



**Phyllo** 

*How to Use Instagram APIs:*

# **A Guide for Developers**

Instagram has evolved from a mere photo-sharing app to one of the internet's most popular social media platforms. With over 2 billion active monthly users spending an average of 11.7 hours per month on the app, it has become the hotspot for businesses selling products or services globally.

**However, all marketing initiatives need to be supported by data**—and not just any data, but credible, trustworthy data.

First-party data is information collected directly from users or site visitors based on their interactions with a platform. This data is usually accessible by leveraging the APIs that most social media platforms today provide, like Instagram's Graph API.

**Today, 62% of first-party Instagram data is shared with third-party apps to build advanced marketing solutions and features.**

Nevertheless, these APIs are complex to integrate with, thereby preventing any bad actors from easily accessing valuable information but allowing developers to:



Identify media where other Instagram users have mentioned a company or individual



Recover user media



Manage and respond to comments on their media



Find content based on hashtags



Learn basic information about other Instagram creators and businesses

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# 1 Introduction to Instagram APIs

Instagram APIs empower developers to create third-party apps for gathering data and insights that drive the brand's social selling efforts. These apps help businesses gain a comprehensive understanding of the interests, values, and behaviors of their ideal customers.

Instagram had one API until 2018, the Public API, which was discontinued due to privacy concerns. After that, two new APIs, the Instagram Basic Display API and Instagram Graph API, were introduced.

**1. Instagram Graph API:** This API allows access to elementary profile data and multimedia content from authorized accounts, both creators and businesses.

## Use cases:

- **Comment replies:** Engage with your audience by allowing customers to reply to comments on your posts.
- **Insights analysis:** Gain valuable insights into your Instagram performance with access to analytics and data.
- **Hashtag searches:** Conduct targeted searches using hashtags to discover relevant content.

**2. Instagram Basic Display API:** The Instagram Basic Display API provides read-only access to basic profile data, images, and videos for individual Instagram accounts with user consent.

**Use cases:**

- **Media import:** Import photos and videos from Instagram to enhance your app's content.
- **Profile data access:** Retrieve fundamental profile data of targeted audiences for personalized experiences.
- **Seamless integration:** Connect your Instagram account with third-party apps for enhanced functionality.

## 2 Integrating the Instagram API

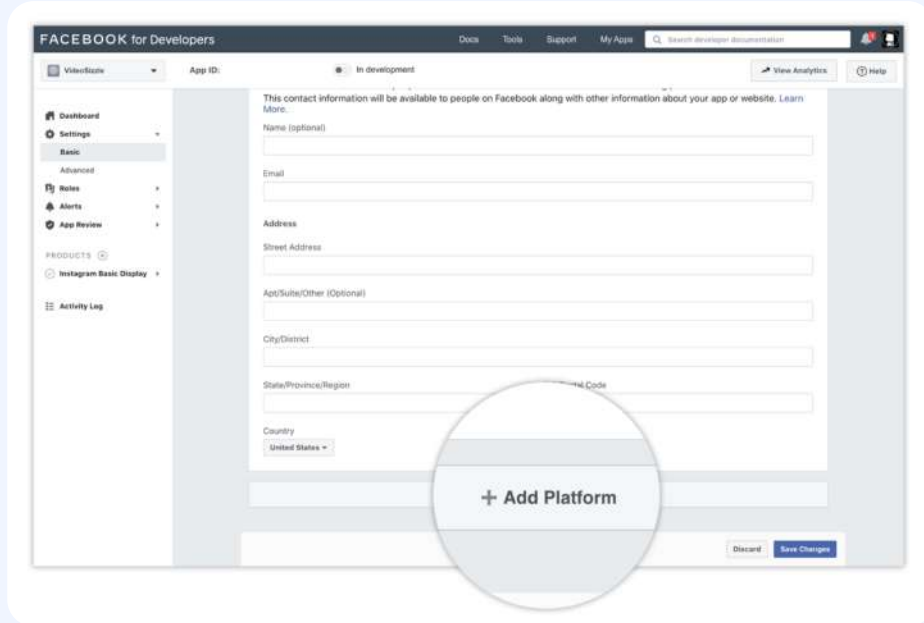
Here's how you can set up your app on the App Dashboard, obtain a temporary user token, and fetch data from authorized Instagram profiles.

