

GUIDE

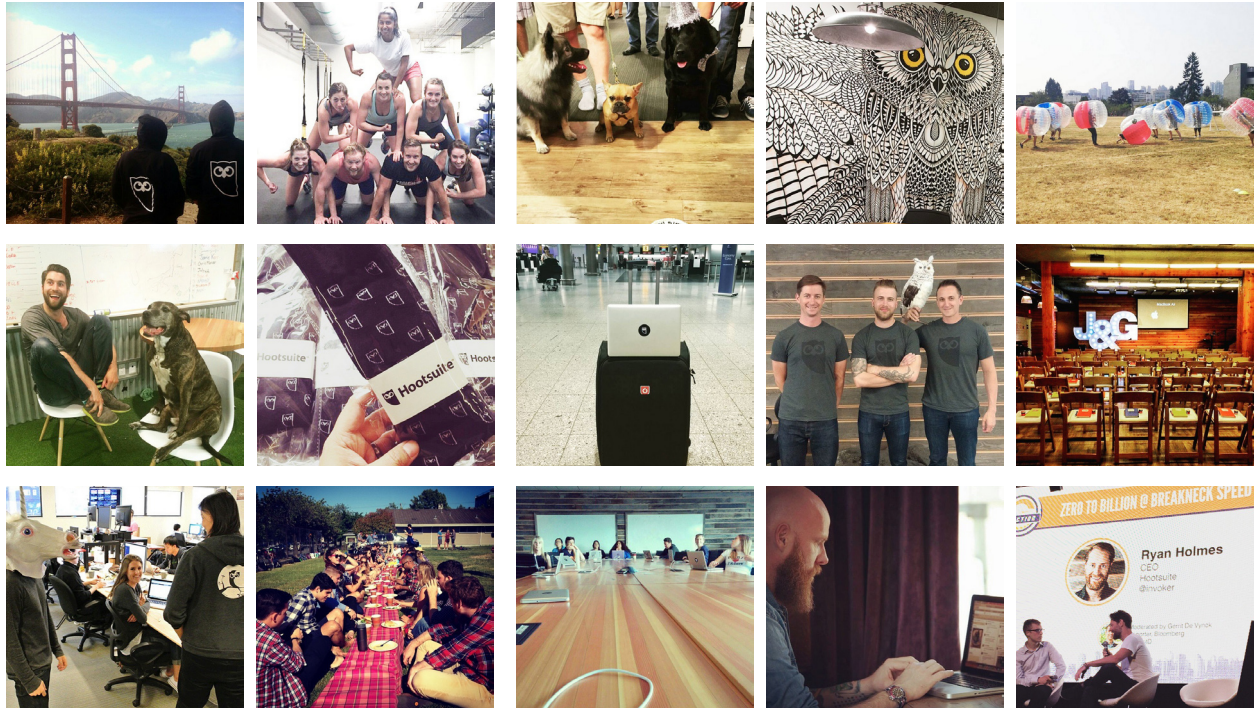
Instagram and Hootsuite

A Quick Start Guide



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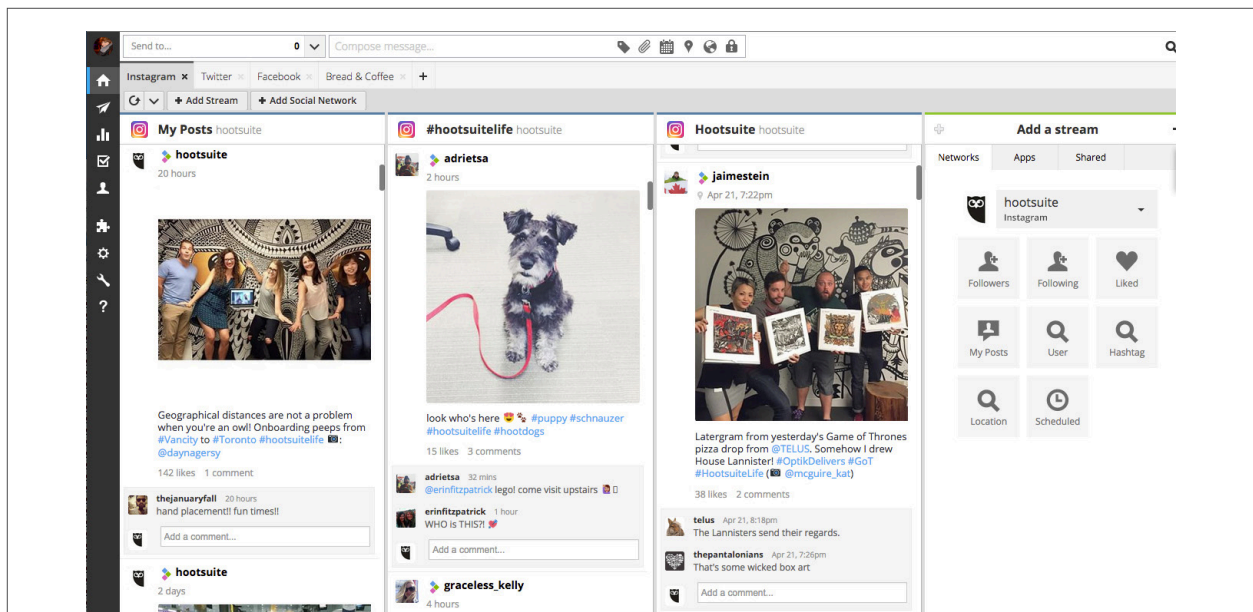


With 400 million monthly active users, Instagram can open up a world of opportunity for your business. Below, we will walk you through setting your Instagram account up in Hootsuite.

You can schedule and publish photos and videos, easily manage multiple Instagram accounts, and engage your followers from your Hootsuite dashboard—just like you do with your other key social networks.

Also, if multiple people contribute to your business's Instagram strategy, you can securely share access across teams without sharing passwords for easy collaboration with Team Members. (Team Members are given access to Instagram by administrators, so they are not required to connect the social network.)

