



# Using Instagram with Total Expert

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## Introduction

Total Expert users who also post content to social media can reach new or existing Instagram followers and reach a potentially wider audience by posting marketing material to Instagram as well as existing integrated accounts on Facebook, LinkedIn, and Twitter.

Total Expert’s integration with Instagram enhances and works with the existing Facebook integration under the banner of their parent company, Meta.

To be able to post from a 3<sup>rd</sup>-party entity like Total Expert, Instagram requires that the user has a Facebook business page and an Instagram professional account, and they must be linked.

## Integrating Meta with Total Expert

### Setting Up Instagram and Facebook Accounts

Users must set up their own social media accounts. Total Expert does not provide these.

To be able to post to Instagram from a 3<sup>rd</sup>-party platform like Total Expert:

- The Instagram account must be set up as a professional account (business type, not creator).



- A personal or creator account will not work. This is a limitation of Instagram’s API.
- A personal account can be switched to a professional account in the account settings.
- The professional Instagram account must be connected to a Facebook business page.

**Note**

For detailed instructions on Instagram and Facebook setup, see Appendix: Facebook and Instagram Account Setup below.

## Integrating with Meta (Facebook and Instagram) in TE

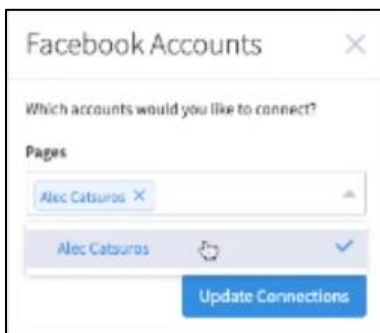
1. Navigate to **settings menu → Integration Settings**.
2. Locate the item titled Meta. This includes both Facebook and Instagram.



**Note**

If this item only shows the Facebook logo, contact your system administrator to add permission to use Instagram to your role.

3. Click the **Connect** button.
  - a. If your account is already connected to a Facebook account, you must disconnect, then reconnect.
4. If you are not already logged in to Facebook in the current window, you are prompted to log in via a pop-up window.
5. When you are logged in to Facebook, the Facebook Accounts box opens. In this box:
  - a. Select the pages from your Facebook account that you want to connect to Total Expert from the **Pages** drop-down list. Any Instagram account tied to a selected page will be integrated along with the page.
  - b. Click the **Update Connections** button.



The Facebook user and business page and any connected Instagram professional account are all integrated with Total Expert at once. The Meta item in the Integration Settings page updates to show these integrated accounts.





# Adding Instagram to Media Settings (Admins)

A marketing administrator must make a template available to post to Instagram before a user can post it. This works the same way as making a template available to post to other social media sites.

To make a template available to post to Instagram:

1. Navigate to **Manage Marketing → Manage Templates**.
2. Find the template you want to update and select **Actions → Media Settings**.
3. Scroll down to the Social Media Settings section.
4. Check the option for **Instagram** (as well as any other desired sites).
5. Verify that the remaining media settings are set appropriately.
6. Click the **Save Media** button at the top of the page.

## Note

Images and videos must meet Instagram's requirements to be posted. For example, images must be in JPEG format and no larger than 8 MB. For the full requirements, see the Media Specs section below.

The screenshot shows a web form for managing media templates. At the top left, a red box highlights the 'Save Media' button. The form contains several sections: 'Download/View Link Text' with a text input and a 'Download PNG' button; 'External Content URL' with a text input; 'Auto Archive\*' with radio buttons for 'No' (selected) and 'Yes'; 'Status' with a checked 'Active' checkbox; 'Published File Expiration Time' with a text input set to '0' and a note '0 is unlimited'; 'Recreate Media' with a checked 'Active' checkbox and a note 'If Published File Expiration Time = 0, this piece can not be recreated.'; 'Folders' with a text input; 'Tags' with a text input and a note 'Press the enter key to submit a new tag'; and 'Media Details Video Link' with a text input and a note 'paste your videos link here'. On the right side, there is a section for 'Organization Cost Share Approver' with a dropdown menu labeled 'Select a User'. At the bottom, the 'Social Media Settings' section shows icons for Facebook, Twitter, LinkedIn, and Instagram, with the Instagram icon highlighted in a red box.