But before you start, you need:

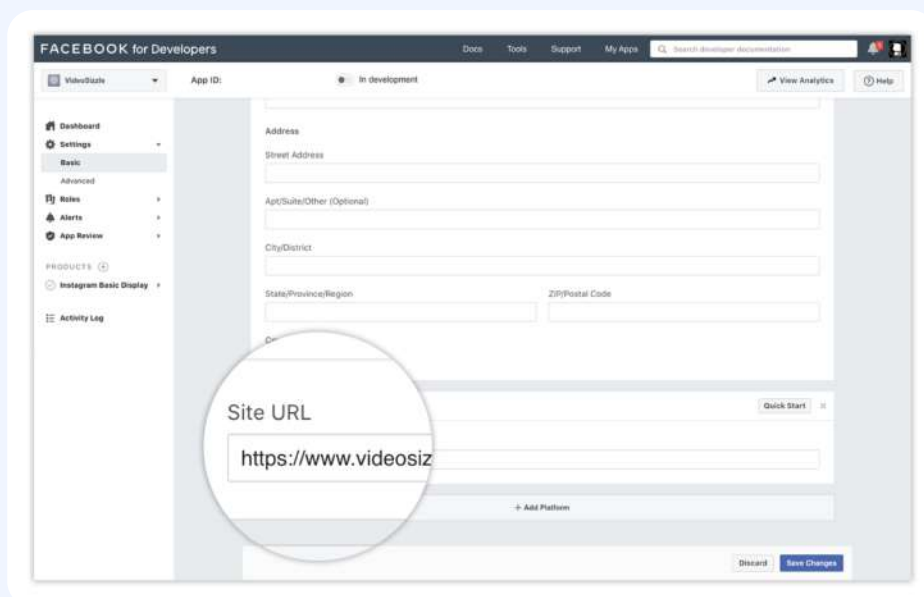
- Public website or app you own
- Facebook Developer account
- Instagram business account with media
- Tool or app with API requesting capabilities

## Steps to work with Instagram APIs:

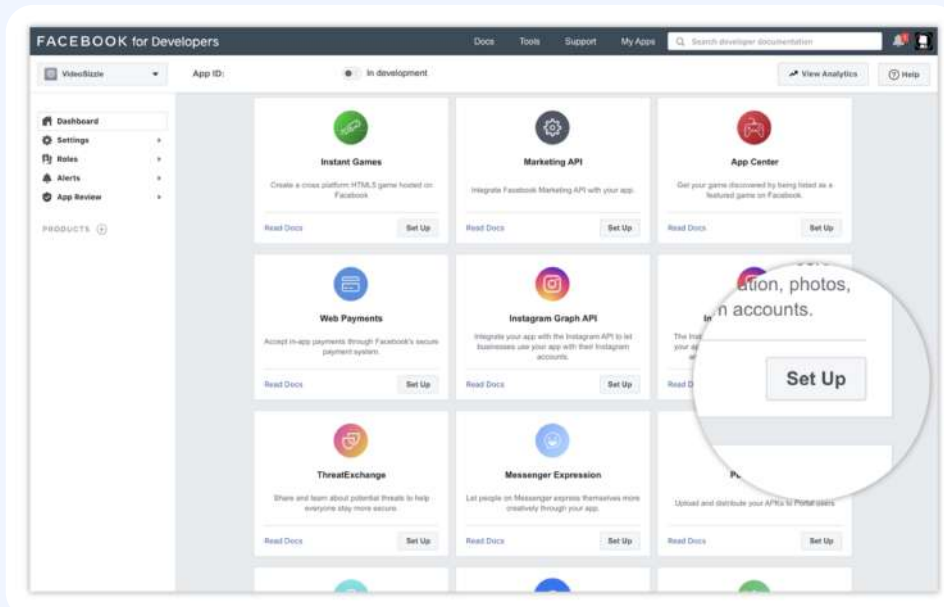
1. Create a new app by visiting Facebook Developer Account > My Apps > select Consumer or None app type.



