

Authenticating Social Accounts in Influence

Note:

The features described in this article are available to Pro and Premium Influence clients. If you are interested in Influence's full suite, please contact your Customer Success Manager (CSM) for details.

When you decide to work with an influencer, they will authenticate their social accounts with Influence so we can access and provide you the analytics you need to monitor and report on the success of your campaigns and marketing strategies. In this article, we cover why authentication for your influencers' accounts necessary for their protection, what options are available to authenticate your influencers' accounts, and how to troubleshoot common errors you may encounter.

Understanding authentication

Authenticating social accounts with Influence grants the platform access to deeper data from the influencer network, providing more analytics to give insights for your campaigns and social media strategies. This article will review why authentication is important and also cover the steps for social account authentication with Influence and common troubleshooting questions.

Key details:

- Influence never handles account login details. We only collect data securely via authorization protocols provided by the social platforms themselves. There is no danger of social account login credentials being exposed by our team, because we never receive them.
 - Influence does not ask for the ability to post or edit content on an account, or for personal information associated with the account. We only collect social media posts and their performance data (e.g. impressions, engagements, audience, etc.).
 - Authorizing an account does not have any negative impact on its chances of becoming verified on the social media platform.
 - Access to an account's data [can be revoked](#) at any time by removing Influence's permissions on the social platform itself, or from the influencer's dashboard > Accounts tab.
 - Our team takes security very seriously. Data is securely stored via AWS in compliance with GDPR law, and we regularly audit our systems and employee data access.
-

Authentication steps

For influencers

Authenticating accounts during your application

If you are a new influencer that has not yet been added yet to the Influence system, you can connect your social accounts through the online application link your network or agency provides you. The first step of the application will ask you to connect your social accounts, which will authenticate them into the system.

Authenticating accounts using an authorization link

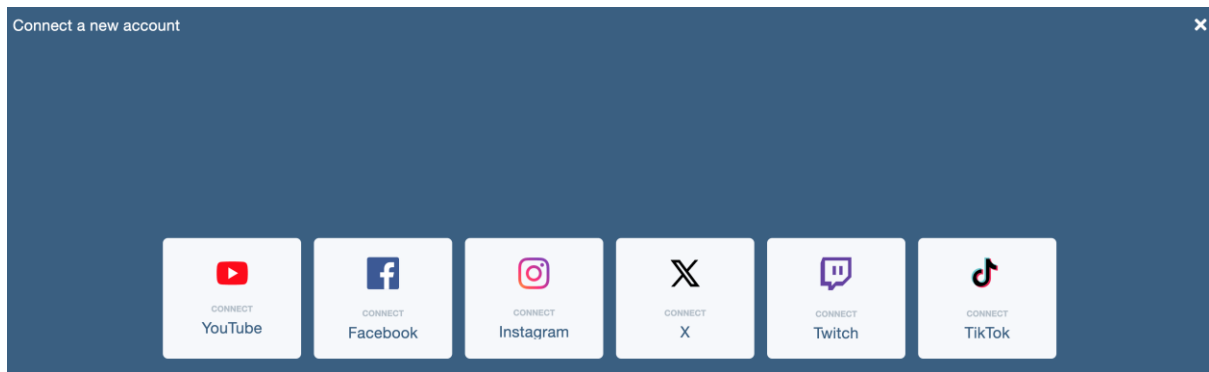
If your accounts are already connected in Influence but still require authentication, your network/agency can notify you via an authorization link. Your network/agency can choose to send you an automated email with the authorization link, or share the link with you using the communication method of their choice. Follow the prompts in the authorization link to authenticate your account(s).

Authenticating accounts from your Influence dashboard

If you have already been approved by your network/agency and have access to your Influence dashboard, you can easily add and authenticate new social accounts or re-authenticate existing connected accounts from your dashboard homepage. Use the **Add Accounts** button to connect and authenticate a new account. Any accounts that require re-authentication will say **Reauth** with a button to re-authenticate them.

