How to Connect Claude Code to Instagram Edits

Let Claude Code edit your reels inside the new Edits desktop app. You tell it what you want in plain English.

Edits now has a desktop app for Mac, and it comes with a built-in Automation server. Switch it on, and Claude Code can work inside your Edits projects. It can cut B-roll to the beat of a song, set up a split screen and add captions. You watch it happen on your timeline. Then turn on Remote Control and it keeps editing while you go for a walk.

Before you start

- A Mac. The Edits desktop app is Mac only for now.
- The Claude desktop app, signed in on a Pro, Max, Ultra or Team plan
- Edits open while you work. Claude can only reach it while the app is running.
- The Claude app on your phone, if you want to edit while you're out

STEP 01

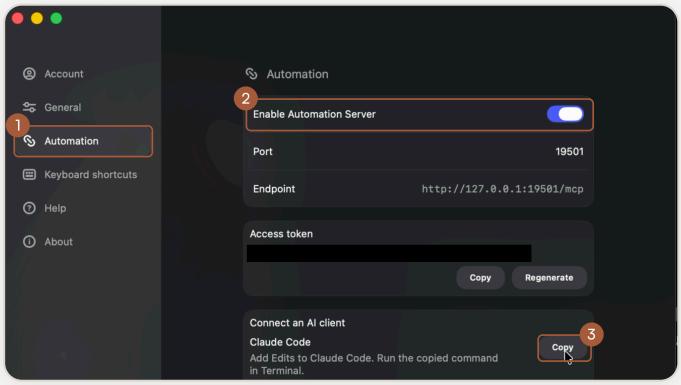
Download the Edits desktop app

Download the new Instagram Edits desktop app from edits.instagram.com. It's Mac only for now. Install it and open it.

STEP 02

Turn on the Automation server

In Edits, open Settings and go to Automation (1). Make sure Enable Automation Server is on. That's the blue toggle (2). Under Connect an AI client, click Copy next to Claude Code (3). That copies one command with everything Claude needs, including your access key. Keep that key to yourself. Edits says it plainly: anyone with it can edit your projects while the server is on.

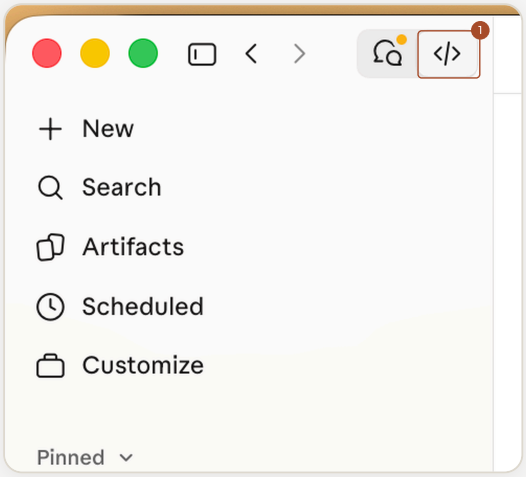


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STEP 03

Open Claude Code

Open the Claude desktop app. At the top of the sidebar, next to the chat icon, click the code icon (1). That's Claude Code. Same app, just a different tab.

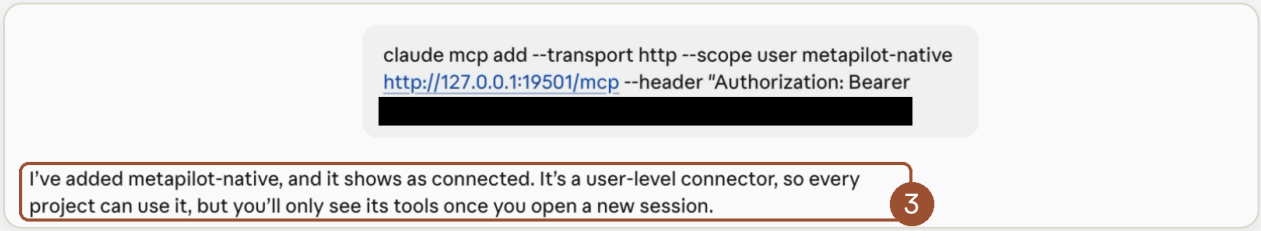


STEP 04

Paste the command into Claude Code

Paste the command you copied in Step 02 into the message box (1) and send it (2). Claude adds Edits as a connector for you. When it tells you it shows as connected, you're done (3).





