

Point an AI at your own Instagram.

Copy these three prompts into muse.ai once your Instagram account is connected. One reads your competitors, one audits your last twenty posts, one takes apart how your videos end. Paste them as-is. (You can also try these with claude or chatgpt, but you'll need a connector in the middle for it to pull stats. You can also have it use the browser, but just be careful, it can get very slow. and you don't want to be rate limited by instagram)

BY DAVE BROWN

Most AI content advice is generic because most people ask generic questions. These prompts are long and bossy on purpose. They tell the model to pull real numbers, cite specific posts, compare every post to your own baseline rather than to strangers, and admit when it can't get a metric instead of inventing one.

That last rule matters more than the rest. A model with account access will happily estimate a retention figure it never saw. Every prompt here forbids it, and you should still spot-check anything that surprises you.

Every claim needs a post and a number attached to it. That single rule is what separates a useful audit from a horoscope.

WHAT'S IN HERE

- 01 **Competitor teardown.** Five accounts your size, their outliers, and what the pack does that nothing rewards.
- 02 **Tactical audit.** Your last twenty posts ranked by shares and saves, with the hook patterns behind the top five.
- 03 **Ending forensics.** The final eight seconds of thirty videos, classified and ranked, then three rewrites.

BEFORE YOU PASTE ANYTHING

Two minutes of setup, then the prompts do the rest.

1. Log into **muse.ai** and connect to your instagram account.
2. **Swap in your handle** wherever a prompt names one, and fill the bracketed context block with a few lines about your account, your goals, and who you're for. Having the AI draft that paragraph for you is fine.
3. **Run them one at a time**, in a fresh conversation each. They are long, and stacking them in one thread makes the model cut corners on the later ones.

A NOTE ON WHAT YOU'LL GET BACK

These prompts are tuned to be blunt. They ask for what's underperforming and why, with your own posts named as evidence. If you want encouragement, this is the wrong document.

PROMPT 01

Competitor research

Profiles your account, finds five accounts doing the same job at one to ten times your size, and pulls their outliers from the last thirty days.

USE IT WHEN

You're not sure what's actually working in your niche right now

YOU GET BACK

Winning hook styles, decaying formats, and five post ideas with evidence

BEFORE YOU RUN IT

Nothing. This one works straight out of the box

COPY THIS

You have access to my Instagram account. Run a competitor teardown for me.

STEP 1 – Profile me

Look at my account: bio, last ~20 posts, formats I use (Reels/carousels/statics), topics, hooks, posting cadence, and which of my posts over- and under-performed relative to my own median. State my niche and target audience in one line.

STEP 2 – Find competitors

Identify 5 accounts in that same niche and audience – not the biggest accounts in the category, but ones 1–10x my size doing the same job I'm doing. Skip accounts that are famous for something other than this content. List each with follower count and a one-line description of their angle.

STEP 3 – Analyze their last 30 days

For each competitor, look at recent posts and separate outliers from the pack:

- Top 3 posts by engagement relative to that account's own median

For each outlier, record: format, hook (first line / on-screen text), topic, length, CTA, and your best guess at WHY it worked or didn't. Ignore raw like counts across accounts – only compare a post to its own account's baseline.

STEP 4 – Find the patterns

Across all five accounts, answer:

- Which hook styles consistently outperform?
- Which formats are winning right now in this niche, and which are decaying?
- Which topics are saturated (everyone posting, mediocre performance) vs. underserved (rare, but performs when someone does it)?
- What does the pack all do that nobody's outliers actually reward?

STEP 5 – Tactical advice for me

Compare those patterns against my own content from Step 1 and give me:

- 3 things my competitors do that I should start doing, with specifics
- 2 things I'm doing that the data says to stop or cut back
- 5 concrete post ideas for my next two weeks, each with a proposed hook, format, and the competitor evidence it's based on
- 1 gap nobody in this niche is covering that I'm positioned to own

Rules: cite specific posts (account + description + date) as evidence for every claim. If the data is thin or you're inferring, say so. No generic advice – if it would apply to any account in any niche, cut it.

The step that earns its keep is the last question in step four. Asking what the whole pack does that no outlier rewards is how you find the habits everyone copies and nobody checks.

PROMPT 02

Tactical audit of your last 20 posts

Ranks your posts by shares and saves rather than views, then reads the first three seconds of the best five and the worst five.

USE IT WHEN

You want to know what's true about your account specifically

YOU GET BACK

Hook patterns, format winners per pillar, and three ranked changes

BEFORE YOU RUN IT

Replace the handle and fill in the context block

COPY THIS

You have access to my Instagram account, [@davecto](#). Analyze my last 20 posts and give me a tactical audit. Be specific and evidence-based, not encouraging.

CONTEXT

[Give some context about your account, goals, who you are. Having Claude or ChatGPT write this paragraph for you is fine.]