The screenshot displays the Influence dashboard interface. At the top, it shows the date 'TUESDAY, MARCH 5' and a personalized greeting 'Hello, Josefin Snihs TikTok. How are you today?'. The dashboard is divided into several sections:

- PAYMENTS:** Includes a calendar icon indicating '3 DAYS LEFT UNTIL PAYMENT FOR JANUARY' and a thermometer icon showing a 'PAYMENT THRESHOLD* \$100.00'. A note states: '*Minimum unpaid revenue needed to be paid'.
- ACCOUNTS:** A grid of social media accounts. The first row shows 'jsnihs @JSNIHS' with a 'FOLLOWERS N/A' status and a 'CONNECT ACCOUNT' button. The second row shows 'Josefin Snihs @JSNIHS' with a 'FOLLOWERS 18' status and a 'CONNECT ACCOUNT' button. Below these are three more placeholder accounts, each with a 'CONNECT ACCOUNT' button.
- CONTACT:** A section at the bottom left with a 'SUPPORT E-MAIL' link to 'support@paladinsoftware.com'.
- ADD ACCOUNT:** A dashed box at the bottom center containing a plus icon and the text 'ADD ACCOUNT'.



Revoking authorization

If you would like to remove the authorization to an account at a later date, you can do so on the social media platform directly, or by accessing the account in your Influence dashboard. For Instagram Business or Creator accounts, data is managed via the Facebook Page, and access can be revoked from the [Facebook Page's settings](#).

From your Influence dashboard, open an account and click the **Revoke Authorization** link to revoke Influence's permissions to the account.

Application state

Completed

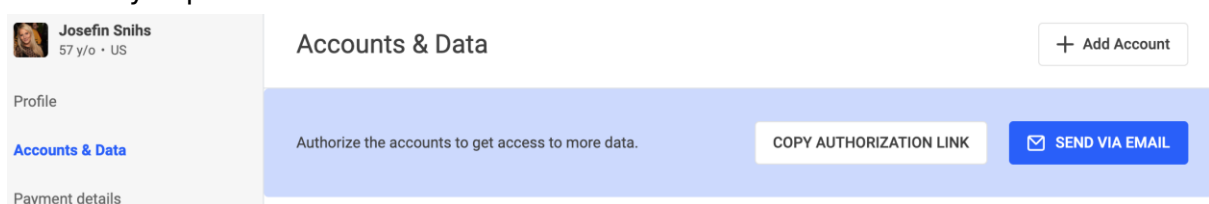
REVOKE AUTHORIZATION

DELETE ACCOUNT

For Admins

If you are a network or agency partnering with an influencer and the influencer's accounts are already in the system, you can send them a link to authenticate their accounts.

From the Influencers tab or in a campaign, open an influencer's profile and go to the Accounts tab. You'll see the option to either send the influencer an automated email with an authentication link, or you can copy the link and send it to them directly however you prefer.



If an influencer's social account requires authorization or re-authorization and you see the red Attention notice at the top of a campaign indicating that accounts are in a **Reauth** or **Non-auth** state, you can also click on the notification to display a list of influencers and their authorization links.

Campaigns

17 accounts in your campaign are currently in the non-auth or re-auth state, which may affect the data available for their campaign posts. [Click here to authorize](#)

Troubleshooting

Authenticating Instagram accounts

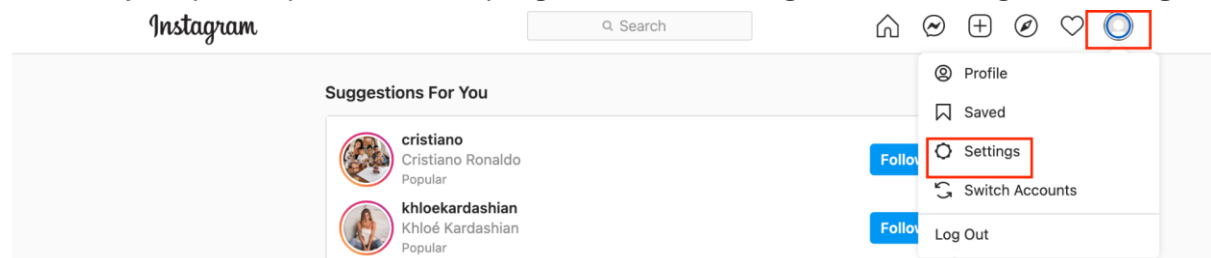
Authenticating Instagram accounts with Influence requires a few additional steps. The Instagram account will need to be either a Business account or a Creator account, and the account must also be connected to a Facebook Page.