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STEP 05

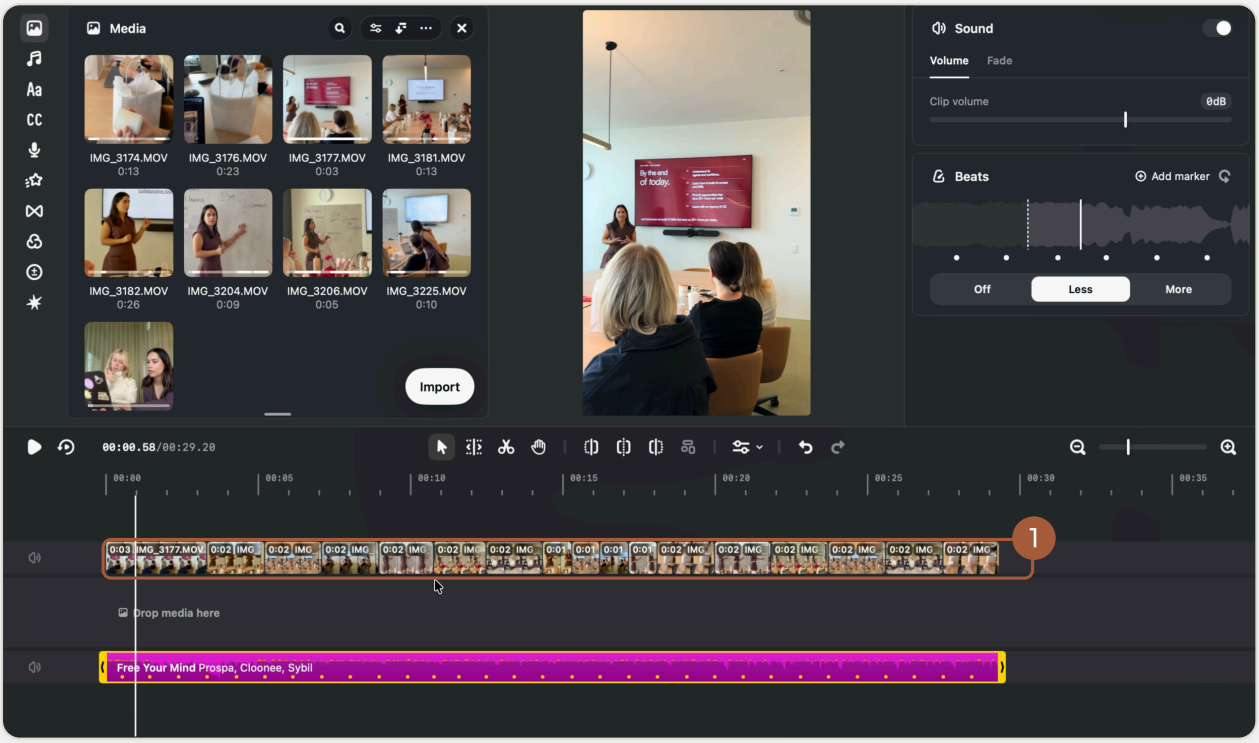
Open a new session and ask in plain English

Open a new Claude Code session. That's when the Edits tools load in. Create a new project folder and dump all your video files in there. Then tell Claude you've created it, and to work from that.

Prompt

I've created a new project folder called [name] with all my video files in it. Work from that and cut a B-roll reel to the beat of this song.

The edit builds on your timeline in Edits (1).



Worth having a shot

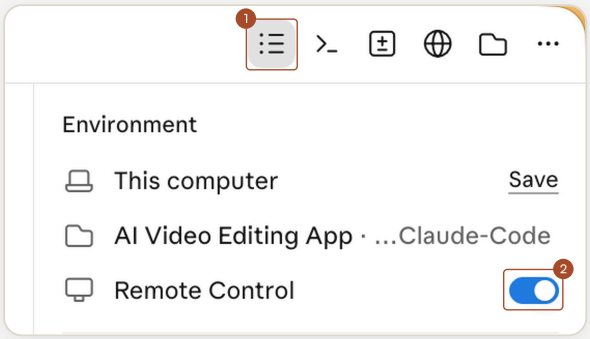
B-roll is a low effort edit. Just tell it to take things off and add things on. It's worth having a shot.

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STEP 06

Turn your session into a remote session

In your Claude Code session, click the list icon at the top right (1). Under Environment, switch on Remote Control (2). Now you can open the same session from the Claude app on your phone. Ask for an edit, put your shoes on and go for a walk. Your Mac does the editing while you're out.



Before you head out

Leave your Mac awake and Edits open. If either one goes to sleep, Claude can't reach your project.

TRAIN CLAUDE CODE ON YOUR EDITING STYLE

Set it up once, and every edit gets closer

TIP 01

Set up an AI Video Editing folder

Create an AI Video Editing folder inside the folder you work from in Claude Code. Then add all your different video content in there.

TIP 02

Ask Claude to organise it

Ask Claude to organise your video content, process it and index it, so it can pick videos for you. Even just saying “Organise” works.

