

## Creating an Instagram Business Account and Linking to Facebook

To collect Instagram data you need to authenticate as a Facebook user with a role on a Facebook Page connected to an Instagram Business account.

In addition, any owned Channels you wish to track must be either a Business account or a Creator account (very similar but usually used by influencers as opposed to businesses).

You can find useful information on [Facebook's business help center](#) but here is a quick guide to creating an Instagram Business account in the way you'll need to ensure the best Instagram coverage.

First you need to open to the Instagram app and sign in with the account you are going to use as a business account.

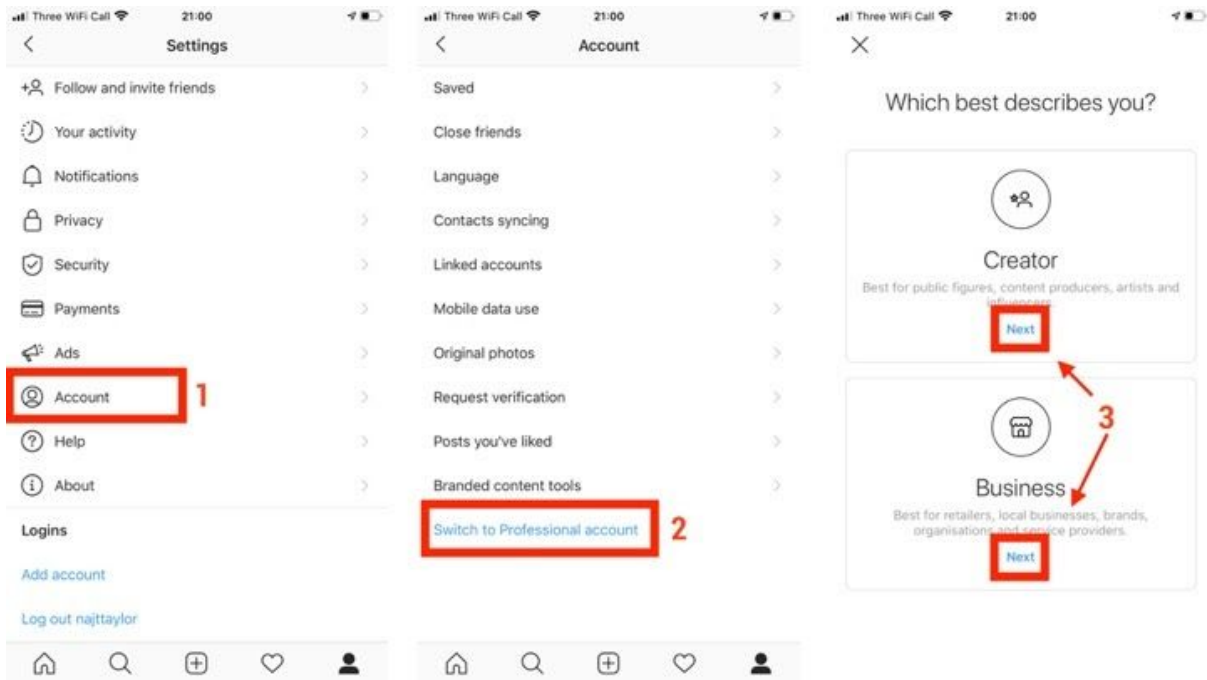
Tap on the person icon on the bottom right.

Tap on the menu bar at the top

Then tap Settings, then Account

Then choose 'Switch to Professional account' at the bottom

Then you can choose either a Creator or a Business account. We recommend Business account if you intend to request hashtag and other data but Creator accounts can also be tracked as owned Channels.



If you are already signed in to Facebook on your phone and have a role on a page you may now be able to simply connect the Instagram account by choosing it from a list of options within the Instagram app.

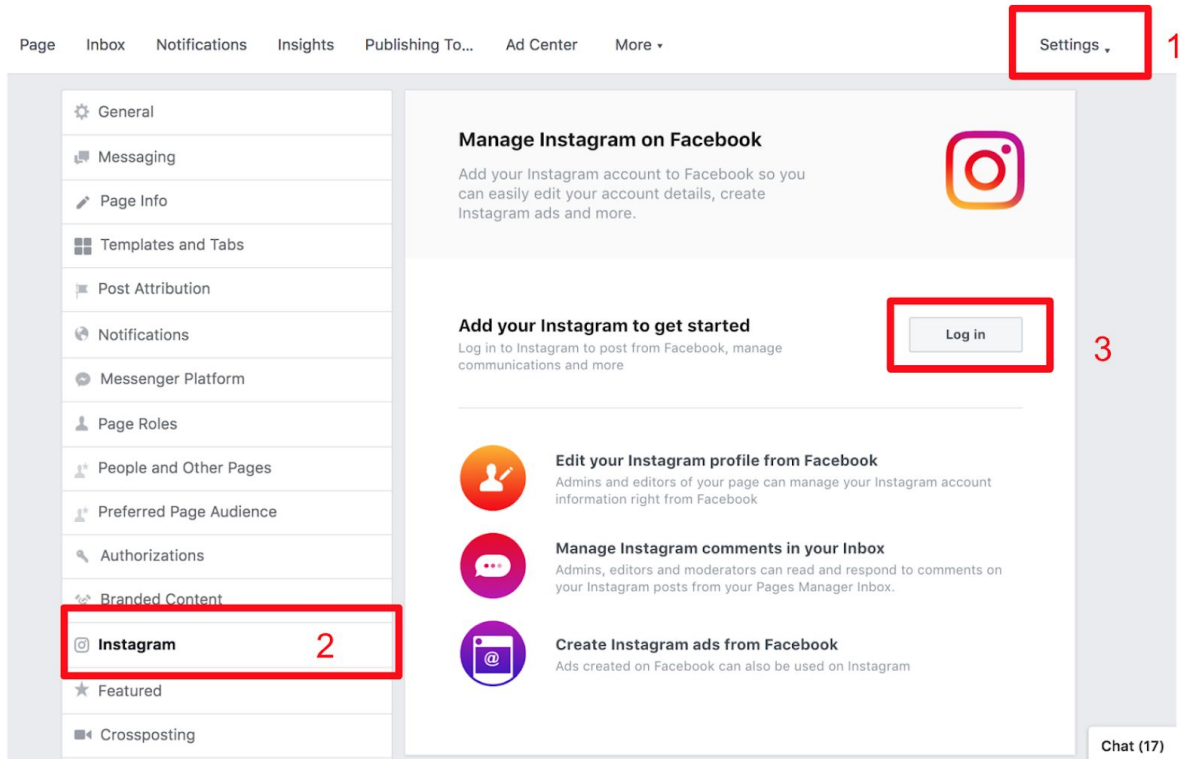
Otherwise, log in to facebook.com with your personal Facebook account and go to one of the Pages you have a role on. You can find all your Pages by clicking the arrow in the top right.