Switching to an Instagram Business or Creator account

Tip:

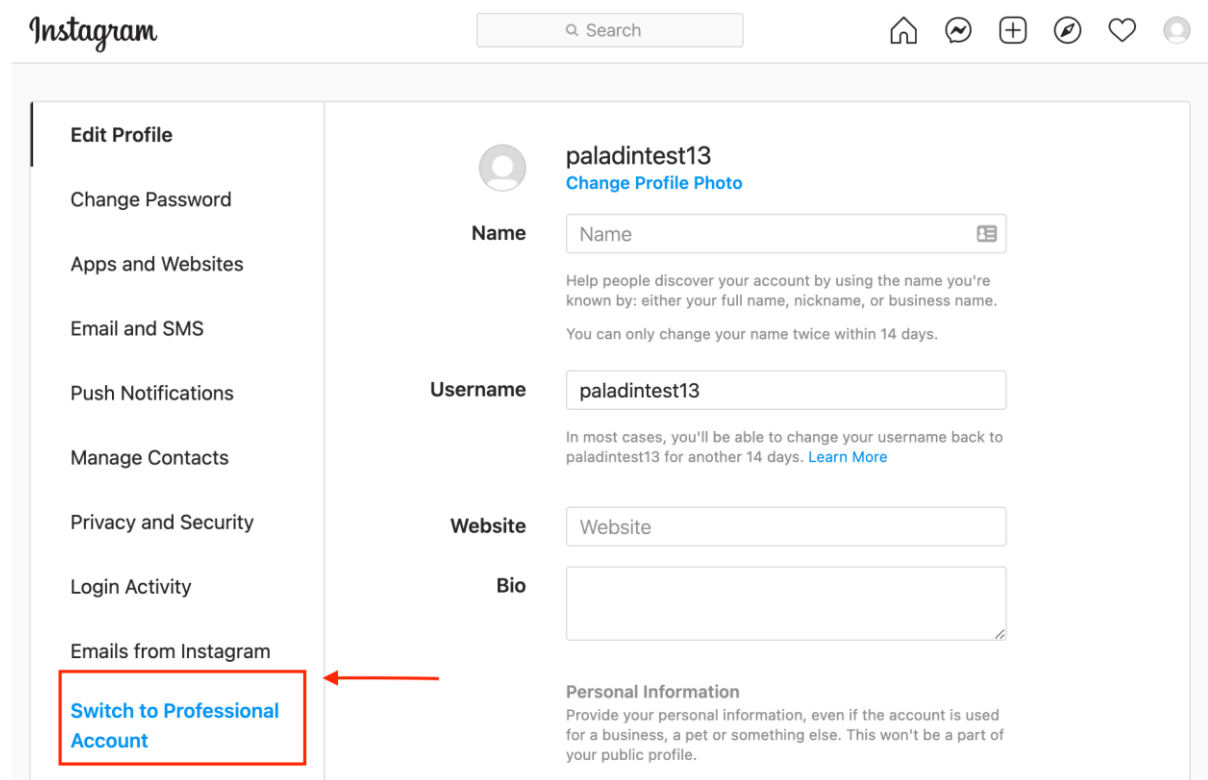
Visit Instagram's help Center to learn more about [Business accounts](#) and [Creator accounts](#) respectively and decide which account you would like to switch to.

To confirm that your account is set as a Business or Creator account on Instagram, first click on your profile photo in the top-right corner of Instagram, and then go to **Settings**.



