



FREE BUILD GUIDE

# The Engagement Engine

## Scale the Reps Without Outsourcing the Taste

Engagement is a grind. You skip it and disappear, or you live in the comments like it's a second job.

I built a third option, because I'm exactly the type to automate my way out of a chore and call it productivity.

It finds the posts worth replying to and drafts each comment from my voice. I revise them, make them mine, and post. I stay in the loop. That's the point.

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### ⚠ Read This Before You Build Anything

This drives your real browser inside your real social accounts. That reach is the point, and it is also the risk. Respect it and you'll be fine.

The honest version, and this is true of anything like this, from me or anyone else:

You are in control the whole time. It drafts first and waits. Nothing posts until you approve it.

Watch it the first two runs. Keep a hand on the stop button and stop it the second something looks off. If you have a second screen, run it over there so you can watch it while you work.

Keep the volume sane. High-volume automated engagement can trip a platform's spam filters. Keep your per-run numbers reasonable, space your runs out, and watch it. It runs in your real accounts, so treat it like you are the one clicking. Functionally, you are.

Read this entire document before you build it. Yes, even the part marked for the machine. You should always know what a tool is about to do before you hand it your accounts.

That is the real lesson here: anyone who tells you to just download a skill and run it, without telling you to read it first and watch it work, is the one to be careful with. A builder worth trusting tells you the risks up front. Now you know mine.

If any of this makes you uncomfortable, do not run it. No pressure, no fear of missing out. It will still be here when you're ready.

It runs on your machine, in your accounts, with you watching, so what it does is yours to own. Same as any tool you give the keys to. Go in with your eyes open.

**Not a bot that spams for you.**

**Not a shortcut around the work.**

**Not a way to fake being you.**

A workflow that does the grunt work of engagement: it searches your lanes, pulls the posts genuinely worth a reply, and writes a first-draft comment on each one from your voice.

Then you read each post, fix the drafts, and approve. It posts as you. You never hand the taste over to a machine.

### What you need first

Three things. If you already have them, skip to the build. If not, it's about five minutes:

1. The Claude desktop app, in Cowork mode. (Cowork is the part of the app that can use your files and drive your browser.)
2. The Claude in Chrome extension, installed and connected to the browser your social accounts are logged into.
3. You, logged into your social accounts in that browser.

New to this? Copy this into a normal Claude chat and it walks you through all three, one step at a time:  
*"Walk me through installing the Claude desktop app, turning on Cowork, and installing and connecting the Claude in Chrome extension to the browser my social accounts are logged into. Assume I am not technical. Go one step at a time."*

### The build

1. Download this file.
2. Open a new Cowork chat and attach this file.
3. Type: **/skill-creator**
4. Hit enter.

*/skill-creator* is built into Claude Cowork. You already have it, nothing to install.

It reads this whole document, asks you a few questions about your platforms, your lanes, and your voice, and builds the skill for you. Then you run it by asking for your engagement. It gathers the posts and the drafts. You review. You approve. It posts.

## How you'll know it worked

You ask for your engagement, then let it work. It moves through every platform, searching, reading, and drafting. This is a big operation, so give it room to run. It takes a while, and that is the tool doing real work, not a glitch.

When it's done, you have a stack of real posts worth replying to, each with a draft already written from your voice, in one place. No scrolling. No blank reply box. No forcing a comment on a post you don't care about. You read, you tweak, you approve, it posts. That's the win.

## PART 2 · FOR CLAUDE: BUILD INSTRUCTIONS

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*This part is written for the AI. If you're a human reading the whole thing (you should), this is the exact spec Claude follows to build your skill. Nothing here runs on its own.*

You are reading this because the user attached this file and ran /skill-creator. Your job is to build them a personalized social engagement skill. Follow this exactly.

### Step 1 · Ask the user these questions first

- 1 Which platforms do you want to engage on? (e.g. X, LinkedIn, Threads, others)
- 2 What is your handle / account on each of those platforms?
- 3 What are your lanes? List the topics and post types you want to engage with. A realtor might pick first-time homebuyers and local market trends. A fitness coach might pick fat-loss myths and client transformations. A SaaS founder might pick build-in-public and churn. A ceramicist might pick studio process and craft-fair life. Pick what you'd genuinely reply to.
- 4 Your voice. (a) Point me at an existing voice profile file. (b) I build one now from a few of your posts and save it to reuse (recommended). (c) Paste 8 to 10 posts or a long-form piece to match. (d) Skip it, I draft in a clean natural voice you can refine later.
- 5 How many posts per platform per run? (Default: about 15.)
- 6 Anyone or anything to exclude? (Competitors, saturated accounts, comments-off posts, accounts to skip.)
- 7 Run it on demand, on a schedule, or both?

**Step 1.5 · Voice:** (a) use their file. (b) build voice-profile.md now from 8-10 posts, read it back, theirs to reuse. (c) save the pasted content as a reference. (d) no file, draft clean and natural. For a, b, c the skill points at the saved file every run.

**Step 2 · Build the SKILL.md** (name it daily-engagement), written for their platforms, handles, lanes, and voice. Only build in the platforms the user picked. Strip the search, posting, and formatting steps for any platform they did not choose.

**Browser rule:** Use only the browser the user's accounts are logged into. Confirm before acting. Never use a different browser. If unsure, stop and ask.

**The job:** Find about [N] strong posts per platform worth a genuine comment. [N] is the floor, not a max. Broaden the search until you hit it.

**Search:** 8 to 12 keyword searches per platform across their lanes, scroll the feed, pull niche accounts. LinkedIn relevance + past-week filter, X Top tab, Threads Top filter.

**Voice in drafts:** match their reference every run, or write clean and human if none. Short, punchy, 2 to 3 lines, blank line between each, reference a real detail, open on substance, shortest version.

**Output:** save engagement-YYYY-MM-DD.md with a working link, the opening line, and the draft for each. Also draft replies to unanswered comments on their own posts. Present the file plus per-platform counts.

**Review gate:** Draft only until the user approves in a live session. Never act on your own before approval. Likes happen only inside the approved posting step, never during draft, review, or an unattended run.

**Posting (after approval):** Like the post, then comment. X: click Reply. Threads: Shift+Enter for line breaks, then the round send button. LinkedIn: Shift+Enter, then Comment.

**Verify target:** match the verbatim opening line before posting. On LinkedIn recent-activity pages the target often is not the top post.

**Dedupe:** if a draft repeats an existing commenter, reword it. **The principle:** human review is the feature. The moment it stops sounding like the user, it stops working. Keep the taste human.

### Step 3 · After you build it

Tell the user what the skill is called and how to run it, that the first run or two should be supervised with a hand on the stop button, and that it drafts first and waits for approval. Then offer a first supervised run.