BEGINNER · 12 min read · November 20, 2026 · By Kelly Stratton

# Best Claude Plugins for Content Creation: 5 to Add Today and How to Set Them Up

Turn the Claude you already have into a content team. One plugin learns how you sound, one shows you what's working for other accounts, one hands you a plan, one makes your writing sound human, and one schedules the whole week for you.

If content creation feels like a second job, you're about to get some help. You don't need to hire a team. You need five plugins. Add them to Claude and you have someone who knows exactly how you sound, someone who studies what's working for other accounts, someone who plans your week, an editor who makes your writing sound like a person wrote it, and a scheduler who gets it all posted. Here's what each one does for you, how to add it, and what to say to Claude once it's in.

> IN A NUTSHELL
>
> A Claude plugin is a ready-made add-on that teaches Claude how to do one job, like writing in your voice or scheduling your posts. You add it from the Plugins tab inside Claude with one click, and Claude uses it whenever your request calls for it.

> WHAT YOU NEED
>
> A Claude account and a few minutes. Adding a plugin doesn't cost anything. Two of the five work with their own service: Apify has a free plan, and Postiz has a 7-day free trial and then a monthly price. I'll tell you which is which as we go.

THE SHORT ANSWER

## What Are the Best Claude Plugins for Content Creation?

These five cover the whole job, in the order content gets made: sound like yourself, see what's working, make a plan, polish the writing, and get it posted. Add all five today, or start with the one that fixes your biggest headache this week.

| # | Plugin | The job it does for you | Other account needed |
|---|---|---|---|
| 1 | Brand Voice | Learns how you sound and keeps Claude writing that way | None |
| 2 | Apify | Shows you what's working for other accounts | Apify, free plan available |
| 3 | Social Media Skills | Gives Claude 106 skills for planning, writing, and growing | None |
| 4 | Humanizer | Takes out the signs of AI writing | None |
| 5 | Postiz | Schedules your posts and tracks your numbers | Postiz, 7-day free trial |

FIRST

## How Do I Add Plugins to Claude?

It takes about a minute per plugin, and the steps are the same for all five. You'll find plugins under Customize in Claude's left sidebar. Search for the one you want, read what it does, and click Add. Claude tells you the second it's ready.

1. Open Claude and click **Customize** in the left sidebar.
2. Click the **Plugins** tab at the top. The tabs read Skills, Connectors, Plugins.
3. Click **Discover**.

4. Type the plugin's name in the search box and click the plugin when it comes up.
5. Read the listing. It shows who made it, what's inside, and what it can do.
6. Click **Add**. A note pops up that says the plugin is installed and ready to use.
7. Click **Try in chat**, or start a new chat, and ask for the job in your own words.

To turn a plugin off later, go back to its listing and use the switch next to Try in chat.

## PLUGIN 1 Brand Voice: Make Claude Sound Like You

Brand Voice reads your old posts and emails and writes down the rules for how you sound: your tone, your words, your style. From then on, Claude checks what it writes against those rules. Everything comes out sounding like you, and you stop rewriting drafts that sound like everyone else.

**Search for:** Brand Voice. It's from the Anthropic Directory and has been added more than 755,000 times.

**The fine print:** the listing says it can send data to other services. That's because it can read from places you connect, like Notion or Figma, to learn how you write.

**What to say to Claude:**

PROMPT

```
Use the Brand Voice plugin to learn how I write.

Below are 10 of my best posts and 3 emails I wrote myself. Read all of them before you answer.

Write my brand voice rules in these sections:
1. Tone: how I sound, in three or four plain sentences.
2. Words I use a lot, and words I never use.
3. How I open a post and how I close one.
4. Sentence length and rhythm.
5. Five "always" rules and five "never" rules.
```

```
Quote a line from my writing as proof for each rule. If two of my samples disagree, tell me and ask which one is the real me.

When I approve the rules, save them, and check everything you write for me against them from now on.

[paste your posts and emails]
```

**Get more out of it:**

- Give it writing you did yourself, before AI helped. That's the voice you want it to learn.
- Ten posts is a good start. Add your best emails and a caption or two you're proud of.
- Read the rules it writes and fix anything that's off. It only takes a minute, and every draft after that is closer to you.
- When your style changes, give it your newest posts and ask it to update the rules.

## PLUGIN 2 Apify: See What's Working Before You Make Anything

Apify is your competitor research. It pulls the posts from other accounts in your niche, so you can see what's working for them before you make anything. You stop guessing at topics and start with proof of what people already watch, save, and share.

**Search for:** Apify. Look for the listing with the verified check mark.

**The fine print:** the listing says it can send data to other services, because the research runs on Apify's own platform. You'll need an Apify account. The free plan gives you $5 of use every month and doesn't ask for a credit card, which is plenty to try it.