Once in Settings, you will see the option to **Switch to Professional Account** if you need to switch to a Business or Creator account. You will be given a choice of creating

a **Business Profile** or a **Creator Profile**.



Instagram

Search

Home, Activity, Post, Create, Heart, Profile icons

Edit Profile

Change Password

Apps and Websites

Email and SMS

Push Notifications

Manage Contacts

Privacy and Security

Login Activity

Emails from Instagram

Switch to Professional Account

paladintest13
[Change Profile Photo](#)

Name
Name

Help people discover your account by using the name you're known by: either your full name, nickname, or business name.
You can only change your name twice within 14 days.

Username
paladintest13

In most cases, you'll be able to change your username back to paladintest13 for another 14 days. [Learn More](#)

Website
Website

Bio

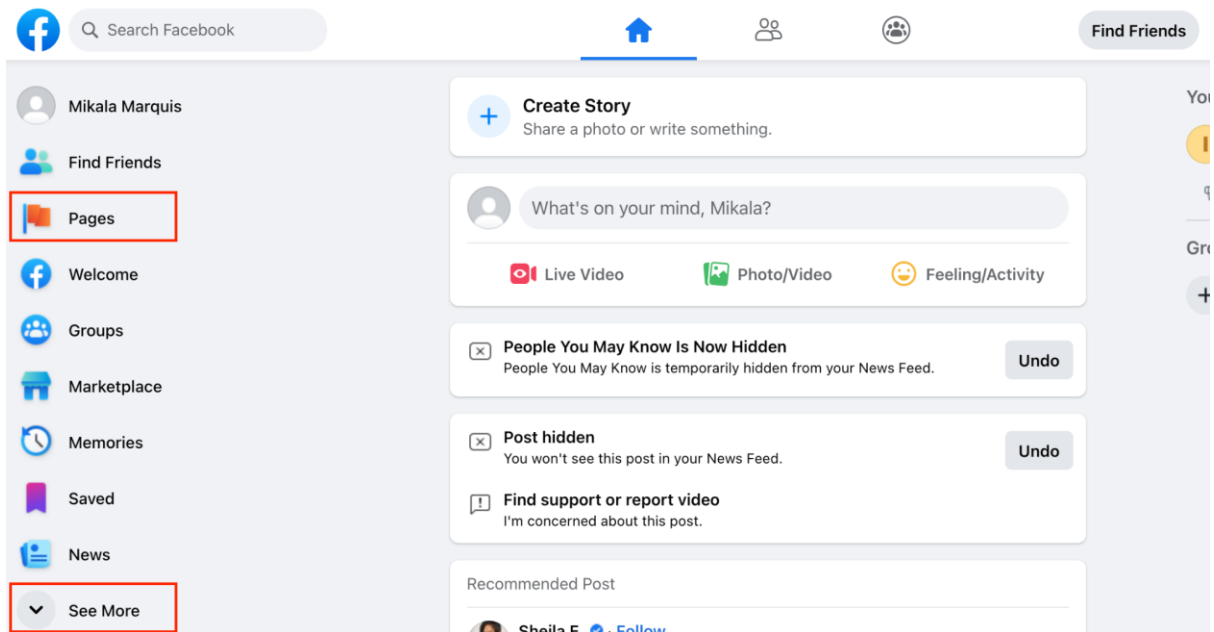
Personal Information
Provide your personal information, even if the account is used for a business, a pet or something else. This won't be a part of your public profile.

Once you have updated your account to either a Creator or Business account, you will need to connect it to a Facebook Page.

Connecting your Instagram account to a Facebook Page

An Instagram account will need to be connected to a Facebook Page in order to be authenticated, but it does not matter what the page is, or if it has any likes or credibility. If you do not have an existing Facebook Page, you can create a new one for the purposes of connecting your Instagram account.

