

# Getting Started on Instagram



## Advisors & Agents

With the Hearsay Social Instagram integration, you can reach over 1 billion Instagram users in the US and across the globe. You can connect an Instagram Business Profile and create and publish content to Instagram from both your desktop and the mobile app.

### CONNECT INSTAGRAM BUSINESS PROFILE

Instagram's API only allows for posting to Instagram Business Profiles. Before you can connect your Instagram to Hearsay Social, you must first convert it to a Business Profile. We recommend doing this on the desktop through Facebook.

By far the most successful way to convert your Instagram profile is through your Facebook page. This will also automatically connect your Instagram Business Profile to your Facebook Page, circumventing the possibility of accidentally making a new Facebook Page.

To connect your Facebook Page and Instagram account:

1. Click Settings at the top of your Page.
2. Click Instagram in the left column.
3. Click Log in.
4. Enter your username and password and click Log In.

As you follow the instructions on your screen, Facebook will then take you through the process of converting your profile. You can then go to Hearsay Social and connect Instagram under Workspace Settings > Accounts.



### CREATING CONTENT FOR INSTAGRAM

On Desktop:

Because Instagram is an image-first platform with photo restrictions, Hearsay Social has been optimized for use with its API. If your organization allows you to create custom content, please note these restrictions:

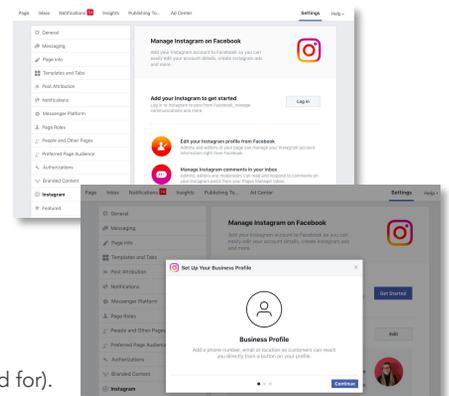
- Only single photos can be published to Instagram.
- Photos should be under 8MB size and between 150x150 and 1920x1080 pixels.
- For best viewing quality, we recommend you choose between 3 photo sizes: Square - 1:1 ratio, Portrait - 4:5 ratio, Landscape - 1:91:1.

On Mobile:

We are excited to offer Instagram inside the Hearsay Social Mobile App. The app offers suggested content as well as the ability to post original content (which it is uniquely suited for). In the mobile app, you will be able to:

1. Publish, schedule or request approval of a single photo post to Instagram.
2. Upload and crop images using preset sizes: Square, Portrait and Landscape for the best viewing quality.
3. Search for Instagram posts in the library.

Please note that the cropping feature is only available in the Mobile App. Because cropping is available, you can select any photo to upload and will be able to crop it to the correct dimensions within the Hearsay Social mobile app.



## SHARING MULTIPLE IMAGES IN INSTAGRAM POSTS



Agents and advisors can publish multiple photos natively on Instagram and Hearsay will automatically capture those images from the network and include them in archiving. This feature is on by default if Instagram is enabled for the organization. The multi-photo post will create a Supervision alert but the images will not be displayed in Supervision. The Instagram API does not support posts with multiple photos to be published through Hearsay; the action must be completed natively on Instagram.



## COMING SOON!

Hearsay supports the majority of the IG offering, including image and multi-image IG posts, as well as comments and other activities. There are also two primary areas we are investing in:

- **Video:** We are working on building archiving and compliance for videos. We will first deliver administrator-posted videos with pre-approval. Next, we will support advisor-posted videos with compliance workflows. Both of these capabilities are targeted for release during the first half of 2021.
- **Direct Messaging:** Facebook (IG's parent company) is currently beta-testing this functionality. We are expecting to gain access to the beta product, but otherwise when the API is released, we plan to support it.