Note: As Instagram requires posts to be published through its mobile app, you need to have both the Instagram app, as well as the latest Hootsuite mobile app to publish to Instagram. You can download it on the [iTunes App Store](#) or the [Google Play Store](#).



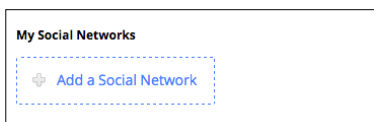
Connect Instagram to Hootsuite

First step: Make sure you have signed up for a free Instagram account before you log in to Hootsuite.

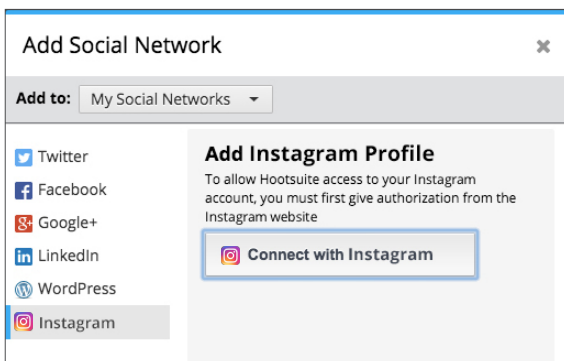
Add Instagram to your Hootsuite web dashboard

1. To add an Instagram account to your Hootsuite dashboard, first click on your **Profile Icon** in the launch menu and then **Add a Social Network**.

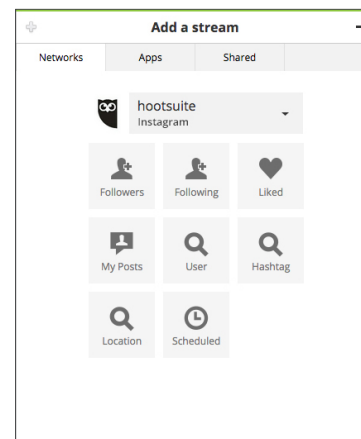
2. In the pop-up window, select **Instagram** and press



Connect with Instagram. Enter your credentials and authorize Hootsuite to access your account.



3. Pick the **Tab** you want to work with—or create a new one—using the **Add a Stream Wizard** select your Instagram profile from the drop down.



Need help?