1. From your Facebook account, click on the **Pages** tab from the left-hand menu.

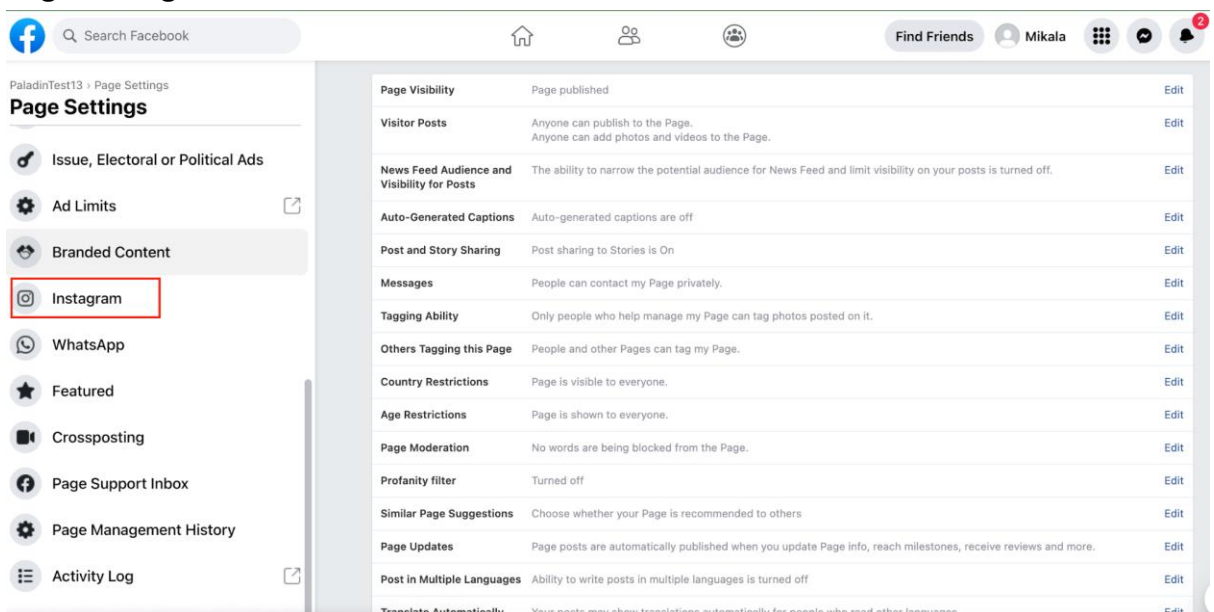


2. On the left side of your screen, choose **Create New Page** if you need to create a page and follow the steps to do so. You can make your page as personal or as bare as you would like.

Tip:

See detailed instructions to [Create a New Page](#) from Facebook's help center.

3. Once you have created your Facebook Page or located an existing page you would like to link your Instagram account to, click **Manage Page** in the left side of your page, then scroll down and select **Settings**. Then, click **Instagram** from the Page Settings menu.



- Follow the prompts in Facebook to connect the desired Instagram Business or Creator account to the Facebook Page. When connecting your Instagram account, all of the permissions that we request during the authentication process must be ticked to **Yes** in order for the account to be successfully authenticated. In the event that you are unable to tick all of the permissions, click the **Back** button on this permissions page, reselect any applicable Facebook Pages, and make sure all of the permissions in the permissions list are ticked to **Yes** before proceeding.

Access profile and posts from the Instagram account connected to your Page mbn.usc	<input checked="" type="checkbox"/> YES
Access insights for the Instagram account connected to your Page mbn.usc	<input checked="" type="checkbox"/> YES
Show a list of the Pages you manage No Pages selected	<input type="checkbox"/> NO
Access your Page and App insights	<input checked="" type="checkbox"/> YES
Read content posted on the Page No Pages selected	<input type="checkbox"/> NO

Cancel

Back

Done



Josefin Snihs ▾

What Pages do you want to use with Brandwatch Influence?

In the next step, you will determine what Brandwatch Influence can do with the Pages you selected.

All Pages (4)

Select All ☒



Paladin Software

173640659667439



Paladin Product

104669385351468



Josefin Snihs

101671271194382



Cancel

Back

Next

Brandwatch Influence's [Privacy Policy](#) and [Terms](#)

[Help Center](#)

What is Brandwatch Influence allowed to do?



