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# Instagram API Platform Deprecation

## Summary

Instagram has chosen to change its API access – support for the *Instagram API Platform* is ending and the *Facebook Graph API* will provide similar functionality moving forward. The shift affects all businesses and services that use Instagram, including Reputation.com clients.

Instagram is making these changes to improve their customer experience. For Reputation.com clients, this means:

- More stable connections between Instagram accounts and Facebook pages
- Stronger privacy and security protections
- Simpler Instagram connections to the Reputation.com platform
- Easier access to key Instagram and related Facebook functionality (ex. metrics, mentions, tags, and more)

Instagram's API changes will be live on December 11, 2018. In anticipation of these changes, the Reputation.com platform will also be updated – our Instagram API will be merged with our Facebook API December 03, 2018.

## What This Means for Reputation.com Clients

In some cases, Reputation.com clients may need to take action to maintain the ability to publish or begin publishing on Instagram.

Clients that have already connected their Instagram account to their Facebook Page on the Reputation.com platform and/or are already able to publish on Instagram as of December 03, 2018 should not be affected. **No action will be needed.**

Clients that experience connectivity issues, or are just getting started with publishing on Instagram and have not connected their Instagram account to their Facebook Page will need to follow the steps below.

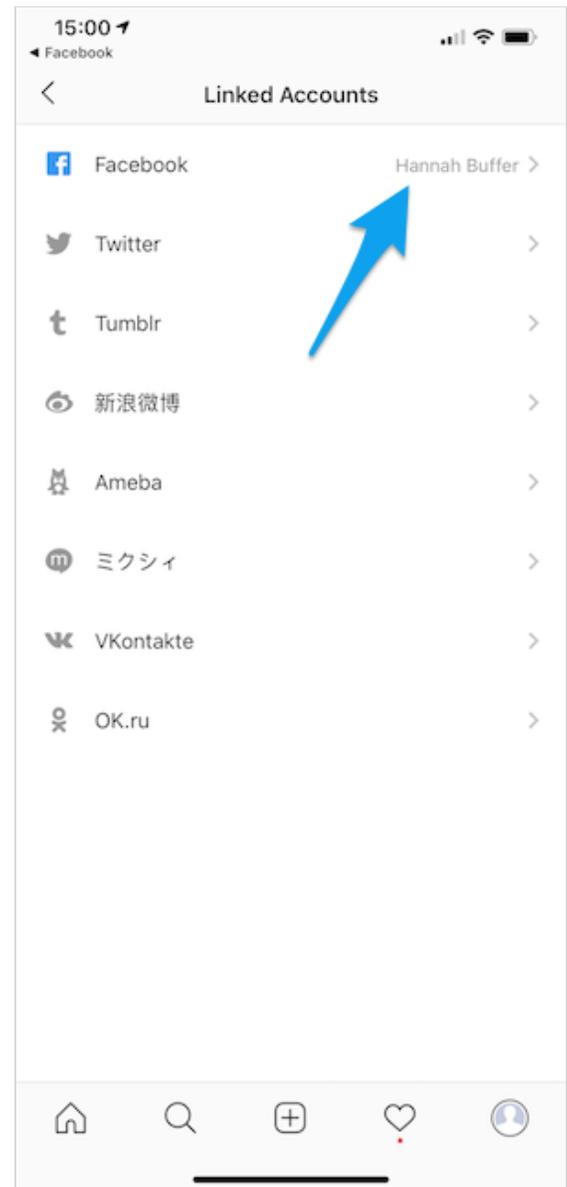
## (Re)connecting Instagram and Facebook on Reputation.com

### Step 1

ReOAuth your Facebook connection in order to approve the new Permissions Facebook requires in order to allow you to monitor and publish with Instagram.

### Step 2

1. Check that your Instagram business profile is definitely connected to a Facebook Page. You can do this by following the steps below:
2. Open the Instagram app on your mobile=
3. Click **Settings**
4. Click **Linked Accounts** (see right)
5. You should see your Facebook Page listed there.
6. If you don't see your Facebook Page listed there, that is very likely the reason you're seeing the error. In this case, you'll need to switch your Instagram account back to a personal profile and then reconvert it to a business profile, ensuring you link it to a Facebook Page this time.



