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# Connecting Your Instagram Account

You can connect your **Instagram Professional account** via your Live URL. This way, the brands you work with can view your Instagram content directly within GRIN. Professional accounts can either be an **Instagram Business account** or an **Instagram Creator account**. By providing full permissions with either, you can share data about your Instagram content. This gives your brand the ability to track your Instagram content as you post them as well as access accurate statistics about your contents' engagement numbers such as likes, comments, and views.

## Note

Be aware that if you do not give full permissions to your Instagram Professional account and your brand requests Instagram content and metrics, you'll need to manually upload and provide those stats for each post on your Live URL. You can read more about manually uploading content in our article [How to Upload Content Manually on the Live Site](#).

Allows GRIN to have read-only access to the social media profile, posts, metrics, and insights.

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## What You'll Need

- An Instagram Professional account, which can either be a Business account or a Creator account. You can change your current Instagram into a Professional account or create a new Instagram account if you want. For more information on creating an Instagram Professional account, you can check out Instagram's help articles:
  - [About Professional Accounts](#)
  - [Set Up a Business Account on Instagram](#)
  - [Set Up a Creator Account on Instagram](#)
- A Facebook Business page. Check out Meta's [Create a Facebook Page for Your Business](#) article to learn more on how to create a Facebook Business page.
- Your Live URL, where you'll log in to Instagram and give permission for GRIN to sync with your Instagram posts and stats. If you currently do not have an active Live URL, contact your brand to generate one for you.

## How to Do It

Once your Instagram Professional account and Facebook Business Page are set up, there are two parts to connecting your Instagram account to your Live URL:

1. **Connecting Your Instagram Professional Account and Facebook Business Page:** This is where you set up full permissions on your Instagram account and Facebook Page so your posts and engagement rates can be shared directly with GRIN.
2. **Connecting on the Live URL:** This is where you'll log in to your Instagram account on the Live URL and give GRIN permission to access your Instagram posts and stats. Once you finish this part, your posts and engagement rates will be pulled into GRIN automatically for your brand to view and track.

Both parts must be completed for your Instagram content to be pulled into GRIN and are described below.

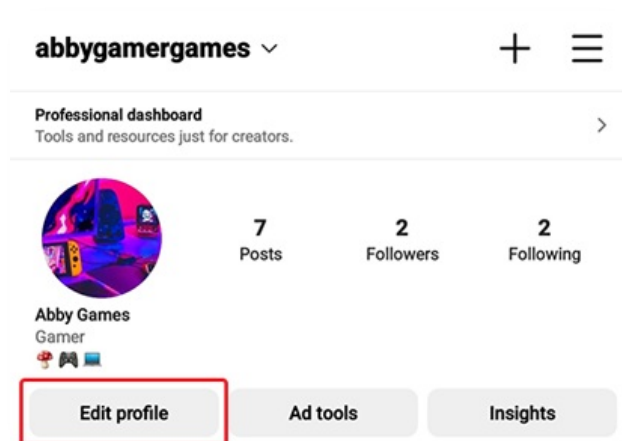
## Connecting Your Instagram Professional Account and Facebook Business Page

Now that you have your Instagram Professional account (either a Creator or Business account) and Facebook Business Page ready, you need to connect the two to enable full permissions.

1. Navigate to your Instagram Profile.



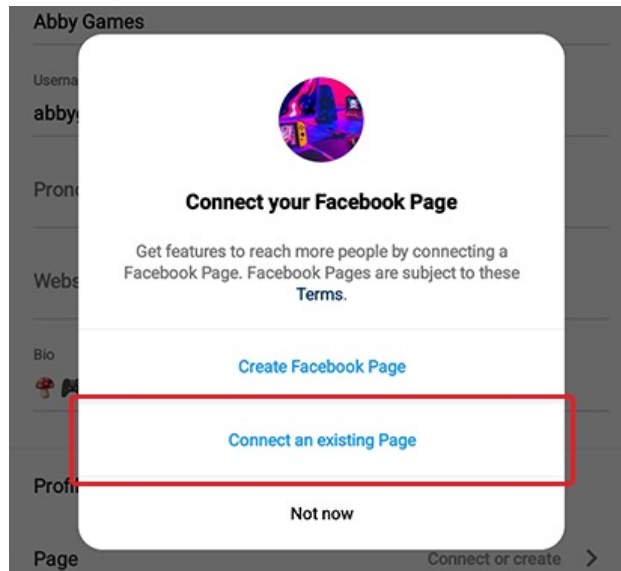
2. Press Edit Profile.



