

Viewing Promoted Instagram Posts in Engage

Engage gives you the option to view Instagram comments from organic and promoted content. You can choose either to view all Instagram comments in the same feed, whether organic or promoted, or you can set up a feed to view only the comments on promoted posts.

In this article, find out how to get set up and view all available Instagram comments in Engage.

Note:

Due to API limitations, Instagram dynamic ad posts and comments are not supported in Engage.

Getting Set Up

To get started viewing your promoted Instagram content in Engage, you will need to check the following steps:

- Make sure the applicable Instagram channel is currently connected to Social Media Management.
- Make sure the Facebook ad account used to promote the content is currently connected to Social Media Management.

For help getting your Instagram channel connected to Social Media Management, check out our Help Center article on [Connecting Instagram Channels](#).

For help connecting your Facebook ad account to Social Media Management, follow the steps in our [Connecting Ad Accounts](#) article. If you are unsure which ad account was used to promote a particular Instagram post, please visit [Facebook's Ads Manager](#) to locate the post.

Note:

Please make sure that the Social Media Management user connecting the Facebook Ad Account to Social Media Management also has Admin access to the Instagram Channel natively.

Viewing Comments on Promoted Instagram Posts

Once both your Instagram channel and Facebook ad account have been connected as described above, promoted Instagram comments will be visible in Engage within two hours.

When an Instagram post is promoted, you will find two separate versions of the post in Engage:

- The organic version of the post, containing all comments visible on the post via your grid. Comments on the ad version of the post will not be visible.
- The ad version of the post, containing only comments from the ad. Comments on the original, grid version will not be visible.

The ad version of the post will be shown as a dark post in Engage.

Both versions of the post, along with the comments, will be visible in Engage feeds which are set to include Instagram comments in the [feed settings](#). Please see below for help setting up your feeds to view only Instagram post comments in Engage:

Creating a feed to view all Instagram comments

You can begin to view your Instagram promoted comments along with your organic comments by following the steps below:

1. In Engage, click **Add Feed** in the top-right corner of your Feed overview.
2. Beside **On network(s)**, click the **Instagram** icon.
3. Beside **Of type(s)**, use the dropdown to select **Own post**.
4. If applicable, use other fields to specify channels, marked as read rules, or assigned users.
5. Click **Save Feed**.

Add feed

×

Select a preset

ALL UNREAD MY ASSIGNMENTS

OR CREATE A FEED FROM SCRATCH

On network(s)

f t i w in v x

On channel(s)

SELECT CHANNELS

Of type(s)

OWN POST

Marked as read by

ME ANYBODY NOBODY

Assigned to

ME MY TEAM OTHERS NOBODY

ADVANCED FILTERS

Title

All

CLEAR SELECTION

APPLY

SAVE FEED

Creating a feed to view only promoted Instagram comments

To view only your Instagram promoted post comments, please follow the steps below:

1. In Engage, click **Add feed** in the top-right corner of your Feed overview.
2. Beside **On network(s)**, click the **Instagram icon**.
3. Beside **Of type(s)**, use the dropdown to select **Own post**.
4. If applicable, use other fields to specify channels, marked as read rules, or assigned users.
5. Click **Advanced filters**.
6. Beside "Visible on network as," select **Dark post**.
7. Click **Save Feed**.

Add feed

×

Select a preset

ALL UNREAD MY ASSIGNMENTS

OR CREATE A FEED FROM SCRATCH

On network(s)

f t i w in v x

On channel(s)

SELECT CHANNELS

Of type(s)

OWN POST

Marked as read by

ME ANYBODY NOBODY

Assigned to

ME MY TEAM OTHERS NOBODY

ADVANCED FILTERS ^

With labels

Filter on labels...

With keywords

Filter on keywords...

Without keywords

Filter on keywords...

Visible on the network as ?

PAGE POST DARK POST x

Marked as spam

☐

Marked as priority

☐

Sentiment ?

POSITIVE NEUTRAL NEGATIVE

Title

All

CLEAR SELECTION

APPLY

SAVE FEED

Troubleshooting and FAQs

How far back in time can I view promoted comments?

Within two hours of connecting your ad Account or channel, you will be able to see all comments from posts which were promoted within the last two years. In addition, you will see the latest 50 nested comments (i.e. comment replies) on each post.

Both my Instagram channel and ad account are connected. Why can't I see my promoted comments?

If you have more than one ad account, please check that the ad account connected to Social Media Management is the same one which was used to promote the Instagram post. You can locate the ad natively on the [Facebook Ads Manager](#). Use the dropdown from the top left to switch accounts.

If the correct ad account is connected to Social Media Management already, and your Instagram channel is successfully connected, please reach out to our [Support Team](#) for help locating the comments. It may be helpful to share a link to your post or a screenshot of missing comments.