In the App Dashboard, go to Settings > Basic, scroll down, and click Add Platform. Choose Website, input your URL, and save. The platform can be changed later.



2. To add Instagram Basic Display API, go to Products, find Display API, and click Set Up. To add Instagram Graph API, go to Products, find Graph API, and click Set Up.



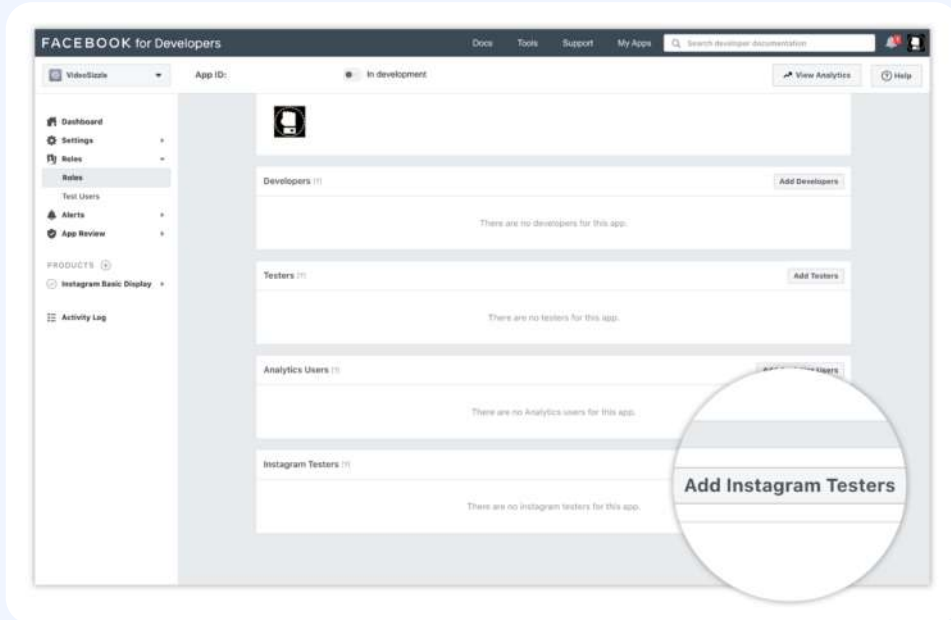
Scroll down and click on Create New App at the bottom of the page.

Next, you will see a form. Fill out the form with the display name, valid OAuth redirect URIs, and various callback URLs for deauthorization, data deletion, and app review.

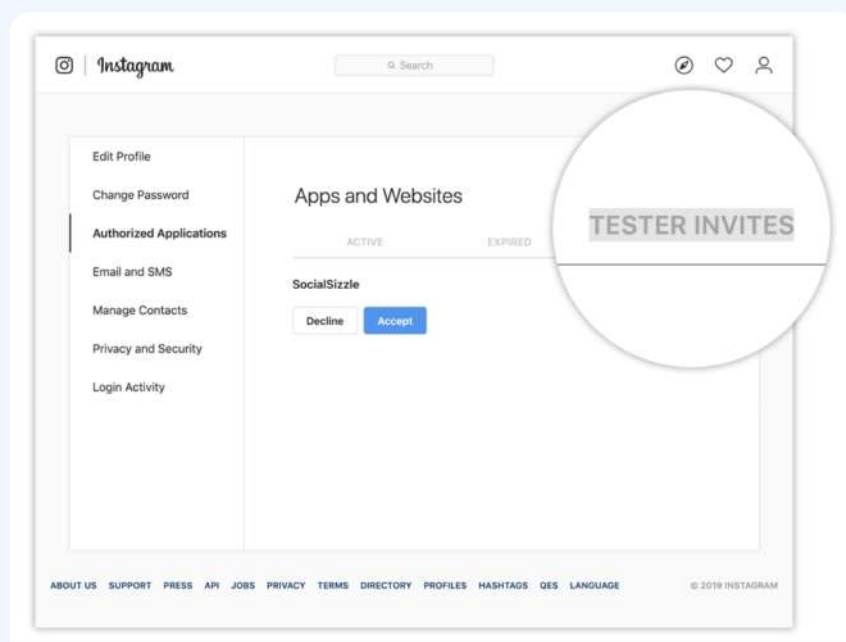
**Access Instagram APIs without any integration  
hassle in > 5 mins**

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- Find Instagram Testers area by going to Roles > Roles. After clicking on Add Instagram Testers and entering your Instagram login, you will be sent an invitation.



