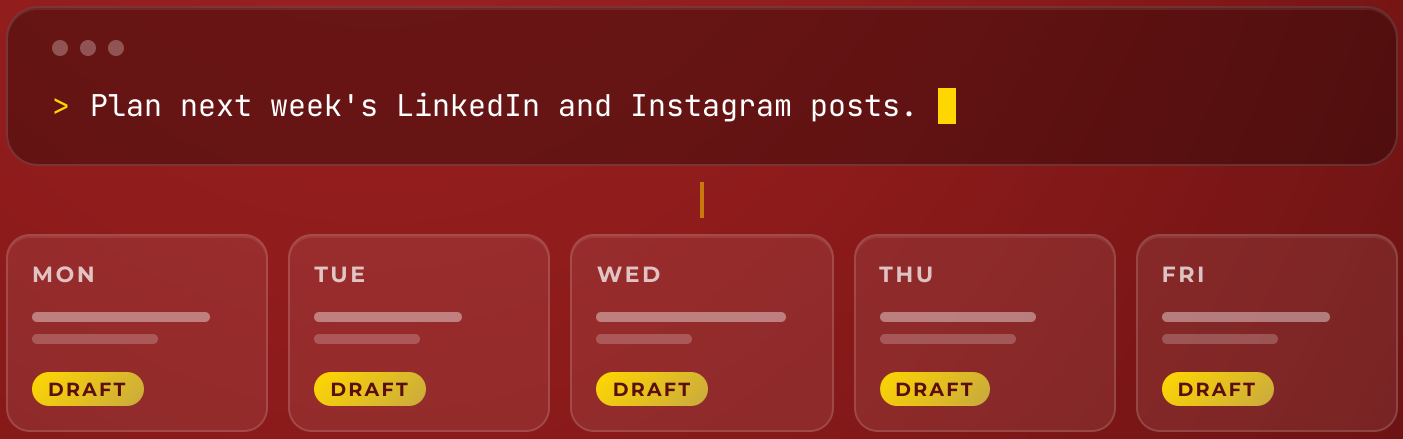
CLAUDE CODE FOR SOCIAL MEDIA

Run Your Social Media From Claude Code

One request in plain English. Claude writes in your voice, makes the graphics, hosts the files, and saves every post in Buffer as a draft. Nothing publishes until you approve it.



90 min

to set up. Most of it is pasting commands and signing in.

4 sign-ins

Claude, Buffer, Higgsfield, and Vercel. All through your browser.

1 request

plans a week of posts. You approve every draft before it goes out.

HOW THE PIECES FIT

One Hand. Six Levers.

Claude Code is the assistant you talk to. Everything else is a tool it pulls for you. A **skill** is a small instruction file that teaches Claude one job well. A **connection** lets Claude sign in to an outside app and work inside it for you.

Claude Code

The hand on every lever. You talk to it, and it runs the rest.

PAID CLAUDE PLAN

PUBLISH

Buffer

Reads your channels, saves drafts, schedules posts, and reports results.

Works on every Buffer plan

CREATE

Higgsfield

Images up to 4K and video clips up to 15 seconds, from more than 30 AI models.

Uses your Higgsfield credits

HOST

Vercel Blob

Holds finished files at a public link. The only way Buffer accepts media.

Vercel Pro plan

WRITE

Marketing skills

Posts, headlines, and page copy. Four skills from an open source collection of 50.

Open source

SOUND HUMAN

Humanizer

Rewrites text so it stops sounding like AI. Keeps your facts as they are.

Open source

CUT

Video skills

Trim and resize footage, add captions, build title cards. ffmpeg and Remotion.

Remotion needs a company license for for-profit teams of 4 or more

Two paid plans

Claude Pro or higher, and Vercel Pro. Buffer works on any plan, and Higgsfield draws on the credits in your account.

THE LINE

How a Post Travels

Every post moves through the same six stations. You stand at the last one.

1. **You ask** — CLAUDE PROMPT
   Plain English, no commands. “Plan five posts on our topics for next week.”
2. **Claude writes** — WRITING SKILLS · HUMANIZER
   The social and copywriting skills draft each caption. Humanizer rewrites it to match the samples in brand/voice.md.
3. **Claude makes the media** — HIGGSFIELD · FFMPEG · REMOTION
   Higgsfield makes new images and clips. ffmpeg and Remotion trim, caption, and resize your own footage. Everything lands in output/.
4. **Files go public** — VERCEL BLOB
   One command uploads each file and prints a web link. Buffer fetches from that link. It never takes a file from your computer, and Drive or Dropbox links fail because they sit behind a sign-in.
5. **Buffer holds the drafts** — BUFFER
   Each post is saved as a draft with its media attached, spread across the week.
6. **You approve** — YOU
   Read every post. Then schedule it yourself in Buffer, or tell Claude which drafts to schedule and when.

TWO PLACES YOU TYPE

TERMINAL

```
$ claude mcp add …
$ npx skills add …
```

Install and connect. You paste commands here, and type `claude` to open Claude.

CLAUDE PROMPT

```
> List my connected Buffer channels.
> /mcp
```

Everything else, in plain English. Slash commands such as /mcp and /skills only work here. /exit takes you back.

SETUP

Ninety Minutes. Ten Steps.

Most of the work is pasting commands and signing in to four accounts.

BEFORE YOU START

Mac or Windows | Paid Claude plan | Buffer, channels connected | Higgsfield credits | Vercel Pro | Node.js LTS | Brand folder | Topics and cadence

01 Install Node.js and Claude Code

TERMINAL Node.js LTS from nodejs.org, then one pasted line.

