5 Claude systems · setup + prompts

I don't have a content team.

Five Claude systems run my whole page. Here's how to build each one yourself: a Reel Editor, a Script Machine, an Auto Poster, a Comment to DM and a Guide Maker.

The five systems I run, how to set each one up and the prompt to paste.

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THE PREMISE

Can Claude really run a content page without a team?

You can run a content page on your own with five Claude systems: a Reel Editor that cuts and captions your clip, a Script Machine that writes from what's trending, an Auto Poster, a Comment to DM and a Guide Maker. Here's how to set up each one yourself, with a prompt to paste for each.

I'm co-founder and CEO of Techlerator, the company behind Xeruit. When we pre-launched Xeruit, one ad brought in 3,000 users in 3 days. I found its message by reading our competitors' angriest reviews. That's the job the Script Machine does for my page now: it reads what people are saying, then writes to it.

> **WHERE YOU'LL CLICK**
>
> Connectors live under **Customize › Connectors** in claude.ai and the desktop app. Skills live under **Customize › Skills**. The Reel Editor runs in Claude Code, which you install with `curl -fsSL https://claude.ai/install.sh | bash` on a Mac. Swap every [BRACKET] for your own details.

1. Reel Editor	Raw clip in, cuts your take and adds captions, hands back a reel ready to post.
2. Script Machine	Finds what's trending in your niche and writes the script with 3 hooks to pick from.
3. Auto Poster	Posts at your best time on Instagram and TikTok without you opening the app.
4. Comment to DM	Someone comments one word and gets your link in their DMs straight away.
5. Guide Maker	Turns each reel into a free guide, PDF and web page, before the reel goes up.

Edit the reel, then write the next one

1. Reel Editor. Claude Code runs on your computer, so it can open your clip, transcribe it with Whisper and cut it with ffmpeg. Install both once, then drop each new clip in the folder.

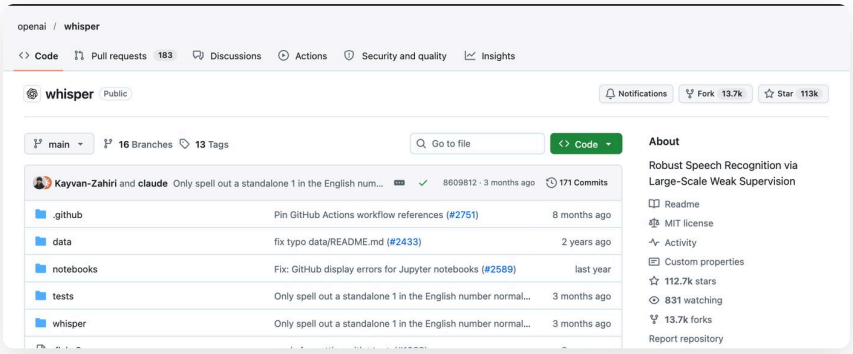
```
# Mac, with Homebrew (brew.sh)
brew install ffmpeg-full openai-whisper

# make a folder, put your raw clip in it as raw.mp4
mkdir -p ~/Desktop/reels && cd ~/Desktop/reels
claude
```

```
Edit raw.mp4 in this folder into a reel I can post.

1. Transcribe it with whisper (turbo model, word timestamps)
so you know where every word starts and ends.
2. Cut silences over 0.4 seconds, ums, false starts and any
line I said twice. Keep my last take of a repeated line.
3. Burn in captions: white, bold, two to four words at a time,
in the lower third, timed to my words. Use the ffmpeg from
ffmpeg-full (find it with brew --prefix ffmpeg-full).
4. Export 1080x1920 at 30fps as reel-ready.mp4.
5. List every cut with its timestamp so I can check it.

Never delete or overwrite raw.mp4.
```



Screenshot: github.com/openai/whisper

2. Script Machine. A Claude Project keeps your instructions and your best scripts, so every chat in it already knows your niche and your voice. Projects work on every plan.

1. **Create it.** Go to `claude.ai/projects`, click + New Project and name it Script Machine.
2. **Set the instructions.** Click Set project instructions, paste the box on the next page and click Save instructions.
3. **Add your voice.** Click + in the project and upload three to five of your best scripts.

Write it, then post it on time

```
You write short-form video scripts for me.

MY NICHE: [YOUR NICHE]
WHO I'M TALKING TO: [YOUR VIEWER IN ONE LINE]
HOW I SOUND: [THREE WORDS, E.G. DIRECT, WARM, FUNNY]

EVERY TIME I ASK FOR A SCRIPT
1. Search the web for what people in my niche are talking
about this week. Give me 5 topics, each with the link you
found it on and why it's moving now. Wait for my pick.
2. Write 3 hooks for that topic: a bold claim, a question
and a confession. Under 12 words each. Say which one you'd
post and why. Wait for my pick.
3. Write the full script to that hook. Under 160 words,
one idea per line. End with: Comment [KEYWORD] and I'll
send you [WHAT THEY GET].

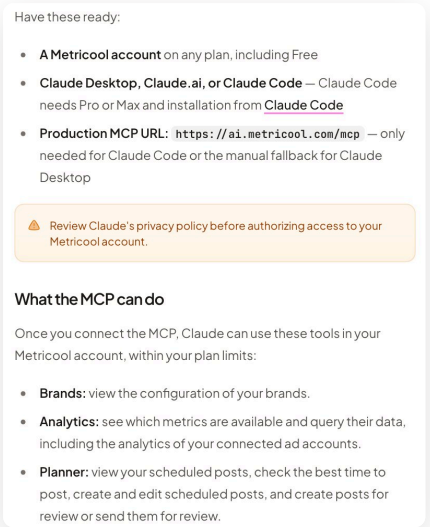
Match the voice of the scripts in this project's files.
Never invent a stat. If you can't find a source, say so.
```