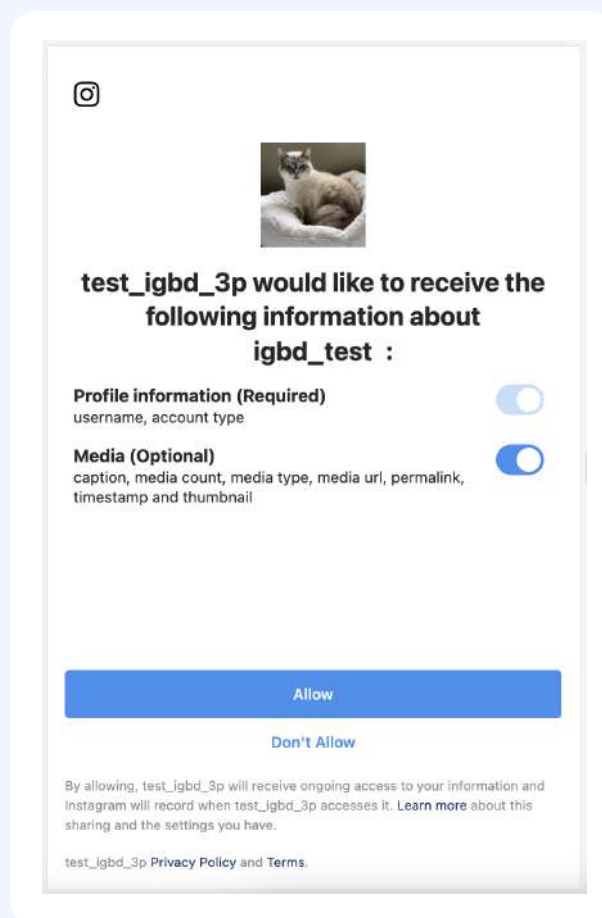
Open a new browser, go to Instagram, and log in. Click Profile Icon > Edit Profile > Apps and Websites > Tester Invites to accept the invitation.



4. Replace {app-id} with your Instagram App ID from App Dashboard > Products > Instagram > Basic Display. Substitute {redirect-uri} with the URL specified in Step 2 to create the Authorization Window URL.

```
https://api.instagram.com/oauth/authorize
?client_id={app-id}
&redirect_uri={redirect-uri}
&scope=user_profile,user_media
&response_type=code
```

Open the Authorization Window URL in a new tab. It should display your Instagram account name, app name, and requested permissions.



Sign in to the Authorization Window to confirm your identity. Click 'Authorize' to grant app access. If successful, you'll be redirected to your specified URI with an appended authorization code.

5. Open your command line app that supports cURL requests and send this POST request to the API:

```
curl -X POST \
  https://api.instagram.com/oauth/access_token \
  -F client_id={app-id} \
  -F client_secret={app-secret} \
  -F grant_type=authorization_code \
  -F redirect_uri={redirect-uri} \
  -F code={code}
```

Your Instagram app ID, Instagram app secret, your redirect URI, and the code we supplied you should be substituted for {app-id}, {app-secret}, {redirect-uri}, and {code}. Ensure redirect URI matches exactly with what was specified earlier, in case of any trailing slashes.

On success, you'll receive a JSON object containing your test user's ID and a 1-hour valid Instagram User Access Token.

```
{
  "access_token": "IGQVJ...",
  "user_id": 17841405793187218
}
```

In the final step, use your command-line app to query the user node. Replace {user-id} and {access-token} with the ID and token received in the prior step.

```
curl -X GET \  
'https://graph.instagram.com/{user-id}?fields=id,username&access_token={access-token}'
```

Once you succeed, the API will respond with your Instagram user's ID and username:

```
{  
  "id": "17841405793187218",  
  "username": "jayposiris"  
}
```

For additional help, refer to the [Get Started guide](#) on the Instagram Basic Display API by Meta for Developers.

