# Instagram API Documentation: Basic Display API vs Graph API Requirements

Current Status (September 2025)

❌ Instagram Basic Display API - DEPRECATED

Status: Fully deprecated as of December 4, 2024. No longer available for use.

Final Notice: "Starting December 4, 2024, all requests to the Instagram Basic Display API will return an error message."

## API Comparison Overview

|  |  |  |
| --- | --- | --- |
| Feature | Basic Display API (DEPRECATED) | Instagram Graph API |
| Status | ❌ Deprecated (Dec 4, 2024) | ✅ Active |
| Account Types | Personal, Business, Creator | Business & Creator only |
| Access Level | Read-only | Read & Write |
| Authentication | OAuth 2.0 | OAuth 2.0 + Business verification |

## Instagram Basic Display API (DEPRECATED)

What It Was

The Instagram Basic Display API provided access to any type of Instagram account, but only offered read-access to basic data with minimal capabilities.

Capabilities (When Active)

\* ✅ Read user profile information  
\* ✅ Read user's media (posts)  
\* ✅ Basic media metadata  
\* ❌ No Stories access  
\* ❌ No comments  
\* ❌ No promoted posts  
\* ❌ No insights/analytics  
\* ❌ No write capabilities

Requirements (When Active)

\* Personal, Business, or Creator accounts  
\* Basic OAuth 2.0 flow  
\* App registration in Facebook Developers  
\* User consent for basic permissions

## Instagram Graph API (CURRENT SOLUTION)

What It Is

The Instagram Graph API supports advanced features including publishing posts, reading insights, comment moderation, and is available only to Business and Creator accounts.

Full Capabilities

✅ READ Operations  
  
\* Profile Data: User info, follower count, media count  
\* Media: Posts, Stories, Reels, IGTV  
\* Engagement: Comments, likes, saves  
\* Analytics: Insights, impressions, reach, engagement metrics  
\* Hashtags: Hashtag performance and media  
\* Mentions: Tagged media and mentions

✅ WRITE Operations  
  
\* Publishing: Create posts, Stories, Reels  
\* Media Management: Upload photos, videos  
\* Comment Management: Reply, moderate comments  
\* Content Scheduling: Schedule posts  
\* Story Management: Create and manage Stories

✅ ANALYTICS & INSIGHTS  
  
\* Post performance metrics  
\* Audience demographics  
\* Reach and impressions  
\* Engagement rates  
\* Story insights  
\* Account insights

## Requirements

Account Requirements  
  
\* Business Account or Creator Account only  
\* Personal accounts cannot use Graph API  
\* Must be linked to a Facebook Page

Technical Requirements

1. Facebook App Registration  
  
 \* Create app in Facebook Developers Console  
 \* Add Instagram Graph API product  
 \* Configure valid OAuth redirect URIs

2. Business Verification (For advanced features)  
  
 \* Business verification through Facebook  
 \* Required for publishing and insights

3. Permissions Required  
  
 \* instagram\_graph\_user\_profile  
 \* instagram\_graph\_user\_media  
 \* pages\_show\_list  
 \* pages\_read\_engagement (for insights)  
 \* instagram\_manage\_comments (for moderation)  
 \* instagram\_manage\_insights (for analytics)

4. OAuth 2.0 Flow Implementation  
  
 \* Authorization URL generation  
 \* Code exchange for access token  
 \* Long-lived token exchange  
 \* Token refresh mechanism

## Migration Path (Post-Deprecation)

For Personal Account Users

Meta says that they should eventually introduce a replacement for the Basic Display API, but we can't say for sure when—or even if—that will happen.  
Current Options:

1. Convert to Business Account (Recommended)  
  
 \* Switch Instagram account to Business type  
 \* Link to Facebook Page  
 \* Use Instagram Graph API

2. Wait for Replacement API (Uncertain timeline)  
  
 \* No official timeline from Meta  
 \* May never happen

3. Alternative Solutions  
  
 \* Third-party Instagram data services  
 \* Web scraping (against ToS)  
 \* Manual content export

For Business/Creator Account Users  
  
\* Direct Migration to Instagram Graph API  
\* Enhanced features and capabilities  
\* Better long-term support

## Authentication Comparison

Basic Display API (Deprecated)  
  
1. User Authorization  
2. Code Exchange   
3. Access Token (short-lived)  
4. Optional: Long-lived token exchange

Instagram Graph API (Current)  
  
1. Business Account Setup  
2. Facebook Page Connection  
3. App Review (for some permissions)  
4. User Authorization  
5. Code Exchange  
6. Page Access Token  
7. Instagram Business Account ID retrieval

## Key Takeaways

1. Instagram Basic Display API is completely gone - no workaround possible  
2. Instagram Graph API is the only official option for Instagram data access  
3. Business/Creator accounts required - personal accounts cannot access the API  
4. Much more powerful capabilities but with higher setup complexity  
5. No guaranteed replacement for personal account access

## Recommended Action Plan

For New Projects  
  
\* ✅ Use Instagram Graph API exclusively  
\* ✅ Target Business/Creator accounts only  
\* ✅ Plan for comprehensive OAuth 2.0 implementation  
\* ✅ Leverage enhanced read/write capabilities

For Existing Projects (Using Basic Display API)  
  
\* ❌ Immediate migration required (API is dead)  
\* ✅ Upgrade to Instagram Graph API  
\* ✅ Guide users to convert accounts to Business type  
\* ✅ Implement new authentication flow

## Development Priority

1. Account Type Verification: Ensure target accounts are Business/Creator  
2. Enhanced OAuth Implementation: More complex than Basic Display API  
3. Feature Enhancement: Leverage new write and analytics capabilities  
4. User Education: Help users understand account type requirements