### Step 3

If you see your Facebook Page listed, there, please jump to the Step 4 below. If you don't see your Facebook Page listed there, that is very likely the reason you're seeing the error. In this case, you'll need to switch your Instagram account back to a personal profile and then reconvert it to a business profile, ensuring you link it to a Facebook Page this time \*

### \* Reverting your IG account to a business profile

- You only need to complete these steps if your IG account is currently a business profile without a FB page connected to it.
- Please note, your insights will be lost when converting your IG account back to a personal profile. You may wish to read and save your insights before converting.

If your Instagram account is currently a business profile without a Facebook Page connected to it, you will need to switch it back to a personal profile and then reconvert it to a business profile. This can be done either via the Instagram mobile app, or via your Facebook Page settings. Whichever route you take, the first step is to switch back to a personal profile by following the steps below.

1. Open the Instagram app on your mobile
2. Click on **Settings**
3. Click on Switch Back to Personal Account **Linked accounts**

You can now choose whether to reconvert your Instagram account to a business profile via the Instagram mobile app, or via your Facebook Page settings. **We'd recommend doing it via your Facebook Page settings**, since this guarantees a Facebook Page will be associated with it.

Reverting your Instagram account to a business profile via the Instagram mobile app

1. From the Settings, tap Switch to **Business Profile**
2. Follow the on-screen instructions, ensuring you select a Facebook Page when prompted. Do not skip that step, or the same issues will reoccur

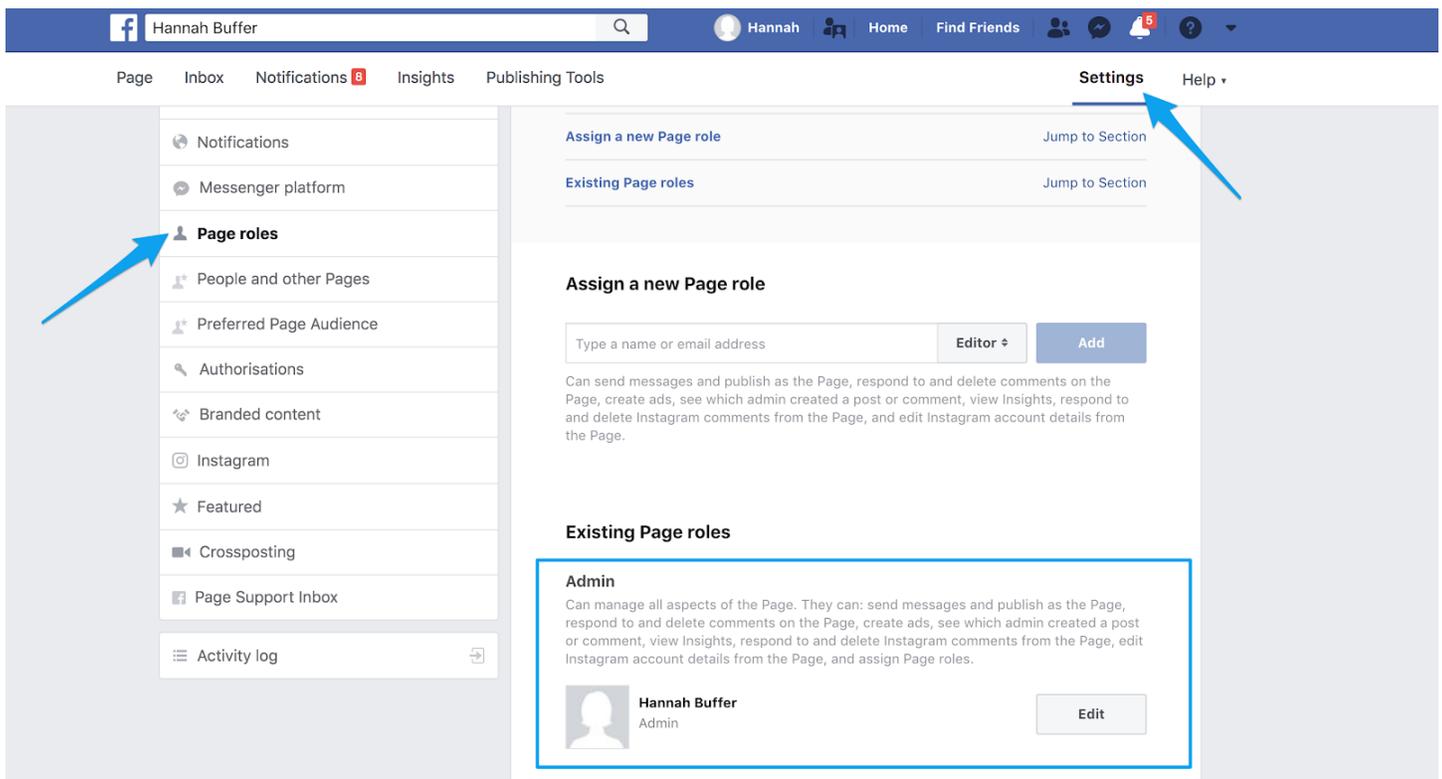
Reverting your Instagram account to a business profile via your Facebook Page settings

