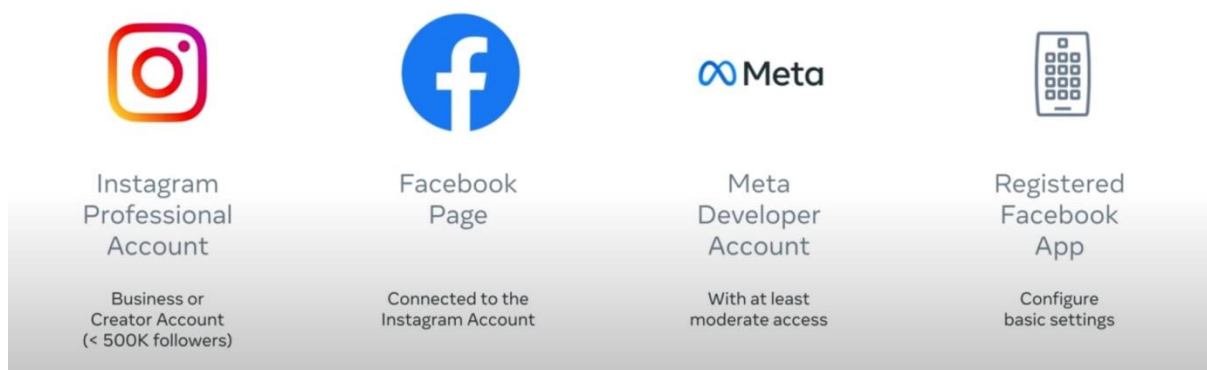# Instagram Messaging API Documentation

Introduction

The Instagram Messaging API allows businesses with Instagram Business Accounts to manage direct messages through third-party apps and platforms. This empowers functionalities like:
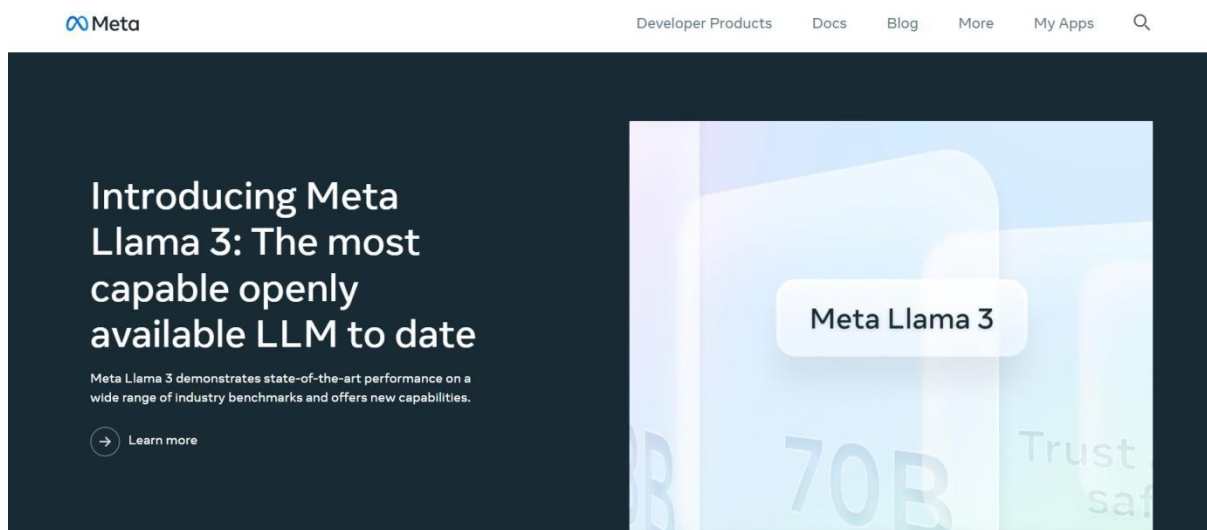
- Sending and receiving messages with Instagram users.
- Integrating with CRMs or marketing automation tools for streamlined communication.
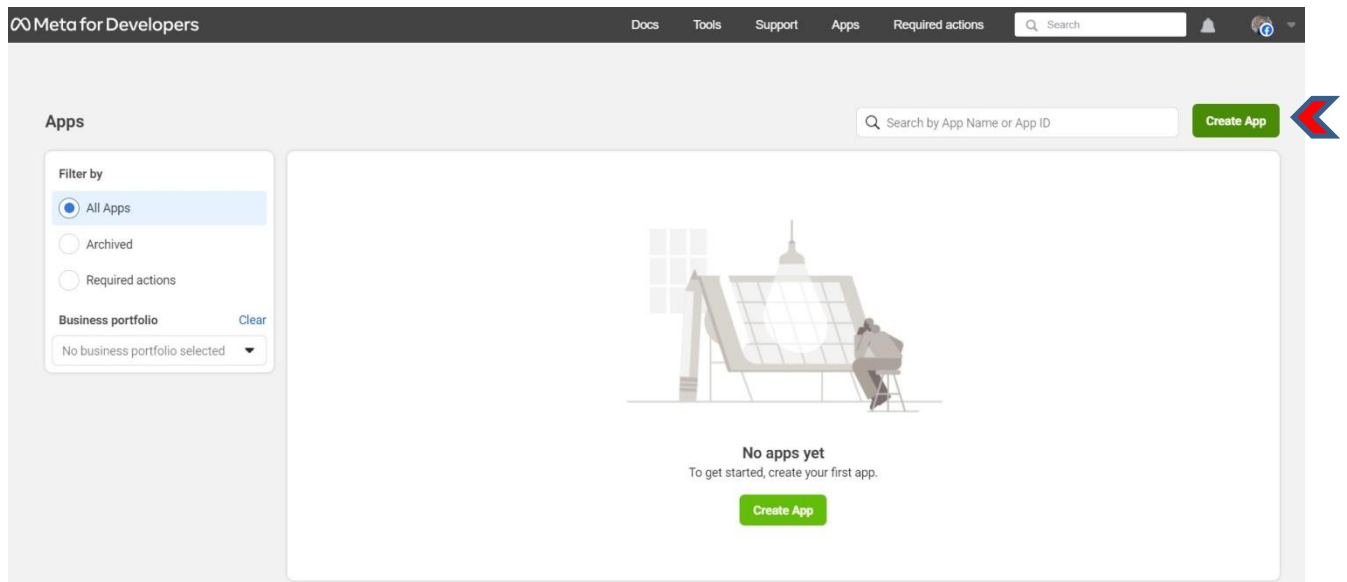- Building chatbots to automate responses and provide a more engaging user experience.

