

Tell ChatGPT. Post to Instagram.

A friendly setup guide for small businesses, side hustles and anyone ready to spend less time uploading.

Your content is ready. Let ChatGPT handle the upload.

Images / Reels / Image carousels / Now or later

You connect the account and paste a key once. ChatGPT sets up the publishing tools and runs them for you. Bring your finished media and caption; content creation is outside this guide.

Your path to the first post

- 1. Connect Upload-Post + Instagram
- 2. Open your publishing folder
- 3. Paste the setup prompt
- 4. Add your key and check the account
- 5. Publish your first post

Before you begin

Use a desktop task with local folder and execution access in ChatGPT Work/Codex. Have an Upload-Post account and an eligible Instagram account. Service fees are separate.

Connect your Instagram account

You do this once. Use the same Upload-Post account throughout.

1. Add Upload-Post in ChatGPT

Search for Upload-Post under Apps or Plugins, or [open its listing](#). Choose Add or Connect. If you need an account, create one at [Upload-Post](#), then return and finish connecting.

2. Connect Instagram in Upload-Post

Open User Management, create a profile and select Instagram. Sign in to the intended Instagram account and complete the permission prompts. Resolve any account-eligibility message shown there.

3. Keep your two account names handy

Your profile name is the label you create in Upload-Post. Your Instagram handle is your public @username. They can be different. ChatGPT will check the match before posting.

Why Upload-Post?

It connects ChatGPT with social publishing and offers official tools for local uploads and scheduling. We use those maintained tools instead of building a separate publishing service. Your key enables the local uploader; the plugin has its own sign-in.

YOU ARE READY WHEN

Instagram is connected in Upload-Post and the plugin is connected in ChatGPT.

Give ChatGPT a place to work

Create one folder. ChatGPT creates the supporting files for you.

1. Create a folder on your computer

Name it something clear, such as Instagram Posting. Pick a private location you can find again. This becomes your regular publishing folder.

2. Open that folder in the desktop app

In ChatGPT Work/Codex, use the option to open or add a local folder/project and select Instagram Posting. Start a task there and allow it to work with the folder. Labels can vary by app version.

3. Paste the prompt on the next page

The prompt asks ChatGPT to check access, prepare the uploader and create keys.env. You do not need to make the file yourself, install packages manually or edit code.

A local folder matters

An ordinary ChatGPT Project with uploaded attachments is not the same setup. The task must be able to create files and run tools on your computer. If it cannot, stop here and fix folder access first.

YOU ARE READY WHEN

Your task is working in Instagram Posting, ready for the setup prompt.

One prompt. ChatGPT does the setup.

Copy the entire shaded box into your local task. Send it once.

Set up this local folder so I can ask you to publish my finished images, Reels and image carousels to Instagram through Upload-Post, now or at a specified time. I am non-technical. Perform setup and run the tools yourself.

First check folder and execution access. Use official Upload-Post documentation and its maintained CLI or SDK. Check prerequisites, install compatible dependencies, record versions and create only the connecting code needed. Preserve existing files and posting history.

Create keys.env if missing, containing this placeholder line:

```
UPLOAD_POST_API_KEY=REPLACE_WITH_YOUR_UPLOAD_POST_API_KEY
```

Exclude it from version control and shared packages. Open it for me if possible. Tell me to replace the placeholder privately, save, and reply "done." Never overwrite an existing key or reveal it in chat or logs. Complete other setup work while waiting.

After I reply, load the key privately from keys.env and check the connected Instagram account without posting. Ask me to choose if multiple accounts are connected. The plugin has separate authorization; keys.env is for the local uploader.

Handle code, commands and file preparation yourself. Preserve my exact captions and media order. Confirm missing account or timezone details. Publish only posts I authorize. Submit schedules to Upload-Post, not a local reminder. Keep submission records, prevent accidental duplicates and check existing status after a timeout. Report published only with Instagram success and its link.

Save operating instructions in this folder for future tasks. Check image, carousel, Reel and scheduling request preparation without posting. Explain results and any missing prerequisite in plain language. Do not publish a test post during setup.