## Speed up your process!

Get access to credible creator data without any infrastructure hassle -

- Access **10+ platform data** including IG with one single API
- Access **unlimited API calls** with dummy data
- Connect **25 real accounts** and fetch real data
- Create **webhooks** to track user data changes in real-time

Excited? Get started in >15 mins!

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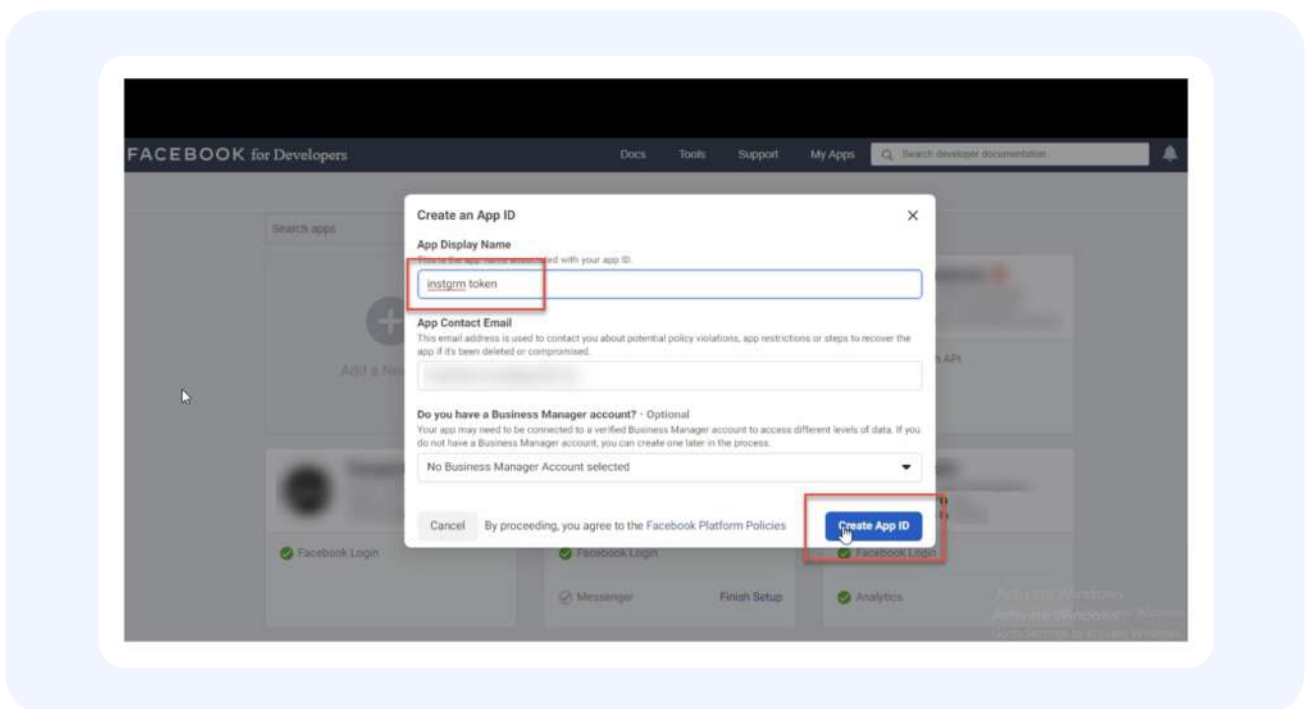
### 3 How to Use Instagram API

*Note: The process is similar for all use cases until you retrieve your access token.*