On the Page, click Settings.

Then choose Instagram.

Then log in with the Instagram account you wish to connect.



Page   Inbox   Notifications   Insights   Publishing To...   Ad Center   More ▾

Settings ▾ 1

General

Messaging

Page Info

Templates and Tabs

Post Attribution

Notifications

Messenger Platform

Page Roles

People and Other Pages

Preferred Page Audience

Authorizations

Branded Content


**Instagram** 2

Featured

Crossposting

### Manage Instagram on Facebook

Add your Instagram account to Facebook so you can easily edit your account details, create Instagram ads and more.



**Add your Instagram to get started**

Log in to Instagram to post from Facebook, manage communications and more

**Log in** 3

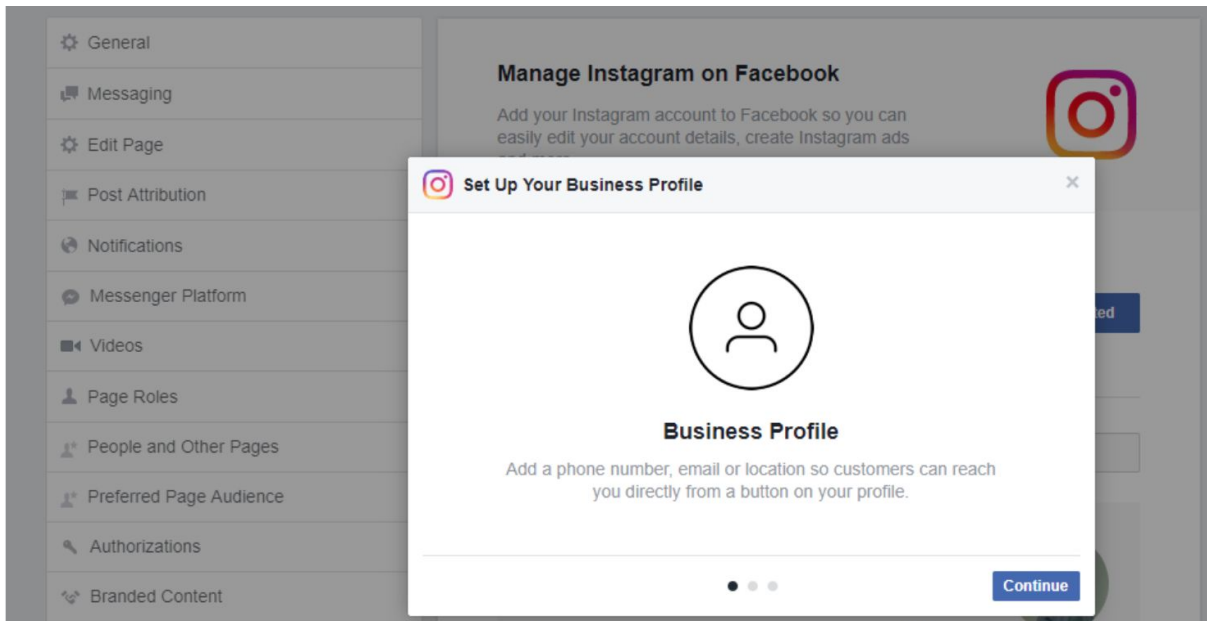
**Edit your Instagram profile from Facebook**  
Admins and editors of your page can manage your Instagram account information right from Facebook

**Manage Instagram comments in your Inbox**  
Admins, editors and moderators can read and respond to comments on your Instagram posts from your Pages Manager Inbox.

**Create Instagram ads from Facebook**  
Ads created on Facebook can also be used on Instagram

Chat (17)

At this stage it is important **not to close the popup that appears** but to click Continue until your Instagram Account is set up and connected.



Once the accounts are connected you will be able to authenticate in with your Facebook account to start collecting Instagram data.