Brandwatch Influence may not work properly if you turn off these options.

Access profile and posts from the Instagram account connected to your Page

paladinsoftware, jsnihs, paladintest



YES

Access insights for the Instagram account connected to your Page

paladinsoftware, jsnihs, paladintest



YES

Access your Page and App insights



YES

Read content posted on the Page

Paladin Software, Paladin Product, Josefin Snihs, Test...



YES

Show a list of the Pages you manage

Paladin Software, Paladin Product, Josefin Snihs, Test...



YES

Cancel

Back


Done

5. Select **Done** to complete your Instagram account connection to the Facebook Page. When you refresh the page, you should see your Instagram account connected in the menu. In Instagram, you can also check that the Facebook Page is connected under your Instagram account **Settings > Account > Linked Accounts > Facebook**. You can disconnect or reconnect your Instagram

account from the Facebook page any time.

Connected Instagram Account

You have access to manage the PaladinTest13 Facebook Page, so you also have access to manage the [@paladintest13](#) Instagram account.



Managing a Connected Instagram Professional Account

Depending on their Facebook Page roles, people who help manage your Page may have access to help manage things on both Facebook and Instagram like content, ads, insights, messages, comments, settings and permissions. [Learn More](#)

You can review their access in Page Roles.

Instagram Account Details

Basic Information	
Name	Mikala
Username	paladintest13
Website	
Bio	

Note:

You can only connect one Instagram account per Facebook Page. If you would like to authenticate multiple Instagram Business or Creator accounts with Influence, it will be necessary to link each Instagram account to a separate Facebook Page, or create additional Facebook Pages to link each Instagram account to.

Issues during authentication

During the Instagram authentication process, you will be asked to select the Facebook Page and the connected Instagram Business or Creator account. If either one is not showing during authentication, this could mean that you are signed into another Facebook profile in your browser that does not have access to the proper Facebook Page. If you're logged into the wrong account, simply log out of Facebook, log back into the correct account, and try connecting once more.

If you do not see your Instagram account listed when you attempt to authenticate, your Instagram account could not be a Business or Creator account or the Business or Creator account could not be properly connected to a Facebook Page. Revisit

the [authentication steps](#) to double-check that your accounts are correctly set up for

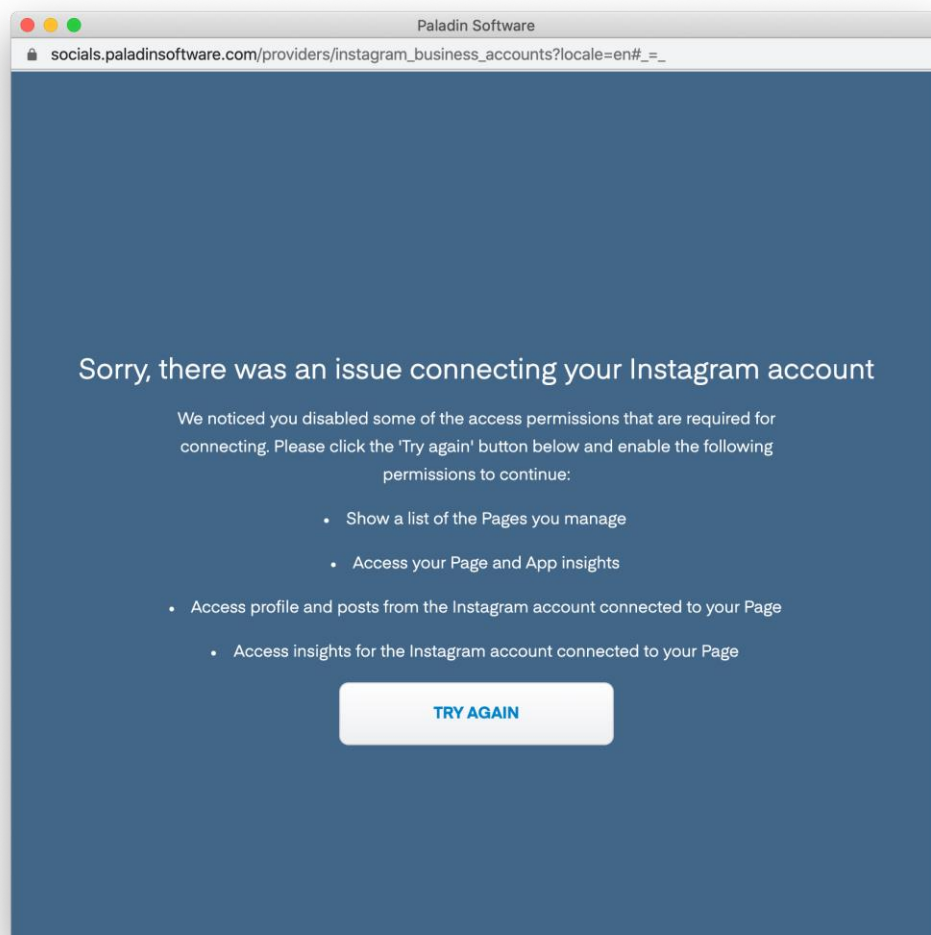
You don't have any Instagram Business
Accounts linked to a Page.