Requirements
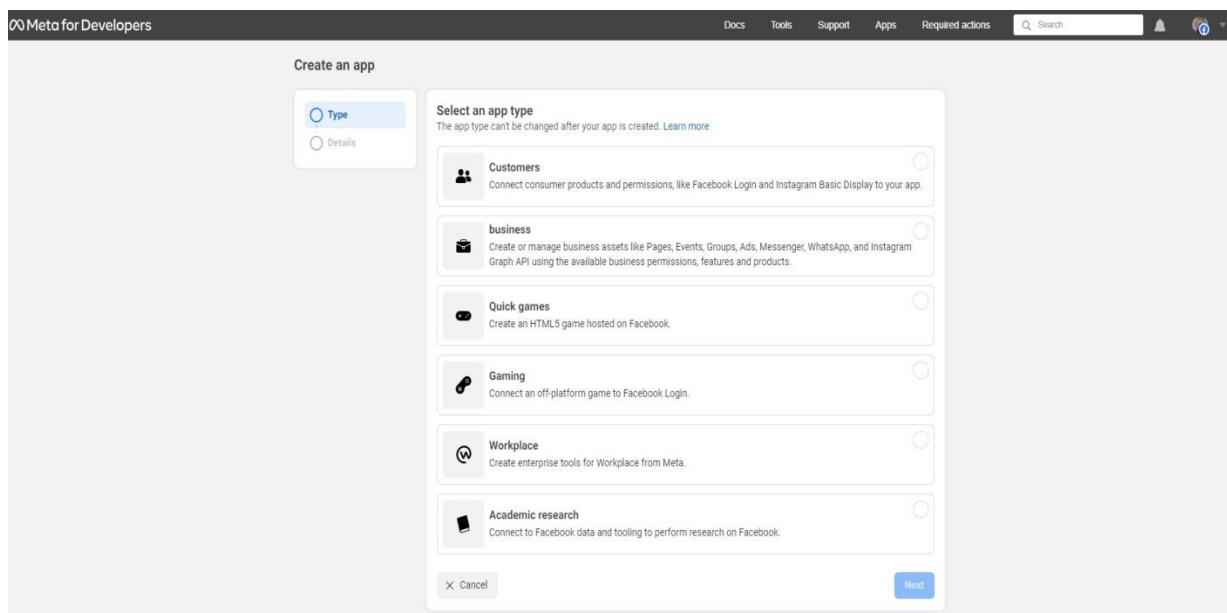

Steps to integrate the Instagram Messaging API

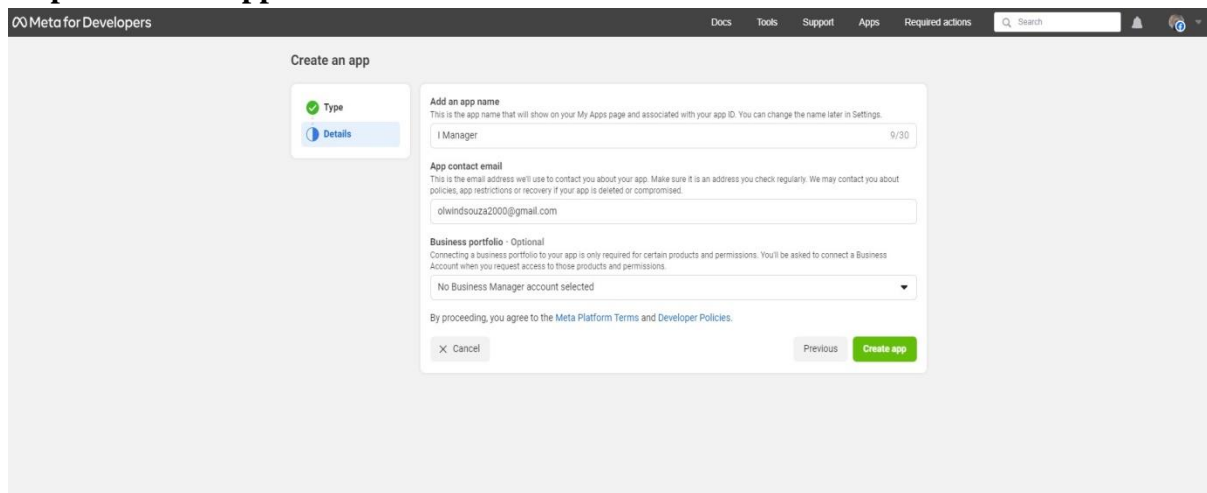### Step 1: Create a meta developer account
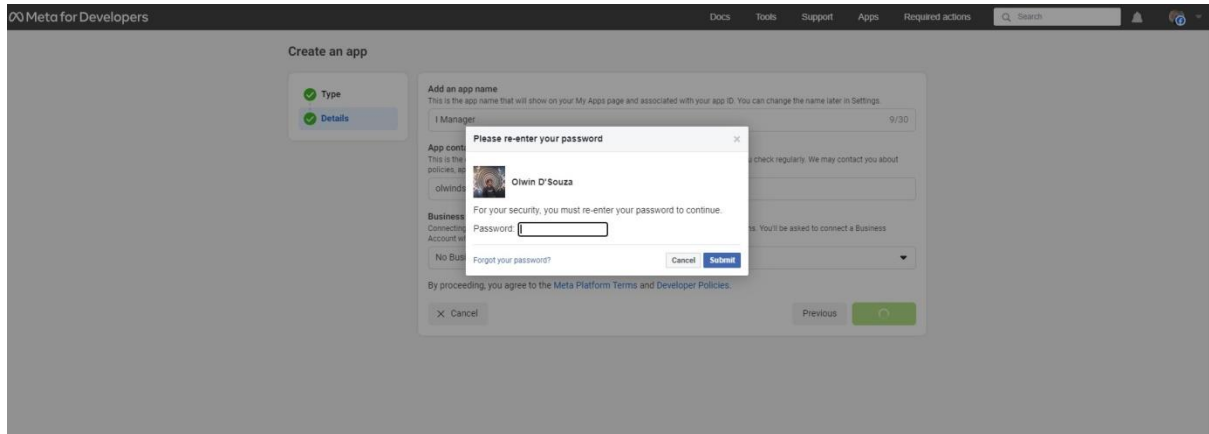
Step 2: Create App