## Media Specs

### Image Specifications

- Format: JPEG
- File size: 8 MB maximum.
- Aspect ratio: Must be within a 4:5 to 1.91:1 range
- Minimum width: 320 pixels (will be scaled up to the minimum if necessary)



- Maximum width: 1440 pixels (will be scaled down to the maximum if necessary)
- Height: Varies, depending on width and aspect ratio
- Color Space: sRGB (images using other color spaces will have their color spaces converted to sRGB)

### *Video Specifications*

- Container: MOV or MP4 (MPEG-4 Part 14), no edit lists, moov atom at the front of the file
- Audio codec: AAC, 48khz sample rate maximum, 1 or 2 channels (mono or stereo)
- Video codec: HEVC or H264, progressive scan, closed GOP, 4:2:0 chroma subsampling
- Frame rate: 23-60 FPS
- Picture size:
  - Maximum columns (horizontal pixels): 1920
  - Minimum aspect ratio [cols / rows]: 4 / 5
  - Maximum aspect ratio [cols / rows]: 16 / 9
- Video bitrate: VBR, 25 Mbps maximum
- Audio bitrate: 128 kbps
- Duration: 60 seconds maximum, 3 seconds minimum
- File size: 250 MB maximum

## Posting to Instagram (End Users)

the same way as posting to other social media sites.

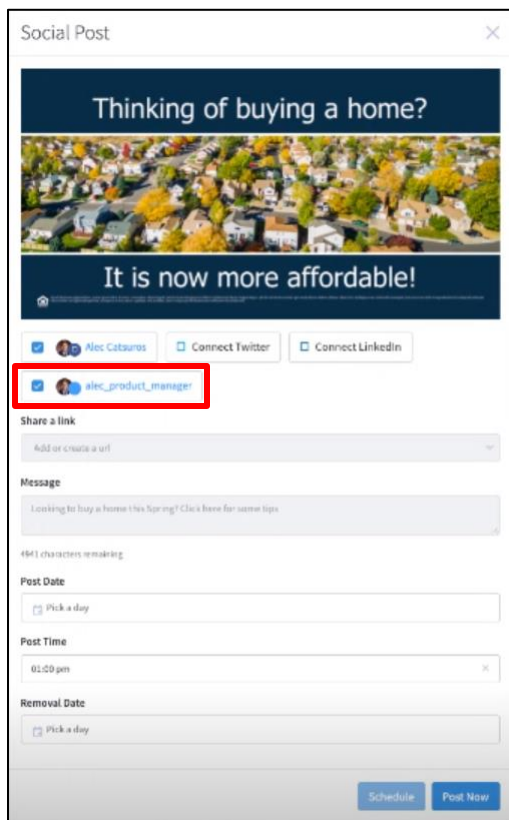
To post a template to Instagram:

1. Navigate to **Web Marketing** → **Social Media** → **Create New**.
2. Locate the template you want to post and select **Actions** → **Share**.
3. In the Social Post box:
  - a. Check the option for your integrated Instagram account (as well as any other desired accounts).

### **Note**

The Facebook and Instagram accounts are linked, but you are not required to post content to both accounts at the same time. You can post to either Facebook or Instagram individually or both together, as you prefer.

- b. Set any other posting options as desired.
- c. Click the **Post Now** button to post the item immediately or the **Schedule** button to post at a future date and time as defined in the settings.



## Appendix: Facebook and Instagram Account Setup

### Note

3<sup>rd</sup>-party instructions were accurate at the time of release. For the most up-to-date instructions, refer to [Facebook's](#) and [Instagram's](#) online Help Centers.

