



Overview

Threads publishing in Dott Media uses the connected Instagram Business account. This guide covers the Instagram setup required to publish to Threads.

Estimated time: 15-25 minutes

Account prerequisites

- Instagram Business or Creator account.
- Instagram linked to a Facebook Page.
- Client has admin access to the linked Page.

Technical prerequisites

- Meta app with Instagram Graph API enabled.
- App status is Live with Advanced Access.
- Instagram publishing permissions approved.

Required permissions

Permission	Why it is needed
instagram_basic	Access the Instagram Business account profile.
instagram_content_publish	Publish posts that can be shared to Threads.
pages_show_list	Resolve the linked Facebook Page and IG account ID.

Connection steps

- Connect the Instagram Business account in Dott Media.

2. Confirm the Instagram access token and business account ID are stored.
3. Enable Threads in your posting settings.
4. Publish a test post to confirm Threads delivery.

Data we store per user

- Instagram access token.
- Instagram Business Account ID.
- Optional Instagram username for display.

Verification checklist

- Threads status shows Connected via Instagram.
- Test post succeeds.
- Engagement metrics appear in reporting.

Dott-Media AI-Powered Digital Solutions

Threads Connection Onboarding

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