Next: ChatGPT creates keys.env. Open it and follow page 5.

The same prompt is supplied as Instagram-Setup-Prompt.txt for easy copying.

Paste your key. Then say "done."

An API key is a private access code. You only need to paste it once.

1. In Upload-Post, open [API Keys](#) and choose Generate New API Key. Copy it.
2. Open keys.env, which ChatGPT created. Replace only the placeholder after the equals sign. Keep the label on the left.

keys.env / ILLUSTRATION ONLY

UPLOAD_POST_API_KEY=paste_your_key_here

Keep this label

Paste your key here

3. Save the file with its exact name: **keys.env**, not keys.env.txt. Use a plain-text editor if the app opens a read-only preview.

4. Return to ChatGPT and send this

The key is saved. Finish setup and tell me which Instagram account is connected. Do not publish anything yet.

Keep the key private. Do not upload keys.env as a chat attachment or share the folder with its key inside. A synced folder may also sync the key.

YOU ARE READY WHEN

ChatGPT confirms the correct @handle and says the setup check passed.

Your first post is a conversation

Start with one finished image. When ready, use the other formats too.

Place your finished media in the publishing folder. Attach it only if the local task can access the attachment. Replace every [bracketed item] below with your own details.

ONE IMAGE

Publish [filename] to Instagram @[handle] now. Use this caption exactly: [caption]. This authorizes the post. Check the account and return the live Instagram link.

IMAGE CAROUSEL

Publish [image 1], [image 2] and [image 3] as one Instagram carousel, in that order, to @[handle] now. Caption: [caption]. This authorizes the post. Return the live link.

REEL

Publish [video filename] as an Instagram Reel to @[handle] now. Use this caption exactly: [caption]. This authorizes the post. Return the live Reel link.

Use finished JPEG/PNG images or an MP4 video to match the tested setup. For a carousel, start with 2-10 images. ChatGPT handles the upload; Instagram still checks the files.

YOU ARE READY WHEN

ChatGPT returns a successful result and a link you can open on Instagram.

Post later. Check it with confidence.

You choose the time. Upload-Post handles an accepted scheduled job.

COPY THIS TO SCHEDULE

Schedule [finished media] for Instagram @[handle] on [date] at [time] in [timezone, e.g. Europe/Berlin]. Caption: [caption]. This authorizes the scheduled post. Confirm the stored date and time and return the job ID.

Before you move on

Check the account, calendar date, time and timezone in the response. A reminder to post is not an accepted upload schedule. Keep your computer connected until ChatGPT confirms Upload-Post accepted the media and job.

AFTER THE PUBLICATION TIME

Check my scheduled post [job ID] and return its Instagram link. If it failed, explain what needs fixing before trying again.

Change the time: "Move scheduled post [job ID] to [date, time, timezone]. Confirm the updated schedule."

Cancel: "Cancel scheduled post [job ID] and confirm cancellation."

Scheduled means booked. Published means live.

The chat can close after acceptance. Delivery can still fail; check the result.

A little help, right when you need it

You can ask ChatGPT to diagnose a problem. You do not need to debug code.

It only gives me instructions.

Say: "Work in this local folder and perform the setup. If you cannot run tools, explain what access is missing."

It cannot read my media.

Move the finished file into the local publishing folder and give its filename. Do not send keys.env.

The key or account does not work.

Ask it to check keys.env without displaying it. Confirm the file was saved, and reconnect Instagram in Upload-Post if requested.

The upload seems stuck.

Say: "Check the existing upload status and history. Do not submit another copy." Keep the existing job or request ID.

What we have tested

A fresh-folder setup using existing tested supporting code published a real image on 2 October 2026. Earlier local tests published a carousel and Reel. All 17 automated checks passed. An independent beginner trial, Windows/Linux setup and a scheduled post reaching its due time still need validation.

Official links

[Account setup](#) / [ChatGPT connection](#) / [Local projects](#) / [Official publishing tools](#)

Independent AI Praxis guide. ChatGPT and Upload-Post are separate services; access, fees and interface labels may change. This edition focuses on Instagram. Additional platforms require their own setup and checks.