1. Head over to Facebook and navigate to the Page that you would like to be connected to your Instagram business profile
2. Click **Settings** at the top of the Page and then click **Instagram** on the left hand side
3. If any Instagram account is already connected, click **Disconnect** at the bottom of the page and then click **Log In** towards the top
4. Enter your Instagram username and password
5. Follow the on-screen instructions

### Step 4

Please ensure you have Admin Role on the FB Page that is connected to your IG profile. You can do this by following the steps below:

1. Head over to Facebook and navigate to the Page that is connected to your Instagram business profile
2. Click **Settings** at the top of the Page and then click **Page roles** on the left hand side
3. You'll need to see your own personal profile listed as an Admin under the "Existing Page Roles" section. If you have any other Role, then you will not be able to authorize the connection to our Publisher. In this case, you'll need to get in touch with your Page Admin and ask them to grant you the Admin Role, or alternatively, have them connect the Instagram account to our Publisher.



If this is now working, stop here. You do not need to go to Steps 5 and 6.

### Step 5

If there is a Facebook Page connected to your Instagram business profile and you do have the Admin Role on that Page, and this **is still not working**, then this is likely a permissions issue. Please follow the steps below to resolve this:

- **Please note, completing the next set of steps will result in the disconnection of any Facebook Pages and Instagram accounts you currently have connected. You can find guidance on resolving this after step 12. Below to resolve this:**
1. Head over to Facebook and navigate to **Settings > Business integrations** (or click this link)
  2. You should see **Reputation.com** listed in the integrations area. This will need to be removed in order to continue. Tick the check box and then click **Remove**.
  3. Leave the check box unticked and then click **Remove**.

### **Why do I need to do this?**

When you're connecting your Facebook account, you'll see a step to authorize Reputation.com to access your FB & IG account. At this stage, it's crucial that you click OK, and not Choose what you allow.

This option is required to be shown in this step due to Facebook's guidelines, but modifying any of the permissions here will mean that we are not able to authenticate with Facebook and your Instagram account will not be connected. By removing Reputation.com from Business integrations here, you'll be able to reauthorize Reputation.com to use your Facebook account and ensure you're not modifying the permissions this time.

### **Removing the Reputation.com app from the Business Integrations settings in Facebook, will also disconnect any Facebook Pages and Instagram accounts you currently have connected.**

**Facebook:** You will need to reconnect one of your Facebook Pages in order to re-establish this authorization. If you don't see this prompt, click Settings > Reconnect. If you have multiple disconnected Facebook Pages, and they were all authorized through your own personal Facebook Profile, reconnecting one of them, should also reconnect the rest.

**Instagram:** The access tokens work differently for Instagram accounts than they do for Facebook, so unfortunately, each Instagram account would need to be reconnected individually.

### **Step 6**

Now go back to Step 1 and try again.