



Direct Publish to Instagram

Sprinklr supports direct scheduling and publishing to Instagram for Instagram **Business Accounts**. With direct publishing, brands can publish Instagram image posts from directly within the platform. To publish other media types, like multi-image posts or video, you'll need to use the Sprinklr mobile app and Instagram to schedule and publish posts.



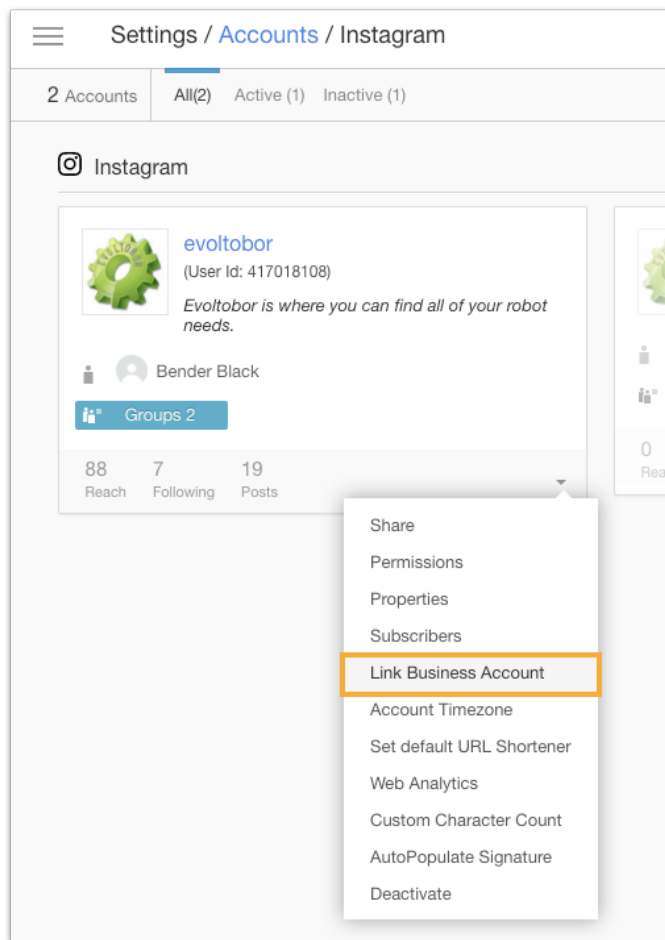
Note:

Direct Publishing to Instagram requires that your Instagram Business Account be linked through Sprinklr. Instagram Profiles cannot direct publish but can [schedule to Instagram](#) through the Sprinklr platform and publish to Instagram using the native app.

Before You Begin

Before accessing Instagram Business Insights, you'll first want to link your Instagram Business Account via Sprinklr. Learn more about how to set up your account natively through Instagram [here](#).

1. In the top navigation bar, hover over Administration and click Settings.
2. In the **Accounts** page, click **Instagram**.
3. Locate the Instagram account that you want to link with the FB page account, and hover over the "down arrow" icon at the bottom right corner.
4. Click **Link Business Account**.



5. Select the pages that you would like to link to your Instagram account.

6. Click Add in the bottom right corner.



Learn more!

Check out FAQs and troubleshooting for adding your Instagram business account [here](#).

Publish to Instagram

Media, iframe, embed and object tags are not supported inside of a PDF.

1. In the top navigation bar, click the Publish icon and select **Quick Publish**.
2. In the **Accounts** field, select an Instagram Business account.
3. Select **Direct Publish** to schedule or publish to Instagram directly from within Sprinklr.
4. Click **Upload a Photo** and select an image from the **Asset Manager**.

Note:



Currently, Instagram supports the publishing of image posts from third party applications like Sprinklr. Multi-image posts or video posts must be [scheduled and published](#) using the mobile app and the Instagram app.

The maximum supported image file size is 8MB.

5. Click **Insert**.
6. Add a caption, apply a Campaign and other message properties as needed.
7. Click the **schedule icon** to schedule your post for a later date, or click **Post** to publish immediately.

Your post will be published directly to Instagram from within Sprinklr.

FAQs

Below, we've included the answers to some frequently asked questions about publishing using your Instagram Business Profile

Can we direct publish from a personal Instagram account?

No, you can only use Business Instagram Profile to Direct Publish from within the Sprinklr platform.

What is the recommended aspect ratio of the photo media type?

The photo's aspect ratio must be between 1.91:1 and 4:5.

What is the recommended photo resolution?

If the image resolution of the photo is at a high resolution, then it will be sized down to 1080 pixels.

If the image resolution of the photo is lesser than 150x150, then the image may get scaled. The *Scaled*

Image type enlarges or reduces the physical size of the image by changing the number of pixels it contains.

Can you publish videos, stories, and carousel post types for Business Instagram Profile from within the Sprinklr platform?

No, currently only the direct publishing of photo media type is supported.

Is there any limitation for the file size?

File size should not exceed 8 MB.

If the software takes longer than 10 seconds to upload an image then the endpoint will timeout.