**What to say to Claude:**

PROMPT

```
Use the Apify plugin to research what's working in my niche.

My niche: [your topic]
Who I make content for: [who you help]
Accounts to study: [account 1], [account 2], [account 3] on [Instagram or TikTok]

Pull the last 30 posts from each account. Then give me:
1. A table of the top 10 posts by views, with the opening line, the topic, the format, and the numbers. If views aren't available, use likes and comments.
2. The three topics that show up most in the top 10.
3. The opening lines that repeat, grouped by type.
4. What none of them are covering that my audience would want.
5. Five ideas I could make my own way. Give me the angle only, and don't copy anyone's wording.

Before you run anything, tell me how much of my Apify credit this will use.
```

**Get more out of it:**

- Pick accounts a little bigger than yours, not the giants. What works for them is easier to make work for you.
- Run it once a month and keep the tables, so you can see which topics keep winning.
- Use what you find for ideas. See which topics people care about, then make yours in your own words and your own style.

## PLUGIN 3 Social Media Skills: A Real Plan, Not a Guess

Social Media Skills gives Claude 106 skills, from strategy and writing to video, design, growing on each platform, publishing, and reading your numbers. You get a real plan and not a guess. Ask for a month of content and Claude builds it the way a strategist would.

**Search for:** Social Media Skills. The listing shows 106 skills.

**The fine print:** this one is tagged Community, which means it was made by people outside Anthropic. When you click Add, Claude shows this message: “The Social Media Skills plugin includes components that run code. In sessions that run on your computer, it can run code there without asking. Only enable plugins from people you trust.” Read it, then click Continue to add it or Cancel to skip it. That choice is always yours.

**What to say to Claude:**

PROMPT

```
Use the Social Media Skills plugin to build my content plan for the next 30 days.

What I teach: [your topic]
Who I help: [who they are and what they struggle with]
My main platform: [Instagram, TikTok, YouTube, or LinkedIn]
How often I can post: [number] times a week
What I want from it: [more followers, more email signups, or more sales]
My three best posts so far: [paste them or describe them]

Give me a table with one row per post: the date, the topic, the hook, the format, and the call to action.

Mix the plan so about half the posts are made to reach new people and half are made to help the people who already follow me.

Then tell me which three to make first and why, and what to measure at the end of the month to know it worked.
```

**Get more out of it:**

- The more you tell it about who you help, the better the plan. One extra sentence about what they struggle with changes every idea it gives you.
- Ask for one week in full detail before you ask for the whole month.
- At the end of the month, paste in your numbers and ask what to do more of.

## PLUGIN 4 Humanizer: Sound Like a Person, Not a Robot

Before you post, Humanizer takes out the signs of AI writing that people have learned to spot, so nobody scrolls past because it sounds like a robot. It's built on Wikipedia's guide to the signs of AI writing, and it rewrites your draft in your own voice.

**Search for:** humanizer.

**How it's different from Brand Voice:** Brand Voice teaches Claude your style before it writes. Humanizer is the last check after the draft is done. Use both and your writing sounds like you from the first word to the last.

**What to say to Claude:**

PROMPT

```
Use the Humanizer plugin on the draft below.

Rules:
1. Take out anything that sounds like AI wrote it.
2. Keep every fact, number, and name exactly as I wrote it.
3. Keep it about the same length.
4. Don't add anything I didn't say.

Give me the cleaned-up version first. Under it, list what you changed and what gave each one
away, so I can spot it myself next time.

[paste your caption, email, or script]
```

**Get more out of it:**

- Run it on anything a real person will read: captions, emails, your bio, a sales page.
- Read the list of what it changed. After a few rounds you'll catch those habits before you post.

- If it changes something you liked, say so. “Keep my first line the way it was” is all it takes.

## PLUGIN 5 Postiz: Schedule the Whole Week at Once

Postiz schedules your posts and tracks your numbers across more than 28 platforms, including Instagram, TikTok, YouTube, LinkedIn, and X. A week of content goes out without you logging in to each one. You plan once, and your posts show up on time everywhere.

**Search for:** Postiz. It’s by Nevo David and has been added 1.9 million times.

**The fine print:** the listing says it only adds instructions for Claude. Postiz is its own scheduling service, so you’ll need a Postiz account with your social accounts connected to it. Postiz has a 7-day free trial, and paid plans start at $29 a month.

**What to say to Claude:**

PROMPT

```
Use the Postiz plugin to schedule my posts for next week.

Here are five posts. For each one I've given you the caption and the file.

Schedule one each weekday at 6pm Eastern on Instagram, TikTok, and YouTube. Use the same video
on all three, and use the caption I marked for each platform.

Before you schedule anything, show me the full week in a table: the day, the time, the
platform, and the first line of the caption. Wait for me to say "go."

After they're scheduled, confirm each one and tell me if any platform turned one down.

[paste your captions and attach your files]
```

**Get more out of it:**

- Always ask to see the schedule before anything is set. It's your name on the post.
- Plan the week in one sitting, on the day you have the most energy.
- Use the 7-day trial on a week when you have posts ready, so you can see if it's worth the monthly price for you.