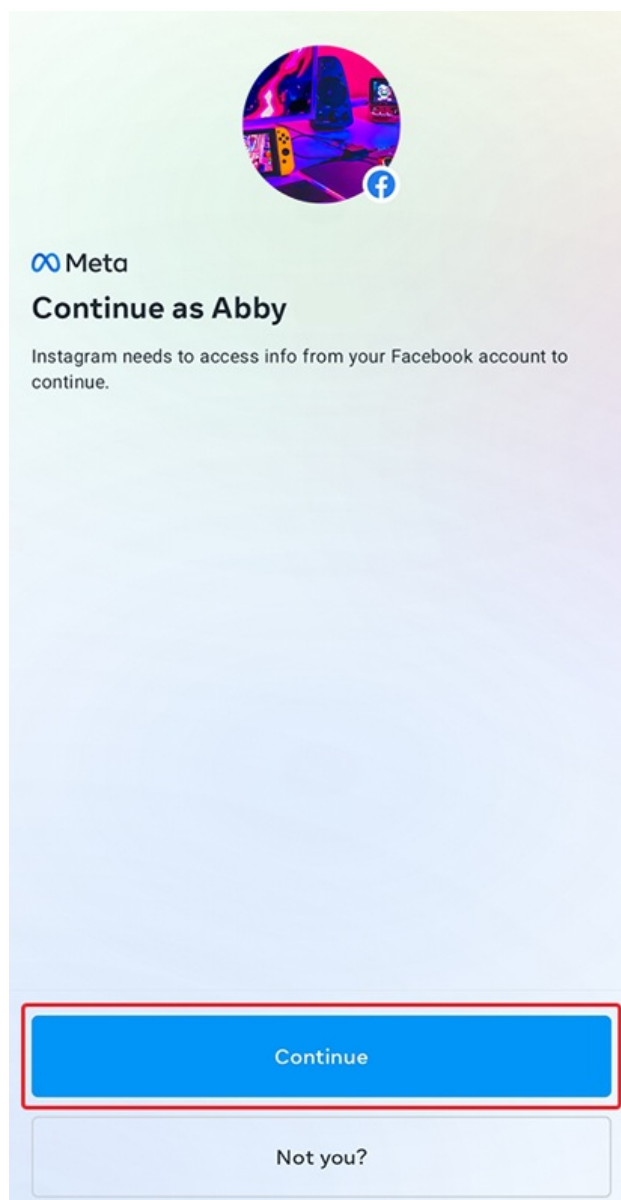
3. Under your Profile Information, press **Connect or create** next to **Page**.



4. Press **Connect an existing Page**.




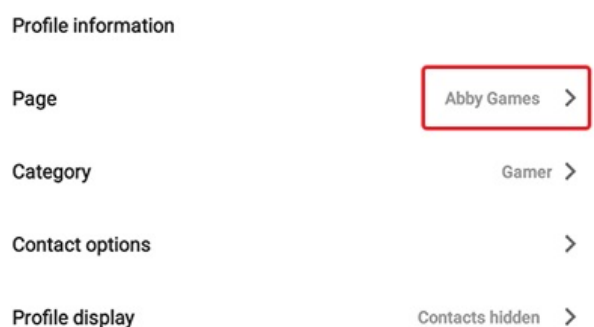
5. If you have Meta's **Accounts Center** enabled, you may be prompted to connect your Instagram account to it. If you see the screen below, press **Continue**. For more information on Meta's Accounts Center, you can read Instagram's help article [About Accounts Center](#). If you do **not** see the screen below, skip to **Step 8**.



6. Press **Continue** on the next page.
7. Press **Add** on the next page.
8. Select your Facebook Business Page and press **Done**.



