

Instagram Overview

Setup/Requirements

For Buzz and Opinion monitors you have the ability to pull in posts based off of tracked hashtags with an IGBA (Instagram Business Account). This allows you to track up to 30 hashtags in a 7 day rolling window.

When looking for Instagram data before the Instagram Platform API depreciation on December 11th 2018, you can search through the pooled historical data we have. This can be done by selecting Instagram as a source under 'Inactive' in the edit section of a monitor.

Like our other supported Social Account Monitors, you can also request new Instagram content focused on posts made by a particular Instagram account. This can be set up on the Owned Media page, or while going to create a Social Account Monitor. In the case of Instagram, you will need to give our system the User Profile URL (e.g. <http://instagram.com/cnn>). These type of Monitors are only available to the Instagram account owners. For more information, please see *Instagram Social Account Monitor Update*.

Historical Data

When adding a new hashtag for tracking through your IGBA we will gather up to 24 hours of historical data. When adding a new Social Account Monitor, we do not get historical data and post collection will start at time of creation.

Data Views

In the Instagram section of the Metrics module, you can also see the top hashtags of a monitor's targeted hashtags' captions and comments in the selected time period, allowing you to see what other popular hashtags are associated with your conversation.

In Buzz and Opinion monitors, Instagram posts will be displayed in a multi-media tile view. Available under the Instagram tab, you can quickly scan a large number of Instagram posts in one convenient view.

Moreover, you can export content from Instagram metrics to Excel, or as an image.

Instagram Restrictions

- Like Facebook, we are subject to *rate limits* that are set by the Instagram API
- You may be required to reauthorize your credentials periodically

Due to these restrictions we cannot guarantee that we can get every post with the requested hashtags.