Step 3: Select an app type
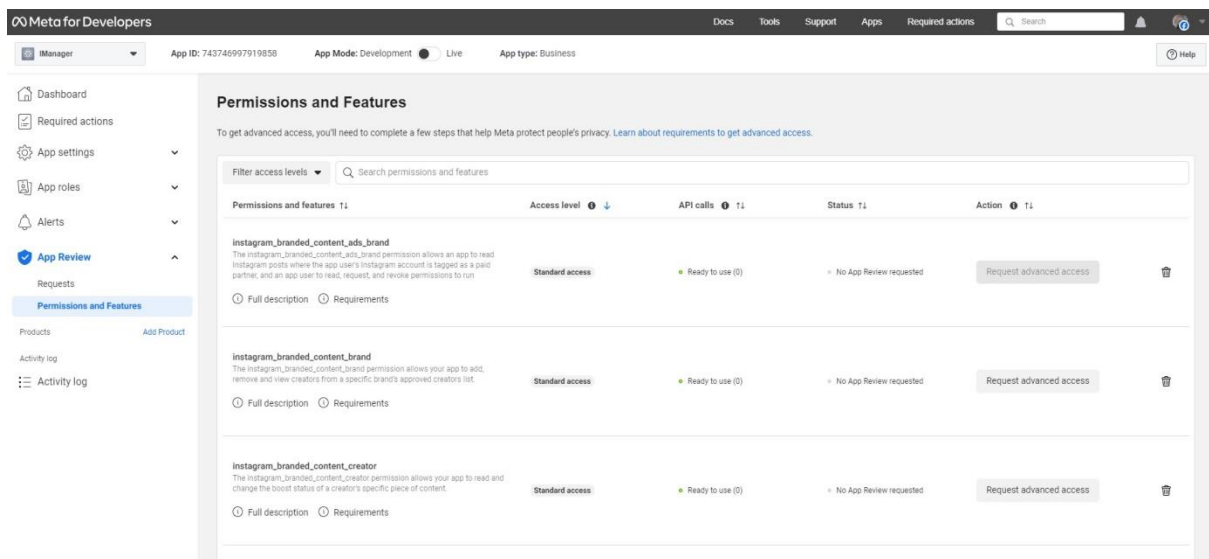

Step 4: Provide app details

Step 5: Insert password to confirm app creation

Step 6: Enable Permissions

- ➢ **instagram_basic**
- ➢ **pages_manage_metadata**
- ➢ **instagram_manage_messages**

