

Connecting & Posting to Instagram

How to connect and post to Instagram.

To be able to connect and post through our platform, you have to first connect a Professional Instagram account to a Facebook page that you are an admin for.

To start, make sure that the Instagram account you are trying to connect is a Professional Instagram account since this only works with Professional Instagram accounts and not Personal Instagram accounts. You can tell if it is because if you open up the Instagram account on the Instagram app, you'll see a "View Professional Dashboard" option at the top along with some buttons for things like "Promotions" and "Insights" which you wouldn't find on a Personal Instagram account. You can easily use the Instagram app to turn a Personal account into a Professional one.

Connect Your Facebook Page and Instagram Professional Account

To connect your Facebook Page and Professional Instagram account you have to:

Go to Facebook Page and click **Settings** in the left panel.

Click **Linked Account** in the left column.

Then click **Instagram**.

Click **Connect Account**.

If you'd like, toggle Allow access to Instagram messages in Inbox on or off. When on, it provides access to people who manage your

Click **Continue**.

Log in with the correct Instagram Business account.

Connect Instagram Account to Business in your Social Owl License

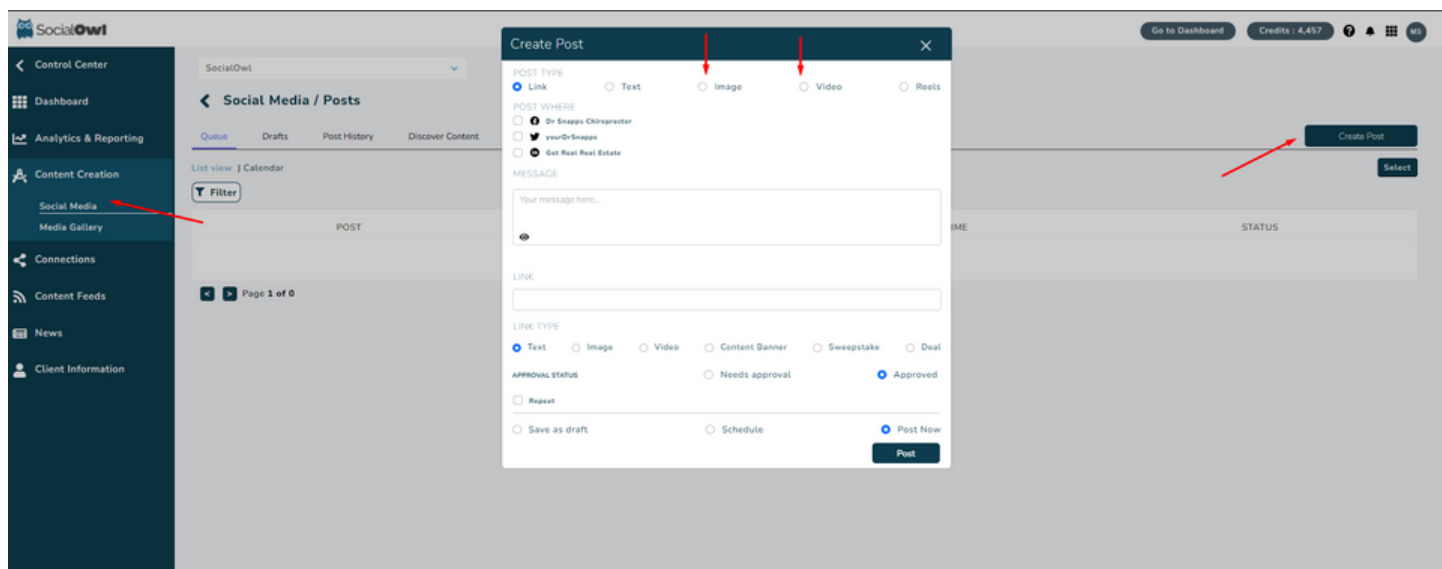
At this point, if you go back to the connections tab, as long as you are an admin for the Facebook page that your Instagram account was connected to then it should show up as an option to connect.

If this is the first time you have made a connection through Facebook to any Instagram account, If it asks for different permissions for multiple pages that you might be an admin for, be sure to **check off all options that are there**, including pages you might not want to connect right now because it will cause issues in the future if you wish to later connect those other Instagram accounts or Facebook pages. The first interaction here isn't to be able to connect and post to these accounts, it's for whether or not you would like those to show up as options to connect. It's after this first step that it will then bring up the different Instagram accounts to connect and you can then choose the one you wish to connect.

Posting an Image or Video to Instagram

After you've connected your Business/Professional Instagram account in the "Connections" tab, the only place where you can choose to post to Instagram is when you go to the "Create Post" tab and then

choose to either post a "Photo" or a "Video".



You won't see the option to post to Instagram when in the "Content" tab or as a "link" in the "Custom Post" tab because, unlike most other

social media platforms, Instagram doesn't allow people to post URLs/links to content.

The way that most people handle URLs is by going directly to their Instagram accounts where they allow you to put in one link in your profile that can link out to a website. Then on posts, people bring attention to that link by mentioning in their posts to "Check out the link in our profile".