[Link an Account](#)

Don't see your account? [Learn more](#)

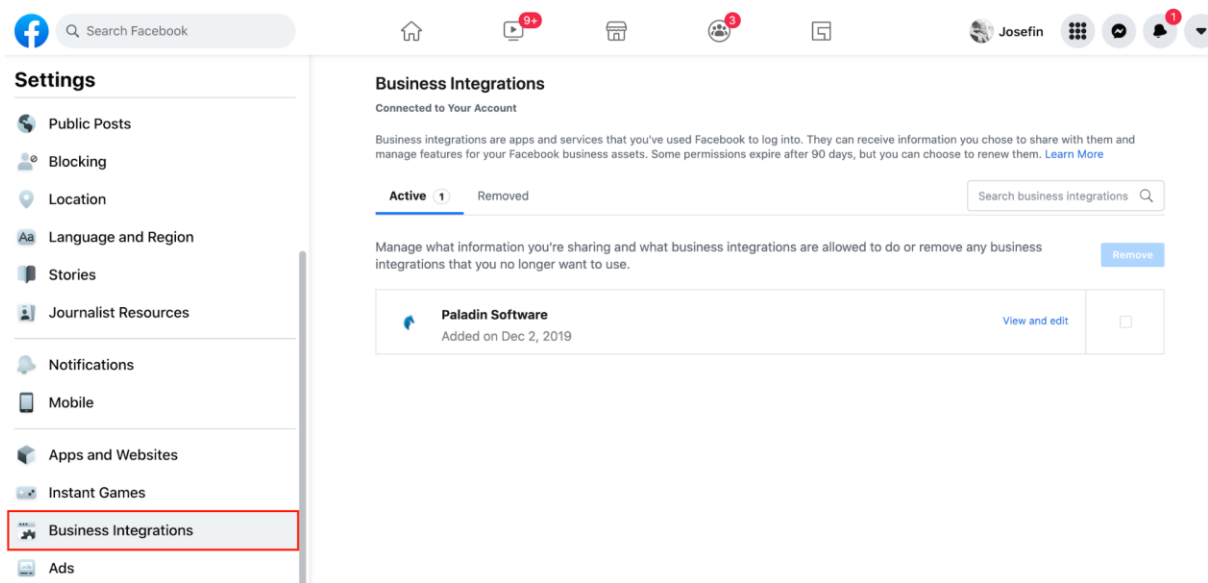
authentication.

If your Facebook Page does not have all of the permissions ticked to **Yes**, you will see the following error screen during authentication:



Revisit the Facebook Page authentication steps above to double-check that your Facebook Page has all of the enabled permissions. You can also check your **Facebook**

Settings > Business Integrations to double-check your settings granted for Influence.