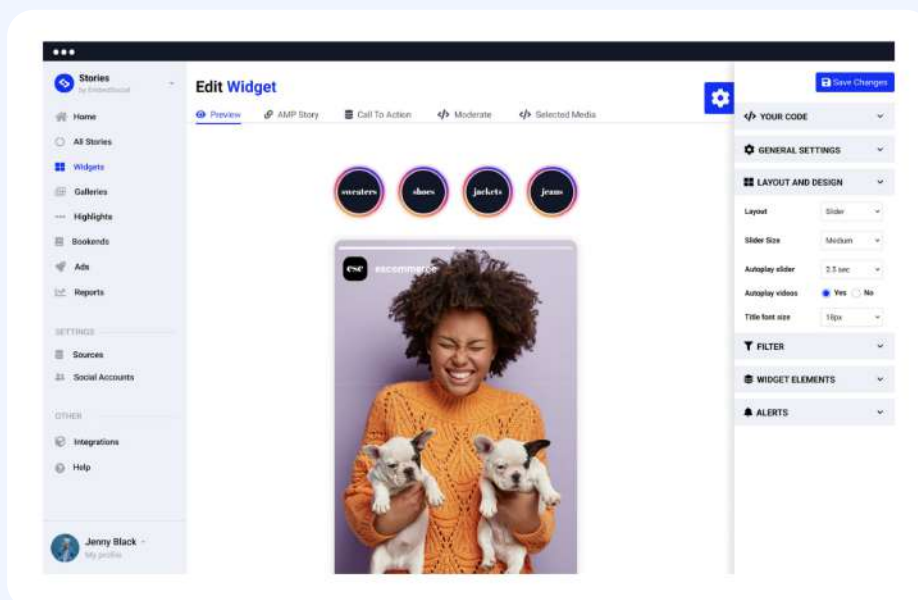
#### 1. Fetch Data from Stories with Instagram Story API

Once you have obtained the access token, you can start making API queries to fetch stories from public Instagram accounts.

The application programming interface (API) has endpoints like GET /{media-id} and GET /{user-id}/media that you can use to retrieve specified media or media coming from a certain user.



With the retrieved Story data, you can organize and showcase it across various platforms or apps. You can use HTML, CSS, and JavaScript to create an engaging and interactive interface for people to see the content.



## 2. Access Instagram Feed Insights Using Feed API

Once you retrieve your access token and user authorization, you can use the GET `/user-id` endpoint to send requests to fetch user info like username, bio, and profile image.

This extension also lets you access a user's Instagram feed by querying appropriate endpoints, like GET `/media-id` for specific media. By formatting and displaying this data, users can browse feeds, send messages, and explore profiles directly from their browsers.

### 3. Download Media Assets Using the Media API

Once you have the access token, you can use the GET `/media-id` endpoint to send API calls and get media details, such as images or videos. This API allows developers to easily identify specific content they wish to acquire.

After retrieving media info, you can also use the provided URLs or endpoints to obtain the actual media. These assets can then be displayed in the app interface or stored locally for later use.

### 4. Retrieving Media Tagged With A Specific Hashtag

To gather all photos and videos associated with a specific hashtag with Instagram API , start by using the `/ig_hashtag_search` endpoint. This should include the hashtag in question and the ID of the Instagram Business or Creator Account initiating the query.

For instance, to search for media tagged with "#coke" on behalf of the Instagram Business Account with the ID 17841405309211844, you would perform the following query:

```
https://api.instagram.com/oauth/authorize
?client_id={app-id}
&redirect_uri={redirect-uri}
&scope=user_profile,user_media
&response_type=code
```

This would return the ID for the "#Coke" hashtag node, which can then be used to query its /top\_media or /recent\_media edge to obtain a collection of media objects tagged with "#coke". For example:

```
GET graph.facebook.com/17873440459141021/recent_media
?user_id=17841405309211844
```

## 4 Challenges with Instagram APIs

### Linking accounts with the developer's app

Today, creators are extremely wary about whom they give access to their data.

Added to that, Facebook has a notoriously tricky login flow for Instagram.

To successfully connect an Instagram account with a platform:

- The user should have an Instagram Business or Instagram Creator account.
- The users should link their account to a Facebook Page.
- In FB's login flow for connecting to Instagram, the users should select the FB page linked to the Instagram account.
- The users should provide consent to share the required data.