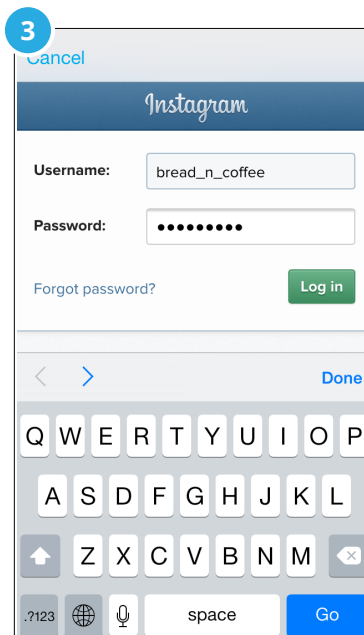
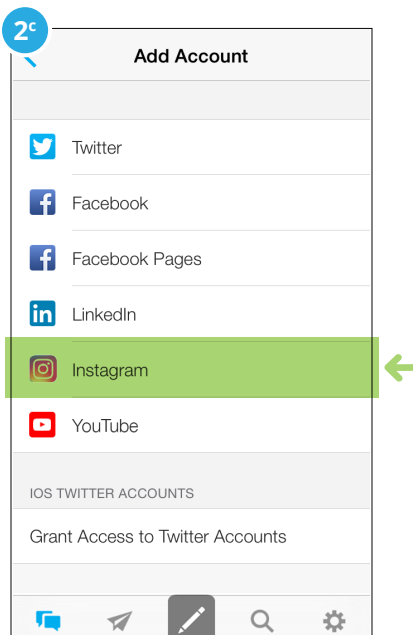
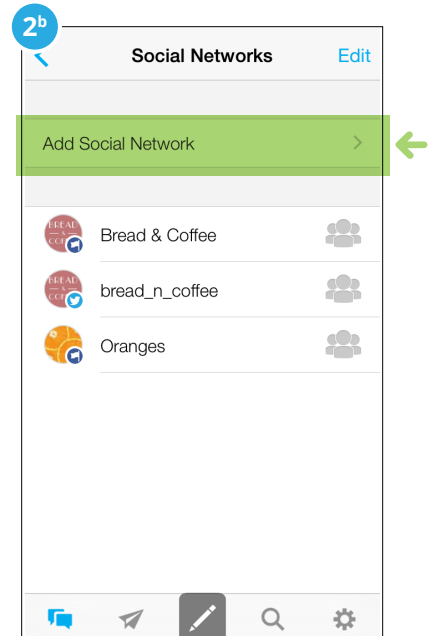
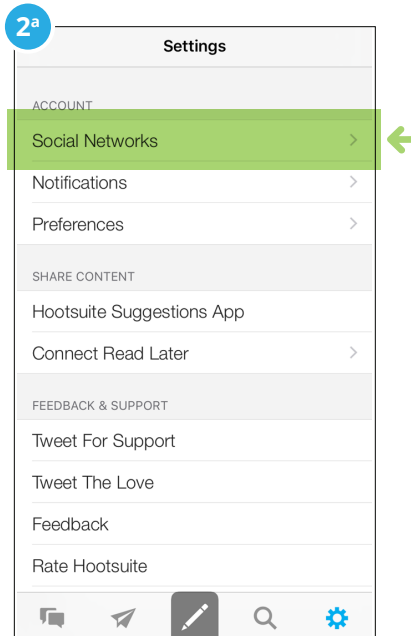
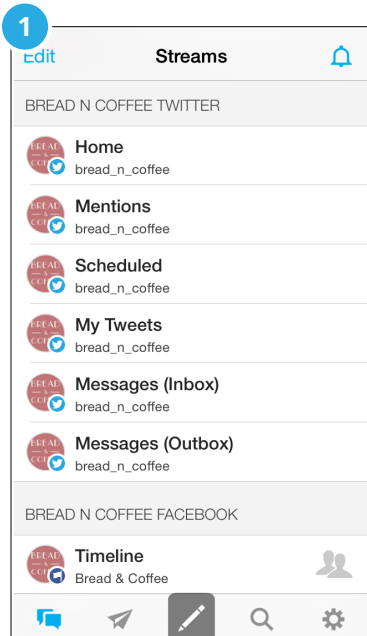
Visit the Hootsuite Help Center for help articles or to submit a support ticket.

Add Instagram to your Hootsuite mobile dashboard (iOS and Android):

1. Navigate to Settings.
2. In Settings click **Social Network (a)** and then click **Add Social Network (b)** and select **Instagram (c)**.
3. Enter login credentials and authorize Hootsuite to gain access.
4. You will be auto-subscribed to push notifications.

