

Ambassador Tracking Platform - Technical Brief

Date: June 23, 2025

1. Project Summary

The platform will track the number of Instagram stories, posts, and reels published by ambassadors that specifically mention or tag the brand. It supports role-based access (Admin, Team Leader, Ambassador) and includes posting rules, analytics, notes, and feedback management. Only daily counts are stored - no media content.

2. User Roles

- Admin: Full access, can manage users, teams, rules, notes, and see all analytics.
- Team Leader: Monitors own team (including self), can write notes.
- Ambassador: Views their own activity only and sends private feedback to Admin.

3. Instagram Integration

- Ambassadors must connect their Instagram Creator or Business account via Meta OAuth.
- Only media that mentions (stories) or tags (posts/reels) the brand will be counted.
- The system fetches and stores daily counts for each activity type.
- Full media content is NOT stored.

4. Stored Data Example

For each ambassador per day:

- Date: 2025-06-22
- Story Mentions: 2
- Post Tags: 1
- Reel Tags: 1

5. Meta Developer Account Instructions

1. Go to <https://developers.facebook.com> and create a developer account.
2. Create a new App (type: Business).
3. Add Products: Instagram Graph API, Facebook Login.
4. Configure Facebook Login:

- Add your frontend redirect URI, e.g., <https://yourdomain.com/auth/instagram/callback>
- Enable Client OAuth Login and Web OAuth Login.

5. Request Permissions:

- instagram_basic
- pages_show_list
- instagram_manage_insights
- business_management

6. Add test users for development.

7. Later, submit for App Review for production use.