Due to such a complex flow, you will mostly notice many drop-offs at this stage.

*To solve this problem, significant education about the flow, requirements, and what data is collected is necessary.*

## **Stories expire after 24 hours**

Stories are time-sensitive content and expire after 24 hours. Added to that, it is almost impossible to access story metrics once they have expired. It thus gives one very little window to gather and capture the latest data.

## **Facebook doesn't provide necessary webhooks for all creator accounts**

While Facebook offers a few Instagram webhooks, they have limitations.

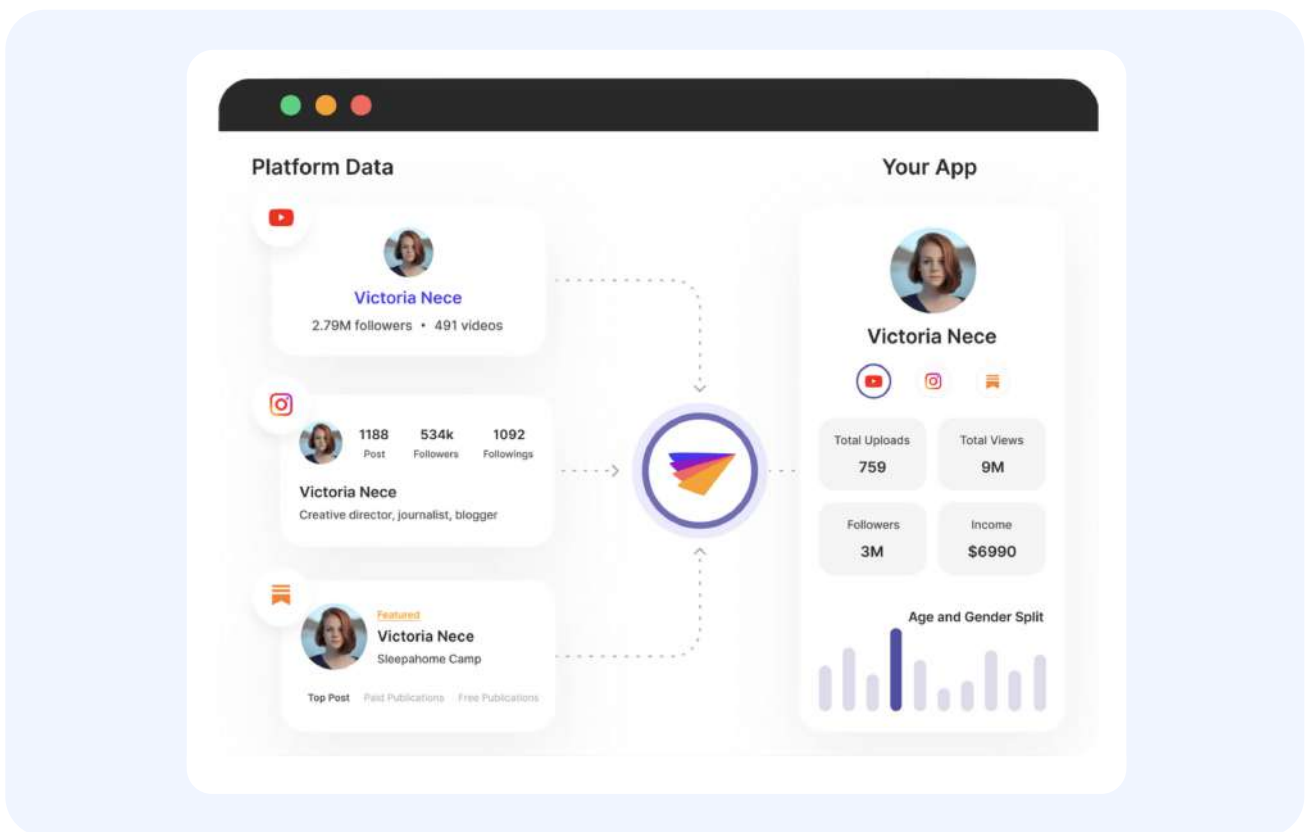
The inability to leverage these much-needed webhooks for professional accounts not linked to a Facebook page is a significant problem; most Instagram creators would not have set up their Facebook Business page.