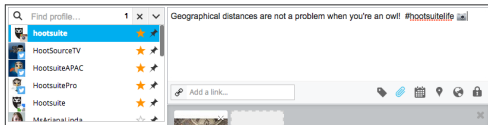


If push notifications are disabled for the Hootsuite mobile app, you must enable your notifications within your mobile phone's settings.



Schedule and send Instagram images and videos from Hootsuite (web and mobile)

1. Choose your Instagram account from the [Profile Picker](#).



2. You can then compose your message—which will act as the caption for your Instagram photo or video (hashtags and emoji are fully supported)—and attach your image or video in the [Compose Message Box](#).
3. If you want to publish right away, click [Send Now](#). If you wish to schedule your post, select a later date and time and click [Schedule](#).

4. When your message is ready to be published, you will receive a push notification from the Hootsuite mobile app directing you to the Notification Center.
Note: Push notifications must be enabled and turned on to publish to Instagram.

5. In the Notification Center, tap the post you want to publish.

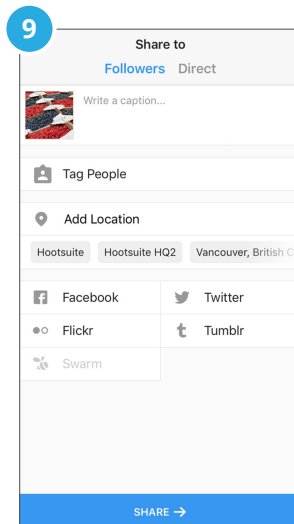
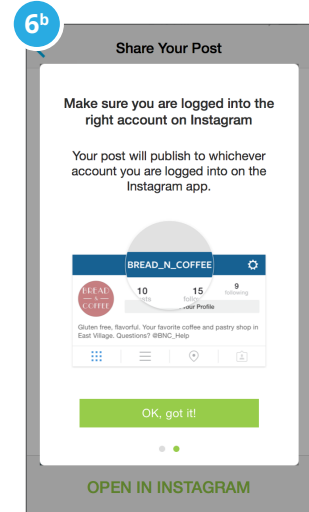
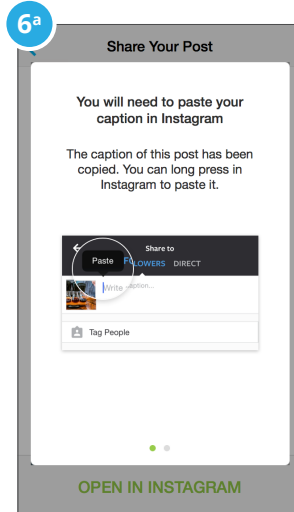
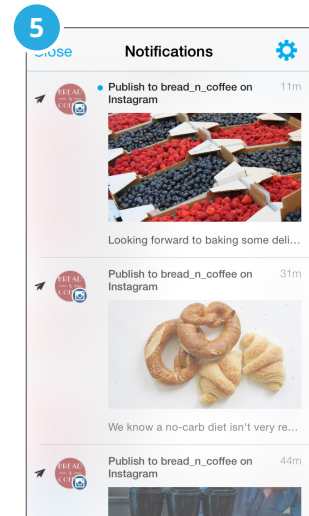
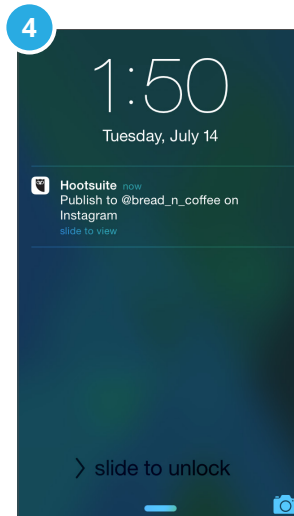
6. When viewing the post, tap [Open in Instagram](#) to direct your image or video to the Instagram app. The Hootsuite mobile app will automatically copy the caption (text, hashtag, and emojis) to your device's clipboard, allowing you to easily paste the caption once in Instagram [\(a\)](#).

Note: It's important that you're signed into the correct Instagram account prior to tapping [Open in Instagram \(b\)](#). If you are an iOS user, you will be prompted to select the Instagram app.

