

## business\_management

- Creator starts Instagram connection in Cloutgrid
- Prompt the user to select the business account which has control over their facebook page
- Grant permissions needed to discover the Page and read Instagram analytics
- Backend calls GET /me/accounts (uses pages\_show\_list + business\_management (a dependency to pages\_show\_list)) and GET /{page\_id}?fields=instagram\_business\_account to obtain ig\_user\_id
- Use business\_management (dependency) to list managed Pages and locate the linked Instagram account
- Creator profile now shows IG username, follower count, media count, and an insights panel (reach, impressions, profile views, engagement)
- With ig\_user\_id, Cloutgrid reads instagram profile & insights via Facebook Graph API
- Cloutgrid does not access Ads APIs or ads performance data. business\_management is used only for Page discovery to reach the linked IG account
- Connection complete; analytics displayed for businesses to evaluate creators

## pages\_show\_list

- Creator initiates Instagram connection
- User grants Cloutgrid access to see which Pages they manage
- This uses GET /me/accounts with pages\_show\_list to return Pages the user manages
- Cloutgrid uses pages\_show\_list to verify the Pages managed by the creator
- Once the linked Page is identified, Cloutgrid fetches the connected Instagram account and shows verified analytics
- Pages are used only to confirm ownership and locate the connected Instagram account

## instagram\_basic

- Creator starts Instagram connection in Cloutgrid
- Grant permissions to read Instagram profile info and media metadata
- Cloutgrid uses pages\_show\_list to list Pages, then resolves the linked Instagram Professional account
- instagram\_basic provides the Professional profile fields shown on the creator's profile card
- instagram\_basic provides read-only media metadata used for the content gallery
- Profile + media now visible on Cloutgrid

## pages\_read\_engagement

- Creator starts Instagram connection
- User grants access to verify their managed Pages and linked Instagram account
- This uses GET `/ {page_id}?fields=instagram_business_account` (requires `pages_read_engagement`)
- Cloutgrid checks the creator's Page metadata to locate the connected Instagram Professional account
- `pages_read_engagement` used only for Page → Instagram linkage, not for Page posts or followers

## read\_insights

- Creator connects their Facebook Page (linked to Instagram) in Cloutgrid
- User grants permission to read Page insights for their own Page
- Cloutgrid identifies the creator's managed Page that links to their Instagram account
- Cloutgrid calls `/ {page_id}/insights` to display allowed organic Page metrics
- Page insights are shown for context; Instagram analytics remain the primary view

## instagram\_manage\_insights

- Creator starts Instagram connection in Cloutgrid
- User grants permission to read Instagram Professional insights
- Cloutgrid discovers the Page and resolves the linked Instagram Professional account
- Account insights retrieved with `instagram_manage_insights`
- Per-post performance, including video views for video content