## PUT IT TOGETHER How Do the Five Plugins Work Together?

Each plugin does one job, and together they cover a whole week of content. Research first, then the plan, then the writing, then the polish, then the schedule. Here's a simple weekly routine you can copy. Set up Brand Voice once, at the start, and it works in the background every week after that.

| Step | Plugin | What you ask for | What you walk away with |
|---|---|---|---|
| 1 | Apify | What worked for three accounts in my niche this month | A short list of topics with proof behind them |
| 2 | Social Media Skills | A plan for this week from those topics | Five posts, each with a hook and a format |
| 3 | Brand Voice | Write the captions in my voice | Drafts that already sound like you |
| 4 | Humanizer | Clean up each draft | Captions ready to post |
| 5 | Postiz | Schedule all five | A full week, set and done |

You stay the boss the whole way. Claude brings you the research, the plan, and the drafts. You pick what to make, record it, and approve every post before it goes out.

IF CLAUDE DOESN'T USE THE PLUGIN

Say its name at the start of your message, like "Use the Brand Voice plugin to..." If that doesn't do it, go to Customize, click Plugins, and check that the plugin is in your list and its switch is on.

GOOD TO KNOW

## What Is the Difference Between Claude Plugins and Skills?

A skill is one set of instructions that teaches Claude one task. A plugin is a package you add in one click, and it can hold several skills along with connections to other services. Social Media Skills is one plugin with 106 skills inside. Add the plugin and you get everything in it.

| | What it is | Example from this guide |
|---|---|---|
| Skill | Instructions that teach Claude one task | One of the 106 inside Social Media Skills |
| Connector | A link between Claude and another service | The Apify connector inside the Apify plugin |
| Plugin | A package that can hold skills and connectors together | Brand Voice, with 3 skills inside |

BEFORE YOU ADD

## Are Claude Plugins Safe?

Every listing tells you what you're adding before you add it, so take ten seconds to read it. You'll see who made the plugin and one plain line about what it can do. Claude's own advice on the screen is the best rule: only enable plugins from people you trust. You can turn any plugin off whenever you like.

Here's what each line on a listing means:

| What the listing says | What it means for you |
|---|---|
| Community | Made by people outside Anthropic |
| Only adds instructions for Claude | It teaches Claude a way of working and nothing more |
| Can send data to other services | It can pass information to a service it works with, like Apify |
| Can run code without asking | In sessions that run on your computer, it can run code there |

And here's where the five in this guide land:

| Plugin | What its listing says it can do |
|---|---|
| Brand Voice | Can send data to other services |
| Apify | Can send data to other services |
| Social Media Skills | Can run code without asking |
| Humanizer | Shown on its listing. Read it before you click Add |
| Postiz | Only adds instructions for Claude |

## START HERE Which Claude Plugin Should I Add First?

Start with the one that fixes what slows you down most. If you're not sure, this order works for almost everyone:

1. **Today:** add Brand Voice and give it ten of your posts. Everything Claude writes for you gets better from here.
2. **Tomorrow:** add Humanizer and run it on the next caption you write.
3. **This week:** add Social Media Skills and ask for your 30-day plan.
4. **When you're ready for research:** add Apify and look at three accounts you admire.
5. **When your week is planned:** start the Postiz trial and schedule it all in one sitting.

You don't have to set up all five in one day. Add one, use it until it feels normal, and come back for the next. You've got this.

## FAQ Questions People Ask About Claude Plugins

### Straight answers

**What are Claude plugins?**
A Claude plugin is a ready-made add-on that teaches Claude how to do one job. It can hold skills, which are instructions Claude follows, and connections to other services. You add one from the Plugins tab inside Claude with a single click, and Claude uses it when your request calls for it.

**What is the difference between Claude plugins and skills?**
A skill is one set of instructions that teaches Claude one task. A plugin is a package that can hold several skills, plus commands and connections to other services. Social Media Skills, for example, is one plugin with 106 skills inside. You add the plugin once and get everything in it.

**How do I add plugins to Claude?**
Open Claude and click Customize in the left sidebar. Click the Plugins tab, then Discover. Search for the plugin by name, click it to read what it does, and click Add. Claude shows a note that says the plugin is installed and ready to use. Then start a new chat and ask for the job.

**Are Claude plugins safe?**
Read each listing before you click Add. It tells you who made the plugin and what it can do, such as only adding instructions, sending data to other services, or running code. Claude's own advice on the screen is to only enable plugins from people you trust. You can turn a plugin off any time.

**Are Claude plugins free?**
Adding a plugin from the Plugins tab doesn't cost anything. Some plugins work with a separate service that has its own account. Apify has a free plan with $5 of use each month. Postiz has a 7-day free trial and then starts at $29 a month. Brand Voice, Humanizer, and Social Media Skills need no other account.

**What are the best Claude plugins for content creation?**
Start with these five. Brand Voice learns how you sound. Apify pulls posts from other accounts so you can see what's working. Social Media Skills gives Claude 106 skills for planning and writing. Humanizer takes out the signs of AI writing. Postiz schedules your posts across more than 28 platforms.

Sources: Apify pricing · Postiz pricing · Social Media Skills on GitHub


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