7. Once in the Instagram app you can select your desired orientation for photos or use Instagram's Boomerang or Layout apps. Once you are done with this step, tap next.

8. Complete your image edits and/or add an Instagram filter. Tap next.

9. Paste your caption, tag people and/or add your location. Finally, tap Share to publish your image or video to your Instagram account.



Need help?
Visit the Hootsuite Help Center for help articles or to submit a support ticket.



Collaborate with Team Members

With Hootsuite, you can securely set up team workflows for assignments and approvals (note: approvals are only available with Hootsuite Business or Enterprise), and create multiple search streams for at-a-glance monitoring. For example, set up a stream in Hootsuite to monitor your brand's hashtag. It's easy to assign different tasks—such as routing contest entries on a specific hashtag to your community team, allowing them to thank customers for entering. This saves time while providing a secure way to share Instagram access with team members.

Employees and influencers can be excellent resources for your brand's story. With Hootsuite Business or Enterprise, team permissions allow influencers, employees, and external agencies to easily contribute content. Once they submit their Instagram content, your brand team can approve for publishing.

Share access to Instagram (Hootsuite Team, Business or Enterprise)

Hootsuite account Admins can securely share access to Instagram across Teams and Team Members. To learn

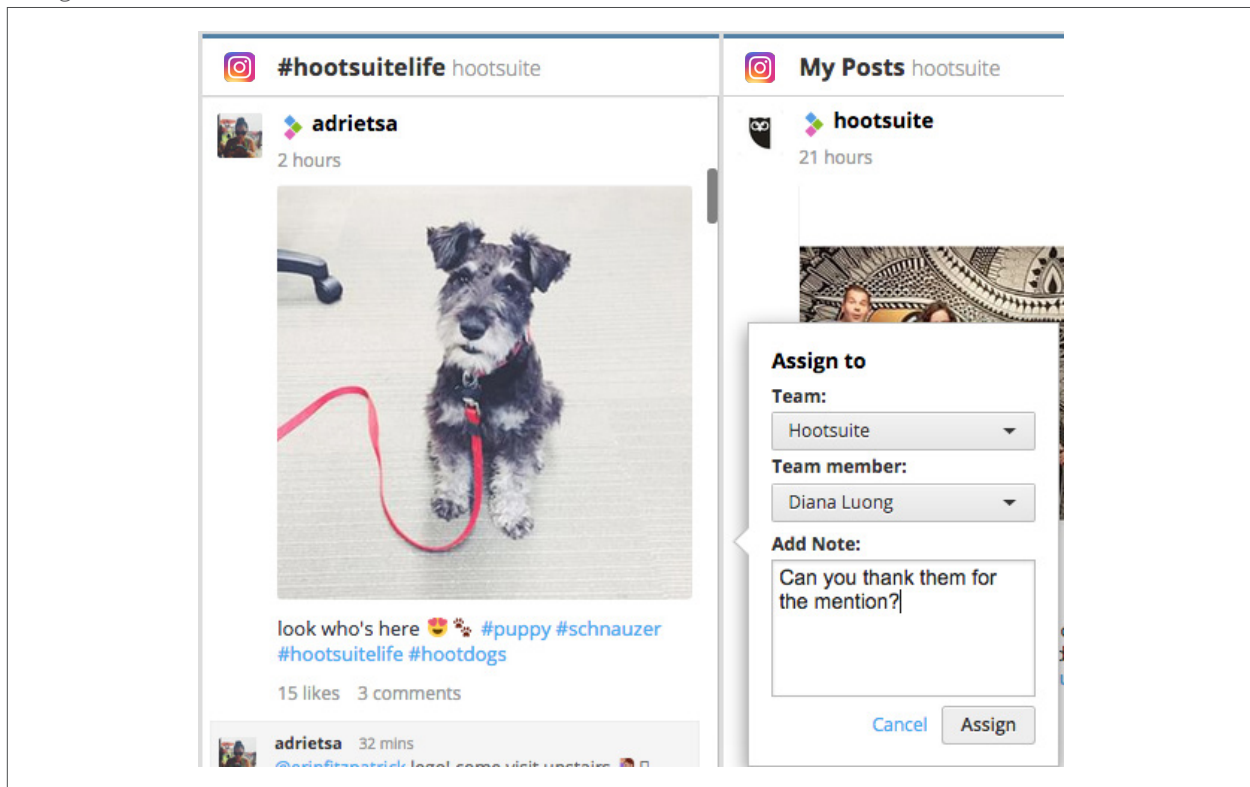
how to set your Team's permission settings, [click here](#).