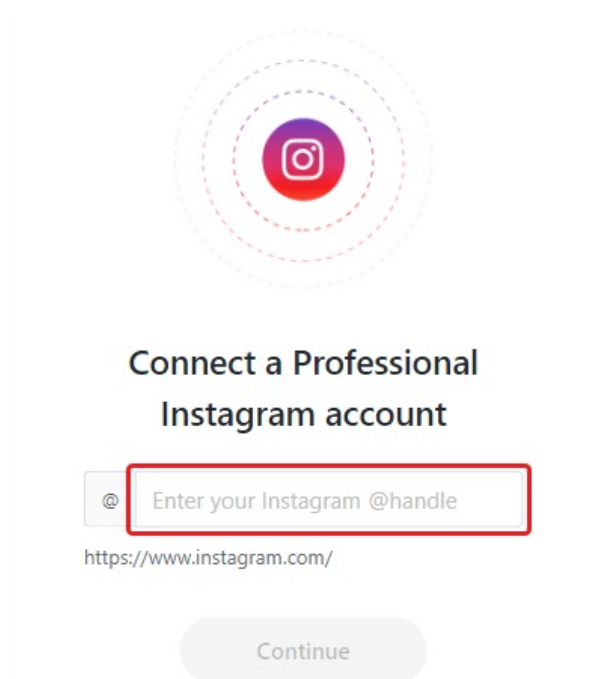
9. You should now see your Facebook Business Page listed in your **Profile Information**. Press the  **checkmark** in the top right to save your changes.



## Connecting on the Live URL

Now that your Instagram Professional account and Facebook Business Page are connected, you need to log in to your Instagram account on your Live URL and give GRIN access to your Instagram posts and metrics.

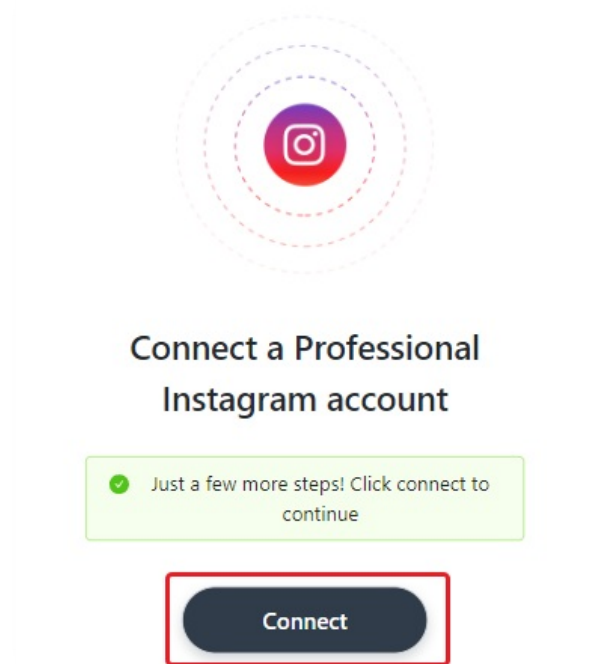
1. Navigate to your **Live URL**.
2. Select **Networks** from the top menu bar.
3. Next to **Instagram**, press **Connect**.
4. Enter your Instagram handle.



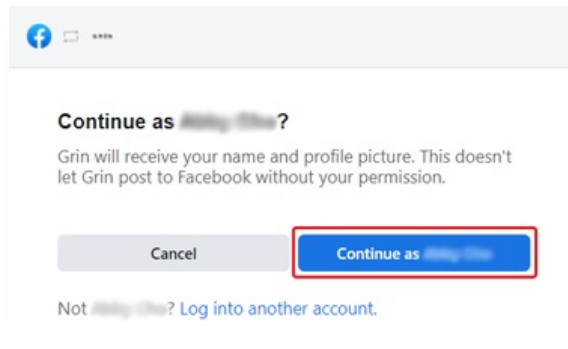
5. Press **Continue**. GRIN will confirm your Instagram account is either a Business or Creator account.
6. If your account is a Professional account, you'll get a success message. Press **Connect**.

