

# Setting Up Instagram Publishing

200 Million+ Instagrammers visit at least one Business Profile daily. The set-up process may take time, but it's worth it!




**Note:** If you already using Instagram and need to re-connect, refer to this [? Customer Advisory Brief](#).

If you're using Instagram with the platform for the first time, follow the below steps.

## Setting Up Your Connection

Before you can use Instagram within the platform, you must complete the following process to set up your location connections. These steps are different from the general credentials/connection setup process. Additionally, these steps are dependent up on Instagram's API, which requires more steps than other social media sites.

### Before You Begin


?	<b>Create an Instagram business account.</b>  Make your account on Instagram a Business Account to get insights about your stories, posts, and followers. Add information about your company like business hours, location and phone number. If you're new to Instagram, check out this article.
?	<b>Connect your Instagram business profile to the related Facebook page.</b>  Open the Instagram app, and click <b>Settings &gt; Linked accounts &gt; Facebook</b> . If you don't see your Facebook page listed there, you may need to switch your Instagram account back to a personal profile and then reconvert it to a business profile again. Make sure you see your Facebook Page listed.    Alternatively, you can check this within Facebook Business Manager ( <b>Settings &gt; Pages</b> ). You must link one Facebook page to one Instagram business account (1:1).  
?	<b>Ensure your Page Role in Facebook is set to Admin.</b>  In order to successfully connect your Instagram account, your personal Facebook profile must have an Admin Role on the Page that is connected to your Instagram business profile. Within Facebook Business Manager ( <b>Settings &gt; Pages &gt; Roles</b> ). Having the Editor, Advertiser or Moderator Role is not sufficient. If you're not an admin, someone who does have that permission should be completing the following steps.  

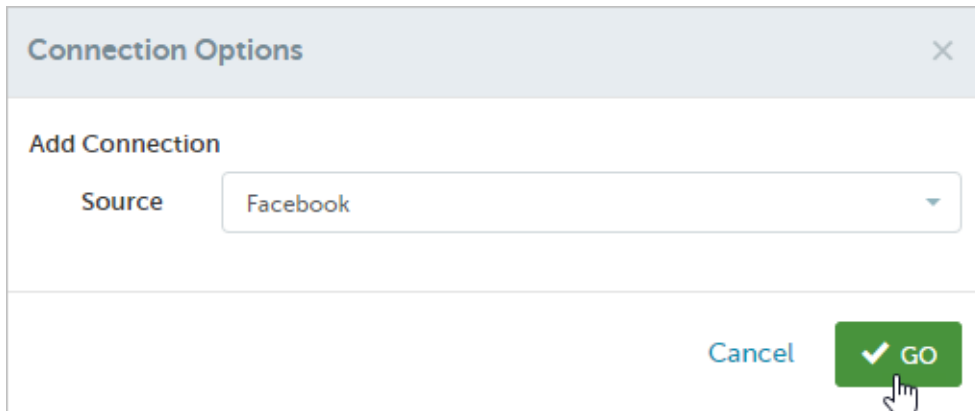
### Steps Within the Platform

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To set up an Instagram connection:

1. Complete the required steps within Instagram and Facebook (see above).
2. Complete the required steps within **Reputation.com**:
  - a. From the top, right corner of the platform, click **Settings** .
  - b. From the left navigation, click **Credentials**.
  - c. From the Credential Manager, click **Add > Connection** to set up a Facebook connection to your locations.