WHAT TO DO

1. Pull the actual numbers for each of the 20 posts: views, reach, likes, comments, shares, saves, follows-from-post, and average watch time or retention if available. Include the date and format (Reel, carousel, static).
2. Rank the posts by shares and saves first, then follows. Treat views as a secondary signal – I care about what makes people keep and forward, not scroll.
3. For the top 5 and bottom 5, transcribe or describe the first 3 seconds: the spoken hook, the on-screen text, and the opening visual.
4. If you see the same or very similar video most likely it's a trial reel. Keep that in mind for your statistics.

WHAT TO TELL ME

- Hook patterns: what do my top performers open with that the bottom performers don't? Name the pattern, quote the actual hooks, cite the numbers.
- Format: which format wins per pillar, and where retention drops off in my worst Reels.
- Pillar performance: which of my four pillars over- and under-performs, and whether that's the pillar itself or my execution of it.
- Mechanics: length, caption structure, CTA placement, posting time, hashtags – only where the data actually shows a difference. Say so if it doesn't.

- One adjacent format or topic I'm not doing that my top-performing posts suggest would land, with the reasoning tied to specific posts.

RULES

- Every claim needs a post and a number attached to it. If you can't retrieve a metric, say "not available" – do not estimate or infer it
- 20 posts is a small sample. Flag when a pattern rests on one or two posts.
- Skip praise and general best practices I could get anywhere. I want what's true about my account specifically.
- End with the 3 highest-leverage changes, ranked, each phrased as something I do differently on my next post.

Teal marks the parts you replace. If you don't organize your content into pillars, either name your usual topics in the context block or cut that line from the prompt.

PROMPT 03

How your videos end

Classifies the final five to eight seconds of thirty videos, ranks the ending types by performance, and rewrites your three worst.

USE IT WHEN

Your hooks land but people don't share, save, or comment

YOU GET BACK

Five to seven rules you can apply to the video you're editing today

BEFORE YOU RUN IT

Fill in the context block. Needs about 30 video posts

COPY THIS

You have access to my Instagram account. I want a forensic analysis of how I END my videos.

CONTEXT ON MY ACCOUNT

[Give some context about your account, goals, who you are. Having Claude or ChatGPT write this paragraph for you is fine.]

I care about retention and engagement, not follower vanity.

STEP 1 – PULL THE DATA

Look at my last 30 video posts. For each one, record:

- Post date, topic, and a one-line description of the content
- Total views
- Shares / Comments / Likes and View Count

If you cannot access any of these metrics, say so explicitly and tell me which ones are missing. Do not estimate or infer numbers you don't have. I would rather have a thin analysis of real data than a rich analysis of invented data.

STEP 2 – CLASSIFY THE ENDINGS

Transcribe or describe the final 5–8 seconds of each video. Then classify each ending into a type. Build the categories from what you actually see in my content rather than a preset list – but examples of the kind of distinction I mean: keyword CTA, follow-ask, open loop/cliffhanger, hard summary, emotional landing line, abrupt cut, question to the audience, teaser for a next post.

Also note for each: how long the ending runs in seconds, whether the on-screen text at the end matches or extends the spoken line, and whether the video loops cleanly back to the first frame.

STEP 3 – FIND THE PATTERN

Rank the ending types by performance. For each type, give me:

- Which posts used it (name them by date and topic)
- The average end-completion rate and engagement rate for that group
- The single best and single worst performer in that group, and your read on why they diverged

Then answer these specifically:

- Do my keyword-CTA endings out- or under-perform my non-CTA endings on retention? On saves and shares?
- Is there a length threshold where my endings start losing people? At what second mark does the drop-off usually begin?
- Do my worst-performing endings share a structural trait – a wind-down, a summary, a slowdown in pacing, a change in energy?
- Which endings produced comments that were substantive versus one-word keyword drops? Are those different endings?

STEP 4 – GIVE ME RULES, NOT VIBES

Output 5–7 tactical rules I can apply to my next video today. Each rule must be:

- Stated as an instruction, not an observation
- Backed by a specific post from my account, named, with its numbers
- Concrete enough that a person editing a video knows exactly what to do

Then give me three rewritten endings: take my three worst-performing endings from these 30 posts, quote what I actually said, and rewrite each one applying your rules.

CONSTRAINTS

- Cite the specific post for every claim. If you can't cite one, delete the claim.
- Do not give me advice that would apply to any Instagram account. I want advice that only makes sense for mine.
- If the data contradicts conventional short-form advice, say so and side with the data.
- Flag anything where the sample is too small to conclude from.

Endings are the least examined part of most accounts and the part that decides whether a view becomes a share. Step four is the payoff. Everything before it exists to make those rules specific to you.

Run the audit first, then the endings analysis, then the competitor teardown once you know your own baseline. Each one takes the model a few minutes and gives you something you can act on before your next post.

If a result contradicts what you believed about your account, check the underlying posts before you believe it. These prompts are built to reduce invented numbers, not to eliminate them.

GET IN TOUCH

Tried one of these and got something interesting back? Email hi@davecto.com with the subject line **"Instagram Prompts"**.

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without embarrassing themselves.**

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