Then each week, open a chat in the project and send `Script me a reel for this week. Keyword: [KEYWORD].`

3. Auto Poster. Metricool's connector lets Claude check your best time to post and create scheduled posts. It works on any Metricool plan.

1. **Connect your accounts in Metricool.** Add your Instagram and TikTok there first.
2. **Connect Metricool to Claude.** In `Customize > Connectors`, choose Add, then Browse connectors. Search Metricool, connect it and click Grant access.

```
Using Metricool, find my best time to post on Instagram
and TikTok this week. Then schedule the reel at [PUBLIC
LINK TO YOUR VIDEO FILE] in the next best slot on both,
with this caption: [YOUR CAPTION]. Show me the date, time
and caption for each one before you schedule anything.
```



Screenshot: help.metricool.com

Send the link, then make the guide

4. Comment to DM. Zernio runs comment-to-DM on Instagram through Meta's official API. Connect your Instagram in Zernio, then add Zernio to Claude: in `Customize > Connectors`, add a custom connector with `https://mcp.zernio.com/mcp` and sign in.

```
Using Zernio, set up a comment-to-DM automation on my
Instagram account. When someone comments [KEYWORD] on
[LINK TO THE REEL], send them this DM straight away:
[YOUR MESSAGE WITH THE LINK]. Match the keyword as a whole
word, in any capitals. Show me the automation before you
switch it on. If you can't create it from here, tell me
exactly what to fill in on Zernio's New automation form.
```

THE TRAP

The trap is building your own on Meta's API from scratch. Meta only sends comment notifications to a Live app with Advanced Access, which means App Review. Use a tool that has already been through it.

5. Guide Maker. A skill is a set of instructions Claude loads when the job comes up. Turn on code execution in `Settings > Capabilities`, save this as `SKILL.md` in a folder called guide-maker, zip the folder and upload it in `Customize > Skills`.

```
---
name: guide-maker
description: Turns a reel script into a free guide, as a web page and a PDF. Use
when I paste a script and say make the guide.
---

WHEN I PASTE A SCRIPT
1. Find the promise: what the reel says people get
when they comment the keyword.
2. Write the guide that delivers exactly that. Open with
a short answer to the question in under 60 words, then
numbered steps, a copy-paste prompt if the reel promised
one, one mistake to avoid and what it won't do.
3. Write in my voice: [HOW I SOUND]. Short sentences, no
hype words. Never invent a stat, a quote or a feature.
If you can't check something, mark it [CHECK].
4. Make two files: guide.html (one page that reads well on
a phone, my colours [HEX CODES]) and guide.pdf (A4, a cover
page first, six pages at most).
5. List every [CHECK] item before you hand them over.
```

THE TAKEAWAY

Build one system a week.

Start with the one that eats most of your week. For most people that's editing. Get it working, post with it for a week, then add the next.

How I use it. I film and Claude handles almost everything after that. My Reel Editor is a set of Claude Code skills that cut my ums and false starts and put my captions on. My Script Machine lives in Creator HQ: it gives me three hooks, rates each one against my own past reels and I pick one before it writes the rest. Zernio posts my reels to Instagram and TikTok and Metricool sends the stats back into Creator HQ every hour. When someone comments the keyword, my own AutoDM tool sends them the guide. This guide came out of my Guide Maker before the reel went live.

What it won't do. Claude Code needs a paid plan (Pro, Max, Ultra, Team or Enterprise), so the Reel Editor does too. On Claude's Free plan you can only use one connector at a time. Metricool's Free plan can't schedule more than 20 posts. Skills need code execution turned on. On Instagram, an automated DM goes to a public professional account's commenters, once per comment, within 7 days. Claude can get a cut or a fact wrong, so watch the reel and read the guide before you post.

You don't need a content team. You need five systems that don't take days off.

Sources, all opened 14 November 2026: code.claude.com/docs (setup), github.com/openai/whisper, formulae.brew.sh, support.claude.com (Projects; web search; skills), help.metricool.com (Metricool MCP with Claude), zernio.com (Claude; comment to DM) and developers.facebook.com (Instagram private replies and webhooks). Menus and plans change, so check before you rely on them.

Want all five done for you? Creator HQ is my done-for-you version: the reel editor, the script machine, posting, comment to DM and the guide maker in one place, set up in your own Claude. Run your content like a business at fadeadeniyi.com/creator-hq.

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Fadé & The Machines