**Connection Options** [Close]

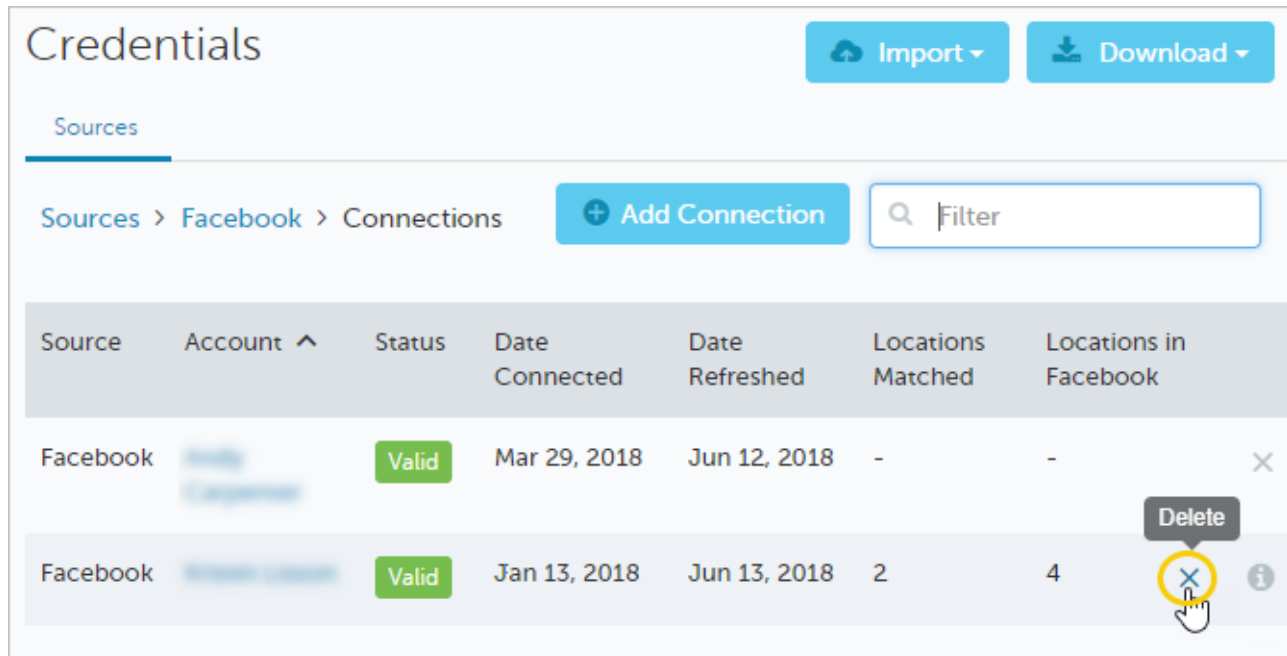
**Add Connection**

Source: Facebook

Cancel [GO]

## What if I already have Facebook connections?

If you've added the Facebook connection(s) prior to November 2018, best practice is to remove them and re-add them.



**Credentials** [Import] [Download]

Sources

Sources > Facebook > Connections [Add Connection] [Filter]

Source	Account ^	Status	Date Connected	Date Refreshed	Locations Matched	Locations in Facebook	
Facebook	[Account Name]	Valid	Mar 29, 2018	Jun 12, 2018	-	-	[X]
Facebook	[Account Name]	Valid	Jan 13, 2018	Jun 13, 2018	2	4	[Delete] [X] [i]

If you want to check your token status prior to removing/re-adding, go to one of your location's **Pages** tab, and click the "i" icon to ensure "instagram\_publish\_content" is enabled.

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If not, you must remove and re-add.

You're now ready to post to Instagram!

## Creating Your Post

Use the Create Post option and choose the Instagram channel for your selected locations. Due to limitations with the Instagram API, the Reputation.com platform has the following restrictions with Instagram publishing:

- You can post one picture at a time (no videos or stories).
- With the exception of scheduled posts, you cannot delete a published post.

To get around these limitations, you must use the Instagram application. Instagram is working to add more features in their API. We will keep you updated when additional support becomes available.

### What if I'm still having issues?

If at any point during the Oauth process you chose to modify any of the permissions, you may encounter errors. As a last resort, you can start the connection from scratch and repeat the process after removing the business integration from your Facebook profile.

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The screenshot shows the Facebook 'General Account Settings' page. On the left, a sidebar lists various settings categories: General, Security and Login, Your Facebook Information, Privacy, Timeline and Tagging, Location, Blocking, Language, Face Recognition, Notifications, Mobile, Public Posts, Apps and Websites, Instant Games, Business Integrations (highlighted), Ads, Payments, Support Inbox, and Videos. The main content area is titled 'General Account Settings' and contains a message: 'To download your information, go to Your Facebook Information.' On the right, there are sections for 'Your Pages' (listing 'The Box Joint') and 'Business Manager' (listing 'RepCom').

The screenshot shows the Facebook 'Business Integrations' page. At the top, it says 'Business Integrations' and 'Connected to Your Account'. There are two tabs: 'Active' (with a count of 1) and 'Removed'. A search bar labeled 'Search business integrations' is on the right. Below this is a section titled 'Data and Account Access Allowed' with the following text: 'Business integrations are services you've connected to your Facebook account to manage one or more of your ads, Pages, events, messages or other business info. If you've connected business integrations with your Facebook account, they'll appear in the list below. This means that they can request info you chose to share with them. They can also manage business info you chose to give them access to. [Learn More.](#)' Below this text is a section 'Use this list to:' with two bullet points: 'View the info that business integrations can request and manage' and 'Remove the business integrations you no longer want to use'. At the bottom, there is a section 'Active Business Integrations' which contains a card for 'Reputation.com' with a 'View and edit' link and a checkmark. A 'Remove' button is visible on the right side of this section, with a hand cursor hovering over it.