Assign posts to Team Members (Hootsuite Team, Business or Enterprise)

1. Click the button in the top-right corner of the message you would like to address, and then select **Assign to**.
2. Select a team.
3. Select All Team Members or a specific team member.
4. Under **Add Note** enter a message for the assignee.
5. Select **Assign**.

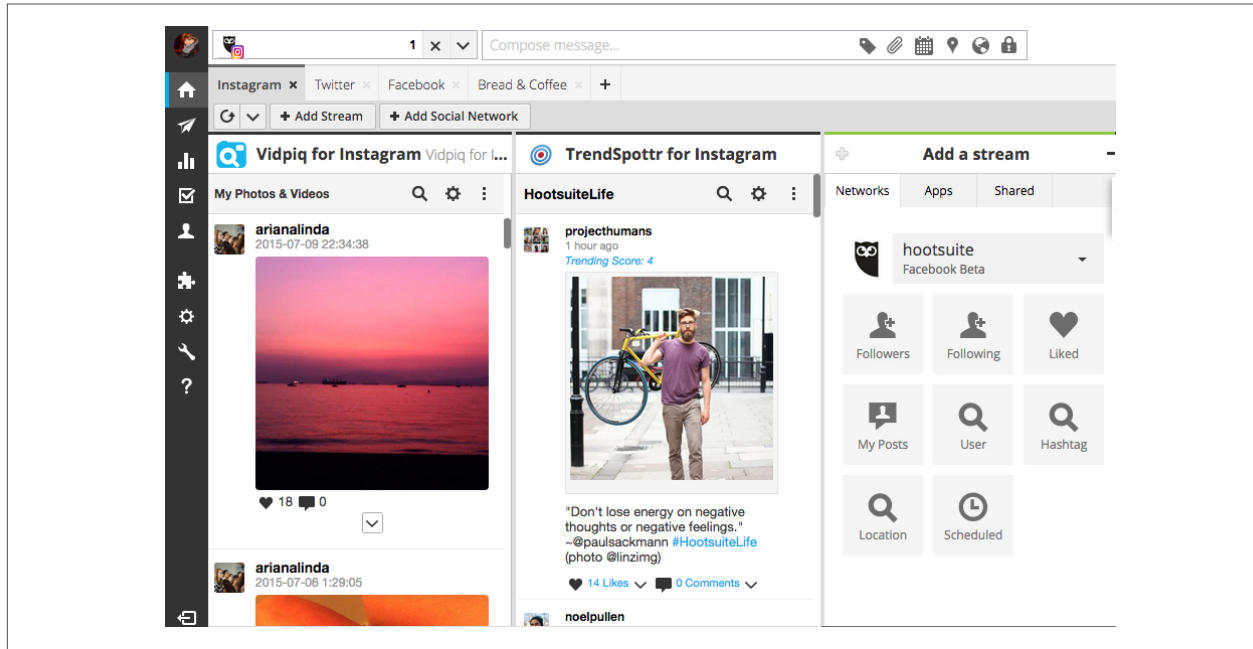
Approve messages created by Team Members (Hootsuite Business or Enterprise)

Users with Limited access can submit Instagram content for approval by an Admin Team Member. Once a



message is approved, it will appear within Publisher. To learn more about approving messages, [click here](#).

Extend your Instagram management capabilities



Our additional Instagram apps in the Hootsuite App Directory extend your management capabilities by providing



Add now



Add now

geo-located search and trending content.

To learn how to add an app from the Hootsuite App Directory, check out this [Hootsuite Tip](#).

Vidpiq

Monitor posts on Instagram by location. The Vidpiq for Instagram app in Hootsuite allows you to monitor and engage with users that are posting in your area, or an area you choose to follow.

TrendSpottr

Find top trending photos, videos, and influencers for any tag or topic on Instagram. Discover what's trending in relation to your brand, industry, or campaign. Engage with key influencers, view trending hashtags, select from a list of popular tags and easily share trending posts to your social networks.



Log in to Hootsuite now and get started with Instagram