So it gets challenging to set webhooks like `story_insights`, for instance, which notifies you when a creator's story is expiring. And as mentioned before, stories are only accessible for 24 hours; you need to capture the necessary data before its expiry or lose it for good!

## **Other challenges**

- The only image format supported by the Instagram Graph API is JPEG. Extended JPEG formats like JPS and MPO are not allowed on Instagram.
- Publishing to Instagram Live is not supported by the Graph API.
- Branded content tags, shopping tags, or filters are not supported by the Graph API.
- An Instagram Business or Creator Account can query a maximum of 30 unique hashtags within a rolling, 7-day period. Once a hashtag is queried, it counts towards this limit for 7 days. Repeated queries of the same hashtag within this period do not impact the limit or reset the 7-day timer.
- Responses will not contain personally identifiable information.
- Hashtags on Stories, and emojis in hashtag queries are not supported by the Instagram API.
- The Instagram API will return a generic error for requests containing hashtags deemed sensitive or offensive.

## 5 Check Out Phyllo APIs

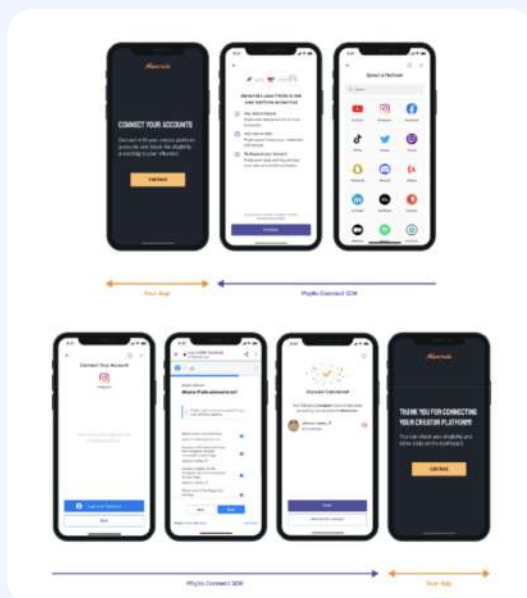


[Phyllo](#), with its simple and efficient approach to creator data, facilitates streamlined integration with multiple social media platforms. As an advanced product, Phyllo eliminates the need for developers to individually establish connections with diverse platforms like YouTube, TikTok, Patreon, Spotify, and Instagram. Instead, it offers scalable and trustworthy integrations, enabling developers to work with a single, easy-to-integrate API. Phyllo can provide a wealth of creator data, including:

- Profile data
- Content feeds
- Audience demographics
- Instagram stories
- Instagram reels
- Content views

## 6 Benefits of Using Phyllo APIs

### Phyllo Connect SDK for Instagram:



The Connect SDK is designed to offer creators control and transparency over their data. It guides users through the connection process and educates them about Phyllo's role. Additionally, it allows users to disconnect their linked accounts whenever desired.

### Simplifying Instagram Login:

Instagram login can be a convoluted process, especially for creators. Phyllo simplifies this by seamlessly guiding users through the process of linking a professional account to a Facebook page.

### Harnessing Instagram Stories with Graph APIs:

Instagram Stories is a significant content format. Phyllo provides access to engagement metrics for Instagram stories, a feature not readily available elsewhere.

## Webhooks

Phyllo's webhooks notify developers of changes in creator data for real-time accuracy. This further upholds the precision and authenticity of the insights.

Phyllo's team of experts helps developers adapt to new API changes without compromising app functionality.

## Streamlined data access

Access to comprehensive creator data such as profile data, content feeds, audience demographics, Insta stories, reels, and content views.

## Multi-platform solution

Phyllo facilitates integration with various platforms like Instagram, Twitch, Substack, and many more.

## Try out Phyllo APIs today!

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- Access **unlimited API calls** with dummy data
- Connect **25 real accounts** and fetch real data
- Create **webhooks** to track user data changes in real - time
- Use staging for **internal development** and testing

Excited? Get started in >15 mins!

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