

Third Party API's

Instagram has become one of the most popular social media platforms in the world, with over 1 billion users. This makes it a valuable source of information for businesses looking to enhance their marketing strategies. However, accessing and analyzing this information can be difficult without the right tools. This is where Instagram APIs come into play. Instagram APIs are powerful tools that enable developers to create third-party applications to access and analyze data from the platform. They provide businesses with valuable insights into their followers' behavior, including their preferences, likes, and comments. These insights can then be used to improve marketing strategies, create engaging content, and drive more traffic to their app or website. In this article, we will discuss two popular Instagram APIs - the Instagram Basic Display API and the Instagram Graph API - and how they can enhance businesses' marketing and business strategies.

On June 29, 2020, Instagram officially deprecated its Legacy API and replaced it with two simpler APIs - the Instagram Basic Display API and the Instagram Graph API. The Instagram Basic Display API allows third-party apps to access basic information, profile information and other media posted on users' Instagram accounts, such as photos and videos. However, this API only provides read-only access to this account data. The Instagram Graph API, on the other hand, is a more powerful new API, that allows businesses and other content creators to manage their business account and online presence on the platform more effectively. It provides the same functionalities as the Basic Display API, but it also allows apps to gather metadata and other pertinent information about other companies and creators.

Businesses using third-party apps developed off the back of the Instagram Graph API can also find hashtagged media, moderate comments on their Instagram pages, and find where and when they have been mentioned by other Instagram users.

Instagram's APIs allow developers to access data from the photo platform in a structured format, usually in JSON or XML. This data can then be used to develop third-party applications to help businesses and individuals manage their online presence more effectively. Developers can use Instagram APIs to access user data such as profile information, posts, and comments, as well as public data such as trending hashtags and popular media. This data can be analyzed to understand users' behavior, preferences, and interests.

Instagram APIs are essential for businesses looking to create an effective marketing strategy. Instagram APIs also allow businesses to monitor their competitors' activity and identify media used on the platform, helping them to stay ahead of the competition. By tracking their competitors' social media activity, businesses can gain insights into their competitors' marketing strategies and develop better ways to engage with their audience.

