

Instagram Targeted Hashtags: Business Account Setup

Overview

Users with the correct Facebook permissions (see **Requirements** below) can authorize Crimson Hexagon to collect Instagram posts that use a particular hashtag. These posts can be analyzed in monitors using the **Targeted Instagram Hashtags** feature. This involves three steps, explained in more detail below:

1. Add an **Instagram Business Account** to your team.
2. Add a targeted hashtag using an **Instagram Business Account** that has been added to your team.
3. Add the targeted hashtag as a content source in a monitor.

Requirements

1. You must have **Data Management** permission on your Crimson Hexagon team.
2. You must have a Facebook Account with a role on a Facebook Page linked to an **Instagram Business Account**.

How to

- **Add an Instagram Business Account to your team.**
 - Click on the user menu in the upper-right corner of the screen and select **Team Admin**.
 - On the **Team Admin** page, locate the **Targeted Content** section at the bottom of the left-hand pane and select **By Owned Media**.
 - On the **By Owned Media** page, click on the **Instagram** tab at the top of the page.
 - On the **Instagram** tab, click the red button labelled **Add Owned Business Account**.
 - Enter the URL of the Facebook Page linked to the **Instagram Business Account** you want to add. Your Facebook User Account must have a role on this Facebook Page.
 - Click the blue, **Add with Facebook** button.
 - Complete the authentication workflow on Facebook, by first adding the Crimson Hexagon app, then granting the permissions requested by the app. If you grant the correct permissions, you'll return to Crimson Hexagon and the **Instagram Business Account** will have been added to your team.

- **Add a targeted hashtag using an Instagram Business Account that has been added to your team.**
 - Click on the user menu in the upper-right corner of the screen and select **Team Admin**.
 - On the **Team Admin** page, locate the **Targeted Content** section at the bottom of the left-hand pane and select **By Keyword**.
 - Click the red button labelled **Add Keyword Query**.
 - Select the **Instagram Business Account Hashtag** radio button.
 - Select the **Instagram Business Account** on your team that will be used to request the hashtag data. *Note: Each Instagram Business Account can only request 30 unique hashtags within a rolling seven day period.*
 - Enter the hashtag to be targeted (include the # symbol).
 - Click the red, **Add Keyword Query** button. If the hashtag is valid and the **Instagram Business Account** you chose has not exceeded its quota of 30 unique hashtags, the hashtag will be added to your team.
- **Add the targeted hashtag as a content source in a monitor.**
 - Create a new monitor or click the **Edit** button on an existing monitor.
 - In the **Targeted Content** section of **Content Sources**, click the **Instagram Hashtags** button.
 - The button will expand, revealing a field where any hashtag(s) added to the team can be added as content sources for the monitor.
 - If you do not want to apply a keyword filter to the targeted hashtag content, click the **Ignore keywords below** checkbox. Otherwise, leave it unchecked.

Important Details

- **Instagram Business Accounts** can only collect data from 30 unique hashtags within a 7 day rolling window. This quota is applied at the **Instagram Business Account** level, not the user level, the team level, or the application level. If multiple users are making requests using the same **Instagram Business Account**, they must coordinate their activity to ensure they do not exceed their quota.
- Hashtag data cannot be collected retroactively. Data collection begins on the day the hashtag is added.
- Hashtag data collected on behalf of an **Instagram Business Account** is made available to any Crimson Hexagon team that has added both that Account and that hashtag.
- Targeted hashtags can be disabled and deleted.
 - If a hashtag is being requested by the same **Instagram Business Account** on multiple teams, it must be disabled on both teams before it stops collecting data and stops counting against the quota.
 - A disabled hashtag is no longer collecting data and will not count against an **Instagram Business Account's** quota of 30 hashtags.



- A deleted hashtag can no longer be used as a content source in a monitor.

If you have any further questions, or need more clarification, please reach out to your Customer Success Manager, or submit a ticket to our Support team through the Help Center.