**Note**

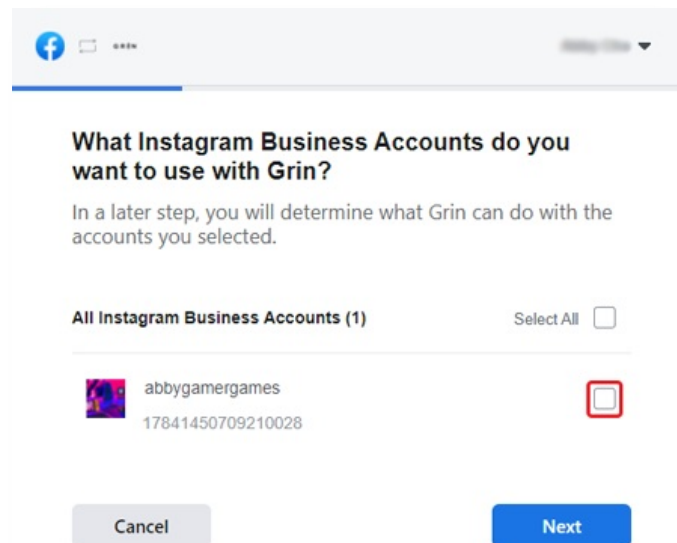
If you **do not** get a success message here, this means your Instagram account is not a Professional type account. You will need to change your Instagram account into a Professional account. For more information on Professional accounts, check out Instagram's help article [About Professional Accounts](#).



7. If you're not logged in already, log in to your Facebook account.
8. Press **Continue as...**

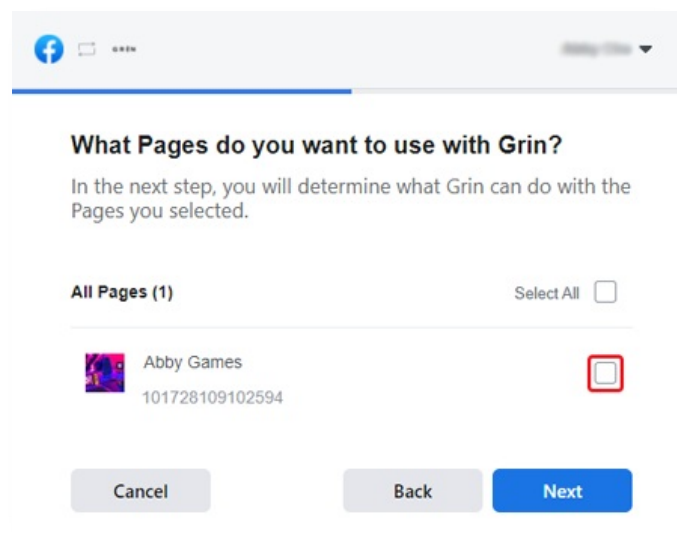


9. Select your Instagram Professional account.



10. Press **Next**.

11. Select your Facebook Business page.



12. Press **Next**.

13. Ensure all the permissions in **What is GRIN allowed to do?** are enabled. For more information on these permissions, see our [help article](#).

The screenshot shows the Facebook permissions interface for the 'Grin' app. At the top, there's a header with the Facebook logo, a 'Grin' icon, and the name 'Abby Cho'. Below this, the title 'What is Grin allowed to do?' is displayed. A warning box states: 'Grin may not work properly if you turn off these options.' Below the warning, there are five permission items, each with a toggle switch set to 'YES':

- Access profile and posts from the Instagram account connected to your Page (abbygamergames)
- Access insights for the Instagram account connected to your Page (abbygamergames)
- Read content posted on the Page (Abby Games)
- Manage accounts, settings, and webhooks for a Page (Abby Games)
- Show a list of the Pages you manage (Abby Games)

At the bottom, there are three buttons: 'Cancel', 'Back', and 'Done'. A red rectangle highlights the 'Done' button.

14. Press **Done**.

15. Press **OK** to complete connecting to Facebook.

The screenshot shows the Facebook confirmation screen. At the top, there's a header with the Facebook logo, a 'Grin' icon, and the name 'Abby Cho'. Below this, the title 'You've now linked Grin to Facebook' is displayed. The text below the title says: 'You can update what Grin can do in your [Business Integrations Settings](#). To finish setup, Grin may require additional steps.' At the bottom, there is a large blue button labeled 'OK', which is highlighted with a red rectangle.

That's it! You should now return to your Live URL, and your Instagram Professional account should now be fully permissioned and connected. Now, your brand will be able to view and track your Instagram content and engagement numbers.