### Switch a Personal Instagram Account to a Professional Account

1. Open the Instagram app on your mobile device and log in to your account.
2. Tap on your profile picture in the lower-right corner of the screen to go to your profile page.
3. Tap on the three horizontal lines in the upper-right corner of the screen to open the menu.
4. From the menu, select **Settings**.
5. In the Settings menu, select **Account**.
6. From the Account menu, select **Switch to Professional Account**.
7. You are prompted to select a category that best describes your business or brand. Choose the option that best fits your profile.
8. Depending on the category you choose, you may be prompted to provide additional information about your business, such as your contact information or physical address.
9. Once you have provided all the necessary information, tap **Done**.

You now have access to additional features such as Instagram Insights, which provides data on your followers and the performance of your posts, and the ability to run ads on Instagram.



## Create a New Instagram Professional Account

1. Download and open the Instagram app on your mobile device.
2. Tap **Sign Up** to create a new account.
3. Enter your email address or phone number, and create a unique username and password for your account. You can also choose to sign up with your Facebook account.
4. Once your account is created, you are prompted to complete your profile by adding a profile picture, bio, and contact information. It is important to make sure that your profile accurately reflects your brand or business.
5. To switch to a professional account, tap on your profile picture in the lower-right corner of the screen to go to your profile page.
6. Tap on the three horizontal lines in the upper-right corner of the screen to open the menu.
7. From the menu, select **Settings**.
8. In the Settings menu, select **Account**.
9. From the Account menu, select **Switch to Professional Account**.
10. You are prompted to select a category that best describes your business or brand. Choose the option that best fits your profile.
11. Depending on the category you choose, you may be prompted to provide additional information about your business, such as your contact information or physical address.
12. Once you have provided all the necessary information, tap **Done**.

You can now start posting content, engaging with your audience, and using the additional features available to professional accounts.

## Connect an Instagram Account to an Existing Facebook Business Page

1. Log in to your Facebook account and navigate to the Facebook Business Page that you want to connect to your Instagram account.
2. Click on **Settings** in the upper-right corner of the screen.
3. From the Settings menu, select **Instagram**.
4. Click the **Connect Account** button.
5. If you are not already logged in to your Instagram account, you are prompted to log in.
6. After logging in, you are asked to authorize Facebook to access your Instagram account. Click **Authorize**.
7. You are now prompted to select which Instagram account you want to connect to your Facebook Business Page. If you only have one Instagram account, it will be selected automatically.
8. Once you have selected your Instagram account, click **Next**.
9. You now have the option to choose which aspects of your Instagram account you want to connect to your Facebook Business Page, such as your profile picture, bio, and photos. Select the options you want to use and click **Next**.
10. Review the connection settings and click **Done**.

You can now manage your Instagram posts, comments, and messages from the Facebook Page Manager, and you can run Instagram ads using the Facebook Ads Manager.

## Create a New Facebook Business Page

1. Log in to your personal Facebook account.



2. Click the **Create** button in the upper-right corner of the screen
3. Select **Page** from the drop-down menu.
4. Choose the category that best describes your business or organization from the available options, such as Local Business, Brand or Product, or Community or Public Figure.
5. Enter the name of your business or organization in the **Page Name** field.
6. Add a profile picture that represents your brand or business. You can choose to upload a photo from your computer, or you can import it from a website.
7. Add a cover photo that represents your brand or business. This is the large image that appears at the top of your Facebook Business Page. You can choose to upload a photo from your computer, or you can import it from a website.
8. Click the **Create Page** button to create your new Facebook Business Page.
9. Once your page is created, you can add additional information about your business or organization, such as your website, address, phone number, and hours of operation. To do this, click the **Edit Page Info** button located below your profile picture.
10. You can also customize the layout of your Facebook Business Page by adding different sections and tabs, such as a Shop section or a Reviews tab. To add or customize sections, click the **Settings** button in the upper-right corner of the screen and select **Templates and Tabs** from the drop-down menu.

You can now start posting content and engaging with your audience to promote your brand or business.