02 Create your workspace and sign in

TERMINAL Start Claude from this folder every time.

03 Connect Buffer

TERMINAL, THEN /MCP Type /mcp, choose buffer, approve in the browser.

04 Connect Higgsfield

TERMINAL, THEN /MCP Same route: /mcp, choose higgsfield, sign in.

05 Set up Vercel file hosting

TERMINAL Five lines create the public link storage Buffer needs.

06 Install the Humanizer skill

TERMINAL Restart Claude and check /skills lists it.

07 Install the writing skills

TERMINAL Then ask Claude to run the product-marketing skill.

08 Install the video skills

TERMINAL Then ask Claude to install ffmpeg and confirm it works.

09 Write your house rules

CLAUDE PROMPT Ask Claude to create CLAUDE.md with the rules on page 5.

10 Run a test week

CLAUDE PROMPT Use the prompt on page 6. Review every draft in Buffer.

COMMAND SHEET · ONE LINE AT A TIME

```
## 1 Install Claude Code (Mac)
curl -fsSL https://claude.ai/install.sh | ba
sh
## Windows, in PowerShell
irm https://claude.ai/install.ps1 | iex

## 2 Workspace
mkdir social-media
cd social-media
claude

## 3 Buffer
claude mcp add --transport http --scope user
buffer https://mcp.buffer.com/mcp

## 4 Higgsfield
claude mcp add --transport http --scope user
higgsfield https://mcp.higgsfield.ai/mcp

## 5 Vercel file hosting
npm i -g vercel
vercel login
vercel link --yes
vercel blob create-store social-media-files
--access public --yes
vercel env pull

## 6 Humanizer
npx skills add blader/humanizer --global --a
gent claude-code

## 7 Writing skills
npx skills add coreyhaines31/marketingskills
--skill copywriting copy-editing social prod
uct-marketing --global --agent claude-code

## 8 Video skills
npx skills add remotion-dev/skills --global
--agent claude-code
npx skills add https://github.com/digitalsam
ba/claude-code-video-toolkit --skill ffmpeg
--global --agent claude-code

## 9 and 10 happen at the Claude prompt. Pag
es 5 and 6.
```

HOUSE RULES AND GUARDRAILS

You Hold the Gate

Claude reads CLAUDE.md at the start of every session. Those are its standing orders. Your approval is the gate nothing passes without.



CLAUDE.md — STANDING ORDERS

```
## Brand
```
- Read brand/voice.md and .agents/product-marketing.md before writing anything.
- Use the logo, colors, and fonts in every graphic.

```
## Writing
```
- Write with the social and copywriting skills.
- Run every caption through /humanizer, matching brand/voice.md.
- Stay inside each platform's character limit.

```
## Graphics and video
```
- Use Higgsfield for images and AI video.
- Tell me the credit cost before generating any video.
- Save finished files in output/.

```
## File hosting
```
- Upload with vercel blob put before attaching anything to a post, and use the link it prints.
- Never reuse a file name. Never print or copy .env.local.

```
## Buffer
```
- Save every post as a draft.
- Schedule or publish nothing until I approve it in this chat.
- Never delete a post.

GUARDRAILS

- **Approve each action while you learn.** Press Shift+Tab to leave auto mode, and stay there until you trust what Claude does.
- **Drafts are your protection.** Buffer can publish instantly, and a deleted post can't be recovered.
- **Guard the key.** .env.local holds your Vercel storage key. Remove it before sharing the folder. If it leaks, delete the store and repeat step 5.
- **Stay on Vercel Pro.** Posting for a business is commercial use, which the free Hobby plan does not allow.
- **Install skills only from sources you trust.** A skill is a set of instructions Claude will follow. skills.sh shows each one's audit results.
- **Read every post before it goes out.** Claude sometimes gets a fact wrong, and the post carries your name. Check each platform's rules on labeling AI-made media.

YOUR FIRST WEEK

One Sentence Becomes a Week

Run a test week before you trust the system. Say this at the Claude prompt.

```
> Plan next week's posts for LinkedIn and Instagram: five posts on [your topics].
  Draft the captions, humanize them, and make one square graphic per post in my brand
  colors. Show me the full plan before you create anything. After I approve it, upload
  the graphics to Vercel and save the posts to Buffer as drafts spread across the
  week, with the graphics attached.
```



Review in Buffer

Open each draft and check the graphic shows up.

Fix what reads wrong

Edit in Buffer, or tell Claude what to change.

Schedule

Yourself in Buffer, or tell Claude which drafts to schedule and when.

KEEP ASKING

- > How did my LinkedIn posts do last month?
- > Save this as a Buffer idea.
- > Humanize the prose in drafts/week-38.md.
- > What is my Higgsfield credit balance?

WHEN SOMETHING BREAKS

The terminal can't find claude, npx, or vercel	Close the terminal and open a new one.
Buffer or Higgsfield stopped responding	Type /mcp, pick the connection, and sign in again.
Buffer can't fetch the image	The link isn't public. Open it in a private browser window to check.
The link shows an old version of the file	You reused a file name. Upload again under a new one.
A 429 or rate limit message	Wait 15 minutes.

Sources: code.claude.com/docs · buffer.com/integrations/claude · developers.buffer.com · higgsfield.ai/mcp · vercel.com/docs/vercel-blob · github.com/blader/humanizer · github.com/coreyhaines31/marketingskills · remotion.dev/docs/ai/skills. Commands checked September 18, 2026.