cut, change or strengthen?"

6 • REPLICATE WHAT WORKS

"Turn my best Reel into 5 new ideas with the same formula, without copying it."

7 • WHAT TO POST NEXT

"Based on my latest stats, what should I post tomorrow, and why?"

STEP 4

My 15-minute Sunday planning routine

1 • SHARE YOUR DATA

"Here are my last 10 Reels with views, saves and shares. Rank them and tell me why the top 3 won."

2 • PLAN THE WEEK

"Plan 7 posts for next week. Mix carousels and Reels and build on my top 3 topics."

3 • WRITE THE HOOKS

"For each post, give me 3 hooks of max 12 words. Mark your favourite."

4 • WRITE THE CAPTIONS

"Now write the captions in my voice, ending with a question or a 'comment KEYWORD' call to action."

5 • MAKE A SHOT LIST

"Turn this week into a shot list, so I can film everything in one afternoon."

My rule: AI plans, I decide. I always change a few things. You know your audience better than any tool.

STEP 5

Captions and hooks

Caption prompts

YOUR VOICE

"Write a caption about [topic] in exactly the style of my 3 example captions."

THE STORY

"Turn this into a short story caption: problem, turning point, lesson, question."

THE EDIT

"Cut this caption by 40% and keep the meaning."

5 hook styles to test

STYLE	EXAMPLE
Contrast	"Everyone writes captions with AI and they all sound the same. I do this instead."
POV	"POV: it's 9pm and you still don't know what to post today."
Number list	"3 prompts that give me a full week of content."
Stop / mistake	"Stop starting your Reels with 'Hi guys'."
Experiment	"Day 1 of letting AI plan my Instagram."

STEP 6

Start with UGC (zero followers needed)

UGC means making videos and photos *for* brands. They pay for your content, not your reach.

1 • PICK YOUR NICHE

"I love [interests]. Which 3 UGC niches fit me best, and what kind of brands hire in them?"

2 • CHOOSE YOUR PRODUCTS

"I own these products: [list]. Which 3 make the best UGC samples and why?"

3 • WRITE THE SCRIPT

"Write a 20 second UGC script for [product]: hook, problem, demo, result."

4 • BUILD YOUR PORTFOLIO

"Write a short UGC creator bio and a simple rate card for a beginner."

5 • PITCH THE BRAND

"Write a short, friendly DM to [brand] offering a UGC video. Mention my sample. No 'I'd love to collab'."

STEP 7

Test 5 Reels a day with Trial Reels

Trial Reels are shown to non-followers first, so you can test ideas without spamming your followers.

- 1 Pick one topic per day and write one caption.
- 2 Make 5 short videos (5 to 8 seconds) with 5 different hooks, one in each style from page 7.
- 3 Post all 5 as Trial Reels.
- 4 After about 3 days, write down views, saves, shares and follows for each one.
- 5 Share the winners with your followers, and ask Claude: "Here are my results. Which hook style and topic won, and what should I test next week?"

Why it works: you only change one thing (the hook), so you actually learn what your audience likes, instead of guessing.

CHEAT SHEET

Your first week, in short

DAY	DO THIS
Day 1	Set up Claude and paste your "about me" prompt.
Day 2	Audit your profile and fix your bio.
Day 3	Plan your week with the Sunday routine.
Day 4	Film 5 Reels in one go, each with a different hook.
Day 5	Post them as Trial Reels.
Day 6	Make your first UGC sample video.
Day 7	Check your numbers and ask Claude what to do next.

That's it. Now go post.



I share new Claude prompts, Instagram tips and UGC lessons every week.

Follow **@emmiecreates** on Instagram and TikTok, and send me a DM with your first result. I read every message.