

Instagram Platform API

Integration Cheat Sheet



About the Endpoint

Instagram is a mainstream social media platform focused on photo and video sharing. This cheat sheet is for the public Instagram **Platform API**. The Platform API is meant for use with individual Instagram accounts. For business accounts, you will need to use the Instagram **Graph API**.
Want to integrate faster? Check out our standardized [Instagram Element](#) and get up-and-running in no time!

API Basics

TYPE
REST

ACCESS Open

The Instagram Platform API is open to all developers. The API is meant for use with individual Instagram user accounts.

FORMAT JSON

When accessing objects through the API, payloads into and out from the platform will be in JSON

Authentication

• • • • •

OAuth 2.0

Auth URL • • https://api.instagram.com/oauth/authorize/?client_id=CLIENT-ID&redirect_uri=REDIRECT-URI&response_type=<code or token>

Tokens • • Users authenticate their instance with **access_token**, which lasts as long as users do not change security settings or show suspicious activity. Users must reauthorize if **access_token** fails. No refresh tokens.

API Access

Getting Started

The Instagram Platform API is always free to access, and you can apply for a sandbox account via the link below:

https://www.instagram.com/developer/clients/sandbox_invites/

All accounts created by this method remain as basic access accounts. For business access to the API, you'll need to use the Graph API which you can find more information about here:

<https://developers.facebook.com/products/instagram/>

Access Limits

For sandbox accounts, the global rate limit is 500 calls/hour. Once your app is live, the global rate limit increases to 5000 calls/hour.

Some individual objects also have endpoint-specific rate limits which you can find here: <https://www.instagram.com/developer/limits/>

If you exceed any rate limit, you receive an error code 429.

API Usage

Accessible Objects

- Users
- Relationships (Followers / Following)
- Uploaded Media
- Comments
- Likes
- Tags
- Locations

Details about accessing any of the following endpoints can be found here: <https://www.instagram.com/developer/endpoints/>

Detecting Events

The Instagram Platform API supports webhooks which it refers to as *Subscriptions*. In order to set up Subscriptions you'll need to create a callback URL for event data to be posted to.

To create a new Subscription, you'll make a POST request to the subscriptions end point. Full instructions on how to do this can be found here: <https://www.instagram.com/developer/subscriptions/>