

Getting Started on Instagram

Admin



Instagram for Hearsay Social

The Hearsay Team is happy to announce that Instagram is now available on Hearsay Social! With this new integration, you can now reach over 1 billion Instagram users in the US and across the globe. Before you can begin creating content for Instagram, make sure you have Instagram enabled. Please reach out to your Customer Success Manager to do so.

Creating Content for Instagram

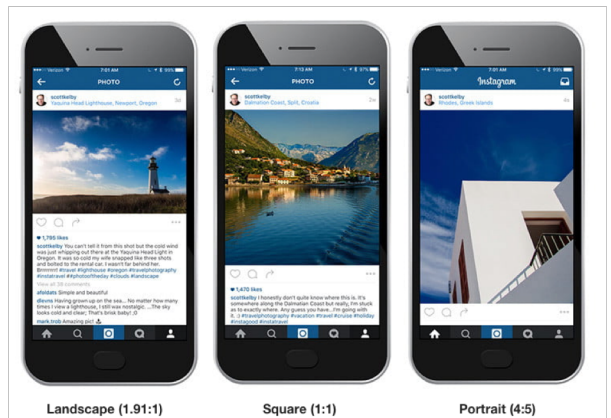
As an admin, you can suggest posts to Instagram just like you would with other social networks. We recommend you create new content for Instagram and keep the posts separate from other social networks. To create suggested content:

1. Click on New Library Post and select Instagram from the selected network list.
2. Upload an Instagram compatible photo and optionally add a message. Feel free to use hashtags and mentions.
3. Add your regions, tags and other metadata information and then click on Suggest. That's it! Advisors will now be able to publish to Instagram from the Content Library.

Because Instagram is an image-first platform with photo restrictions, Hearsay Social has been optimized for use with its API.

Please note these restrictions:

- Only single photos can be published to Instagram.
- Photos should be under 8MB size and between 150x150 and 1920x1080 pixels.
- Photo aspect ratio should be between 4:5 and 1.91:1 range. For best viewing quality, we recommend you choose between 3 options: Square - 1:1 ratio, Portrait - 4:5 ratio, Landscape - 1.91:1



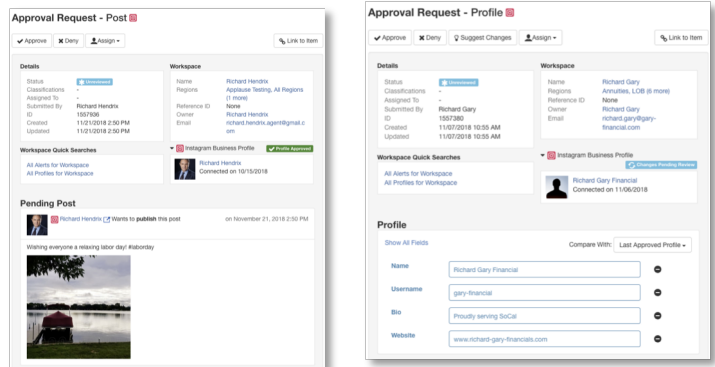
Supervision & Compliance for Instagram

Compliance and supervision workflows for Instagram will be similar to the ones for the other networks.

Supervision will consist of the ability to approve requests on a single photo (post) to be uploaded to Instagram.

Admins will be able to supervise requests for profile approvals and alerts on native profile changes.

However due to limitations with the Instagram API, Hearsay will not be able auto upload profiles to and monitor profile pictures for Instagram.



For any questions about Instagram, check out our Getting Started on Instagram articles on the Help Center or reach out to your Customer Success Manager.