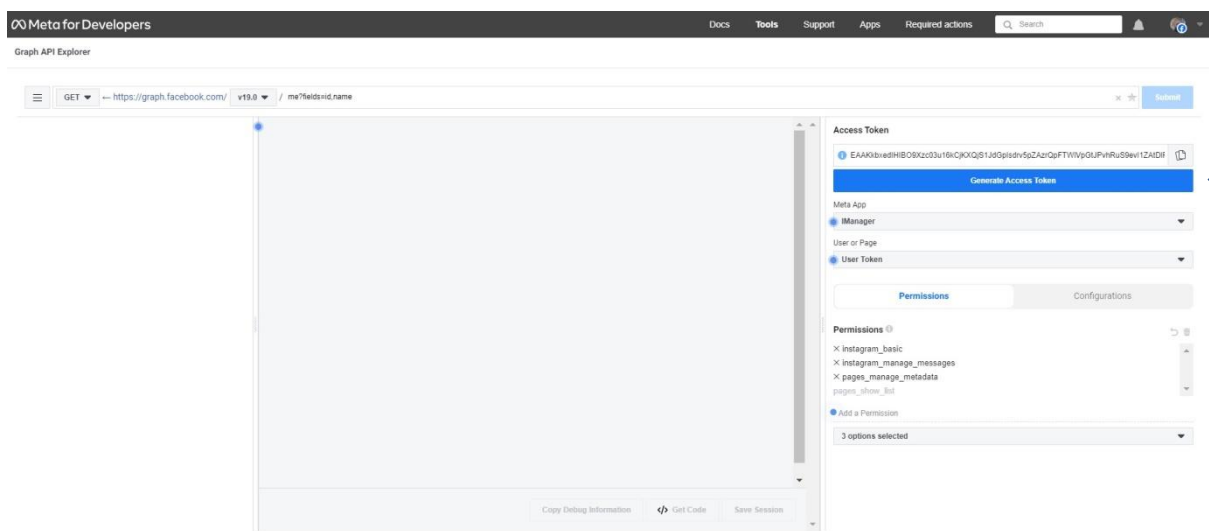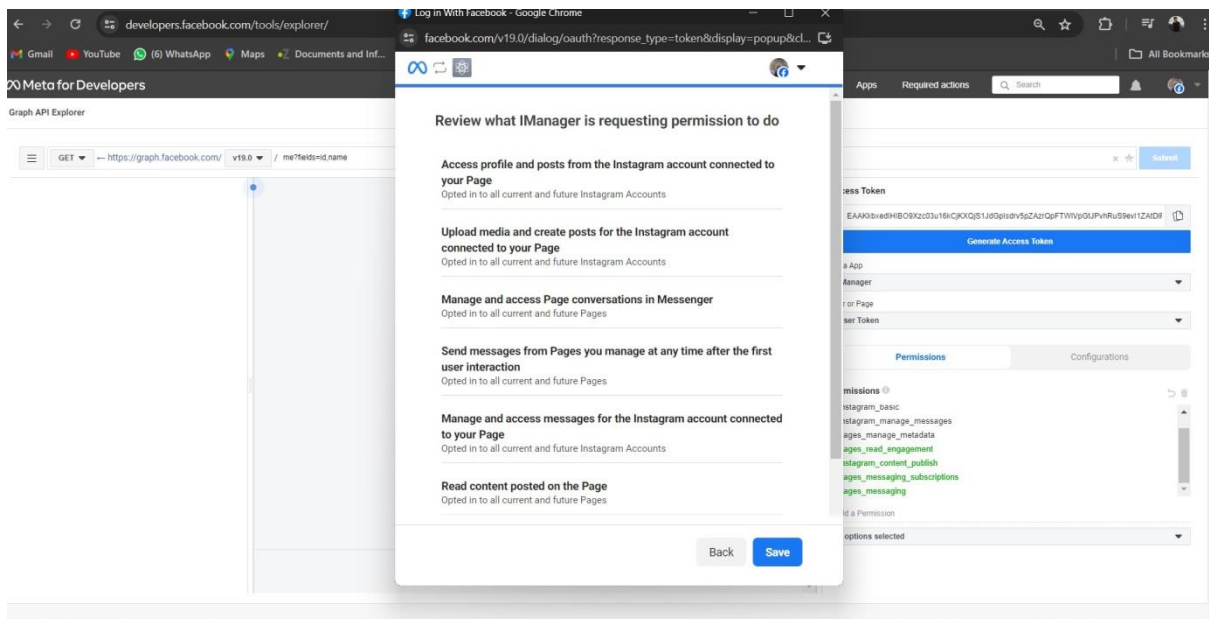**Step 7: Generate Access Token**