Prompt

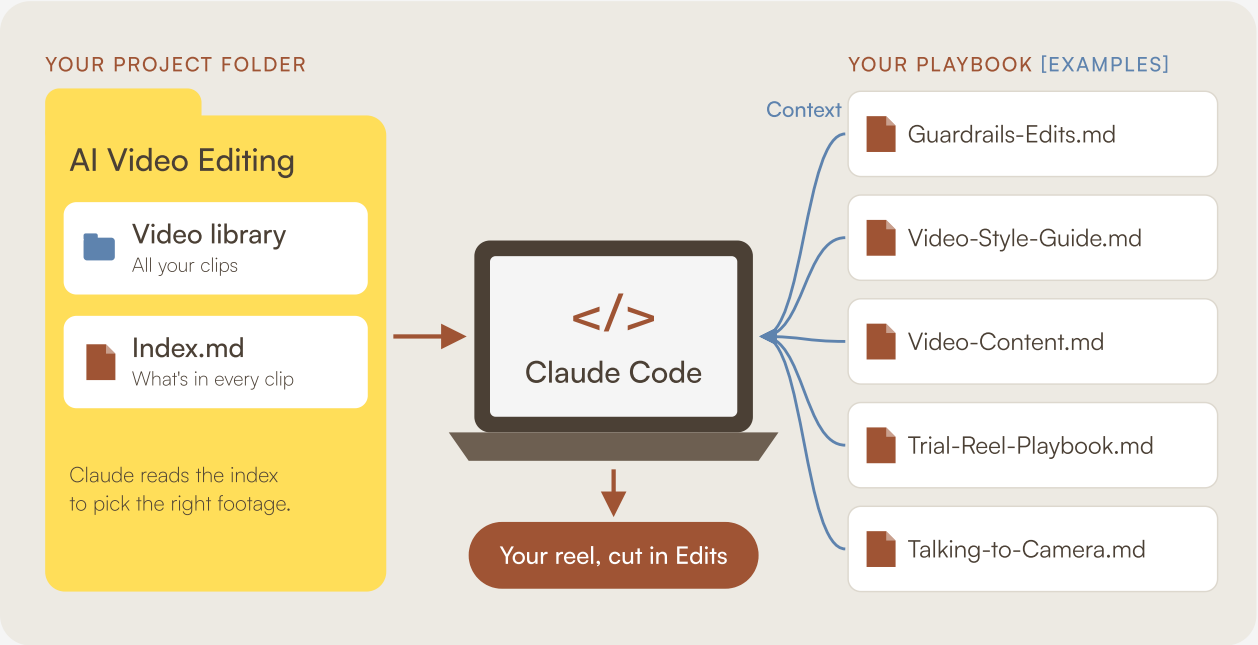
Organise my AI Video Editing folder. Process every video and index it, so you can pick the right clips for me.

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TIP 03

Build your Instagram Edits playbook

Build out your guardrails. Put your dos and don'ts in there, the font you always use, and whether you want borders. Decide on music too. Do you want it to pick music for you, or do you want to pick music for it? Keep it in a few short files next to your videos. Claude reads them as context on every edit.



HOT TIPS

- **Re-cut it, then show Claude**
  If an edit is close but not right, fix it by hand in Edits. Ask Claude to compare its version with yours and add what it learned to your playbook.
- **Change one thing at a time**
  The hook, the song, the length or the first line. That way you know what moved the views.
- **Tell it what's working**
  Check your Insights in Edits and tell Claude which reels did best. It builds the next one from your winners.
- **You sign off on the sound**
  Claude can see the beat markers but it can't hear the track. Play it before you post.

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STEP 07

Teach Claude to publish for you

Once you've got your playbook and you've played around with B-roll, you can teach Claude to publish too. This part doesn't use the Edits connector. Claude takes control of your screen and learns by watching you do it once.

1. Let Claude see your screen

In the Claude desktop app, open Customise and switch on the setting that lets Claude see and control your screen. It only works in the desktop app, not on the web.

2. Paste this prompt into Claude Code

Claude explains how it works before it starts.

Prompt

I want to teach you how to publish my reels from the Edits app. Before we start, explain how this will work. You'll watch my screen while I publish one reel myself, start to finish. I'll teach you by showing you. Document every step as I go. When I'm done, turn what you saw into a skill so you know how to do it from now on. After that, whenever I say “Go publish”, check with me which caption to use first, then go and publish it.

Stay in the loop

Claude checks the caption with you before every post. Watch the first few go out before you head off for that walk.



I share the Claude Code workflows I actually use in my business, one reel at a time. Follow along for the next one.

Daniela Valencia, Founder of Reclaim Creative

Follow @danielavalencia.ai

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