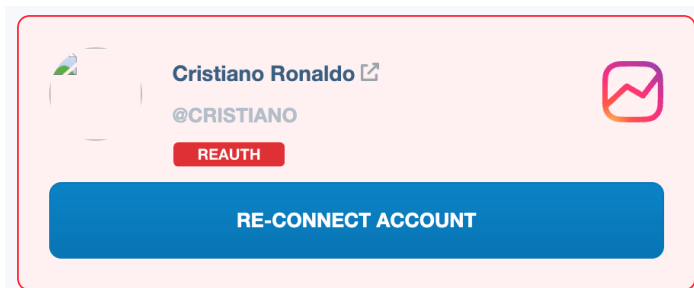
If you upgraded your Instagram account to a Creator or Business account from within Instagram, but did not link the account to a Facebook Page that you own prior to authenticating the account with Influence, Facebook will create a dummy page. To resolve this, [link your Instagram account to a Facebook Page](#) you own. Once completed, try re-authorizing your account in Influence.

Adding influencers with non-authenticated Instagram accounts

If you are an admin and attempting to add influencers directly from Discover into the Influencers or Campaigns tools, you may experience some issues adding influencers who have a non-authenticated Instagram account associated with their profile.

At this time, you will be unable to add an influencer with an Instagram account into your Influencers tool. Instead, we recommend adding the influencer with all required fields and the influencer's email, but skip adding their Instagram account during the add influencer flow.

Once the influencer is added to your Influencers roster and they can access their Influence dashboard, they can click the **Add Account** button in their dashboard to connect their Instagram account themselves.



This process will also authenticate their Instagram account and thus avoid the current non-authenticated Instagram account issues.

If you experience this issue when adding a YouTube or TikTok influencer to the Influencers or Campaigns from the **Reports** tab, please first confirm that the influencer's report does not have an associated Instagram account.

To check this, navigate to the **Contact Information** tab in the specific influencer report and see if there is a listed Instagram account, as shown in the example below. This will prohibit you from adding the influencer to your CRM or a Campaign at this time. Instead, navigate to the Influencers tool and [add the influencer](#) there with the desired social account.

The screenshot shows the 'Contact Information' tab for an influencer named 'The Rock' from the 'United States'. The left sidebar lists navigation options: Account, Contact Information (selected), Analytics, Account Lookalikes, Audience, Age & Gender, and Location. The main content area displays the influencer's profile picture, name 'The Rock', handle '@therock', and ID 'UCBdw4dLCLLHmTgA0nW4V0hQ'. Below this, three social media links are listed: Facebook ('https://www.facebook.com/DwayneJohnson'), Instagram ('https://www.instagram.com/therock/'), and Twitter ('https://twitter.com/therock'). A top right corner note states 'Generated on February 28, 2024'.

Note:

Both of these solutions require an **Outbound email** to be set up for your Influence organization. To [set up an outbound company email](#), navigate in Influence to **Settings > Company > Outbound email**. From here, you can add the email and you will receive an email confirmation from Amazon Web Services.

Authenticating TikTok accounts

Overview of TikTok authentication requirements

For TikTok accounts:

- Can be either authenticated or non-authenticated; non-authenticated accounts can be added via the CRM
- Influencers can go through the authentication flow to authenticate the account

Warning:

Non-authenticated accounts will not display data in Influence until the account is authenticated.

Connecting a new TikTok account

If you would like to connect a new account for an influencer, you can either:

- [Create a CRM profile for the influencer manually](#), then copy the authorization link and share it with the influencer for them to authenticate the account.

- Have the influencer connect and authenticate the account via the [onboarding process](#) (if enabled for your organization) or via the Influencer dashboard.

Managing existing accounts

For influencers that have existing accounts connected to their profiles, these accounts can be kept in the profile and continued to be tracked. They will remain in the non-authenticated state until they've been authenticated by the influencer. You can ask the influencer to [authenticate their account](#) using the standard methods above.

Please note that previously tracked data for these accounts using the third-party data vendor will be removed from their influence CRM profile, to comply with TikTok's policy.