7.1 Select the permission

- ➢ pages_show_list
- ➢ pages_manage_metadata
- ➢ instagram_basic
- ➢ instagram_manage_mesages

7.2 Select your app

 # IManager *Example app

7.3 Select User or Page

- ➢ Select your instagram account/Page *Account should be public
- ➢ Review and allow permission
- ➢ Press Generate Access Token

Step 8: Fetch messages from account using instagram conversation API

Step 9: Setup Webhook

> ➢ Select user as instagram

> ➢ Set the valid https format url
> ➢ Set the verify token (user defined token name)

Step 10: Ensure Webhook is listening
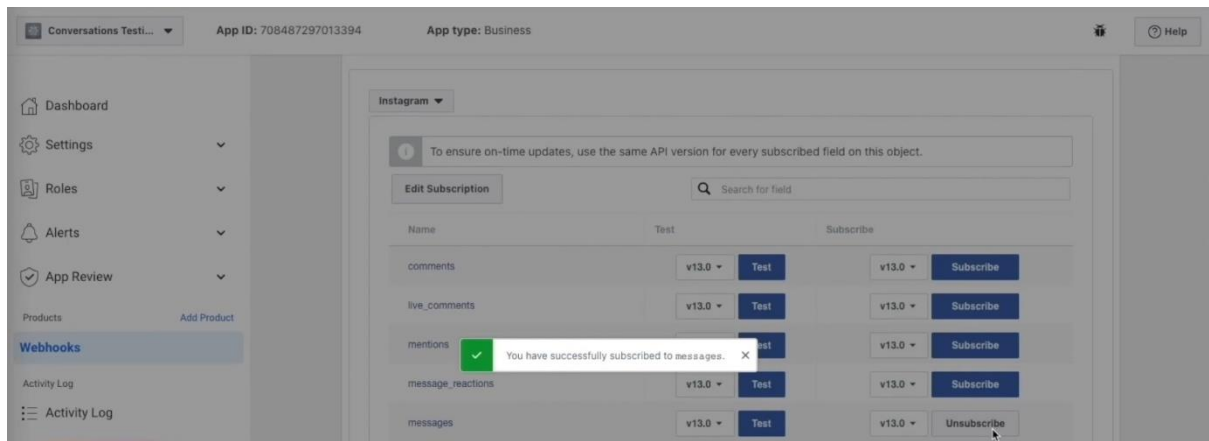
Final Output

Process diagram

```
┌──────────────┐
│ Setup Meta   │
│ developer    │
│ account      │
└──────┬───────┘
       │
       ▼
┌──────────────┐
│ Create App   │
└──────┬───────┘
       │
       ▼
┌──────────────┐     ┌──────────────┐     ┌──────────────────┐     ┌──────────────┐
│ Select app   │────▶│ Provide app  │────▶│ Insert password  │────▶│ Enable       │
│ type         │     │ details      │     │ to confirm app   │     │ Permissions  │
└──────────────┘     └──────────────┘     │ creation         │     └──────┬───────┘
                                          └──────────────────┘            │
                                                                          ▼
┌──────────────┐     ┌──────────────┐     ┌──────────────────┐     ┌──────────────┐
│ Ensure       │◀────│ Fetch        │◀────│ Generate Access  │◀────│ Setup Webhook│
│ Webhook      │     │ messages     │     │ Token            │     └──────────────┘
│ is listening │     └──────────────┘     └──────────────────┘
└──────┬───────┘
       │
       ▼
┌──────────────┐
│ Send / Receive│
│ Massages     │
└──────────────┘
```