



AutoPost

USER GUIDE

Connecting Instagram to AutoPost

The complete guide: from a professional account and a Meta app to your first photo, design card, and Reels published on your Instagram

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1. Overview

What you'll achieve

After following this guide, AutoPost can send **photos** and **Reels** to your Instagram account: right away when you press **Send now**, or automatically at the time you schedule.

It works with the **official Instagram sign-in** and **your own Meta app**. You never give your Instagram password to AutoPost. For an Instagram account you own, this flow works without submitting App Review to Meta — it was tried for real on 29 September 2026.

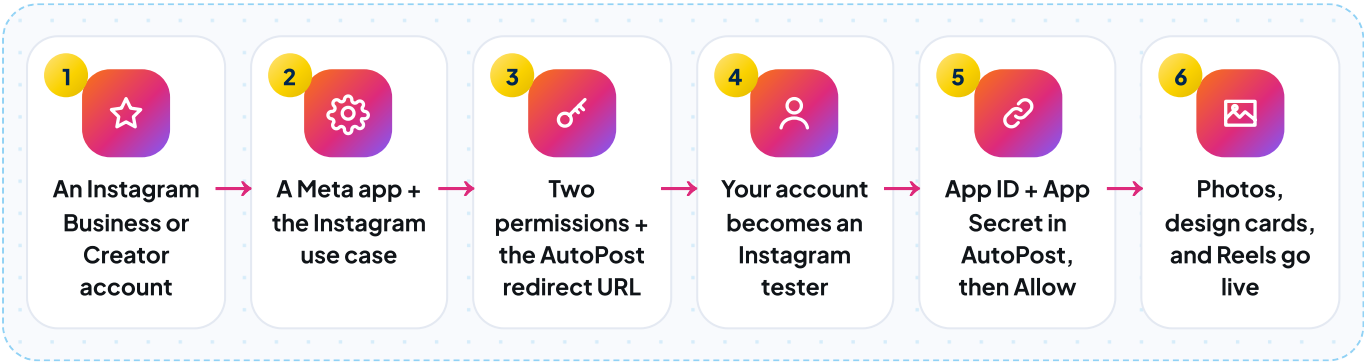


Illustration — what you see in your app may look slightly different

Estimated time

Your situation	Estimate
You already have a Meta app (for example from the Facebook Page guide)	About 30 minutes
You don't have a Meta app yet	About 45 minutes

One time only. Most of the time is spent on Meta's site and instagram.com.

What you need

What you need	Details
An Instagram Business or Creator account	Personal accounts are rejected. Step A explains how to switch.
A personal Facebook account	Used to sign in to developers.facebook.com .
A Meta app	You can use an app you already have. Don't have one yet? Step B.
A laptop or computer	Meta's developer dashboard and the instagram.com settings are easiest to use on a wide screen.
An AutoPost account	Already signed in to the AutoPost app.

NOTE

No Facebook Page needed. The Instagram sign-in doesn't require a Facebook Page. A Meta business portfolio isn't required for this guide either.

What AutoPost sends to Instagram

Post content in AutoPost	Result on Instagram
A JPEG photo (with or without text)	A photo post in the feed. The text becomes the caption.
A design card from Image studio	A photo post in the feed (Image studio always saves a JPEG).
An MP4 or MOV video	Reels . The text becomes the caption.
Text only (no photo/video)	Rejected . The composer holds it back before sending.
PNG, WebP, GIF photos, and similar	Rejected . Instagram only accepts JPEG.
A link	Added at the end of the caption as plain text (not clickable).
Hashtags	At most 5 hashtags per post.
Text length	At most 2,200 characters.

One post can hold one photo/video, or a **carousel** (a swipeable post) of 2–10 photos/videos. In a carousel, every photo must still be a JPEG, alt text is filled in per photo, the caption is written only once, and Instagram crops all media to the ratio of the first item (the cover) — keep the ratios the same, for example 4:5.

2. Understanding the terms

Term	What it means
Professional account	An Instagram account of the Business or Creator type. Only these types can post through the official API.
Meta app	The app you register at developers.facebook.com . Free. This app is what asks your Instagram account for permission.
Use case	The "what is this app for" choice. For Instagram: Manage messaging & content on Instagram .
Permission	A right AutoPost asks for. Only two: <code>instagram_business_basic</code> (reading the profile) and <code>instagram_business_content_publish</code> (publishing posts).
Redirect URL	The AutoPost address Instagram sends you back to after you press Allow . Meta's dashboard field has the same name: Redirect URL .
Instagram Tester	A role in the Meta app for an Instagram account. With this role, your account can use the app without App Review.
Instagram app ID	The app number used only for the Instagram sign-in. It's different from the Facebook app ID at the top of the dashboard.
Instagram app secret	The app's secret key of 32 letters/digits. Treat it like a password.
Token	The access key Instagram gives after you press Allow . AutoPost stores it encrypted and renews it on its own.
Reels	Instagram's short videos. Every video from AutoPost is published as Reels.

3. Step A — Setting up a professional account

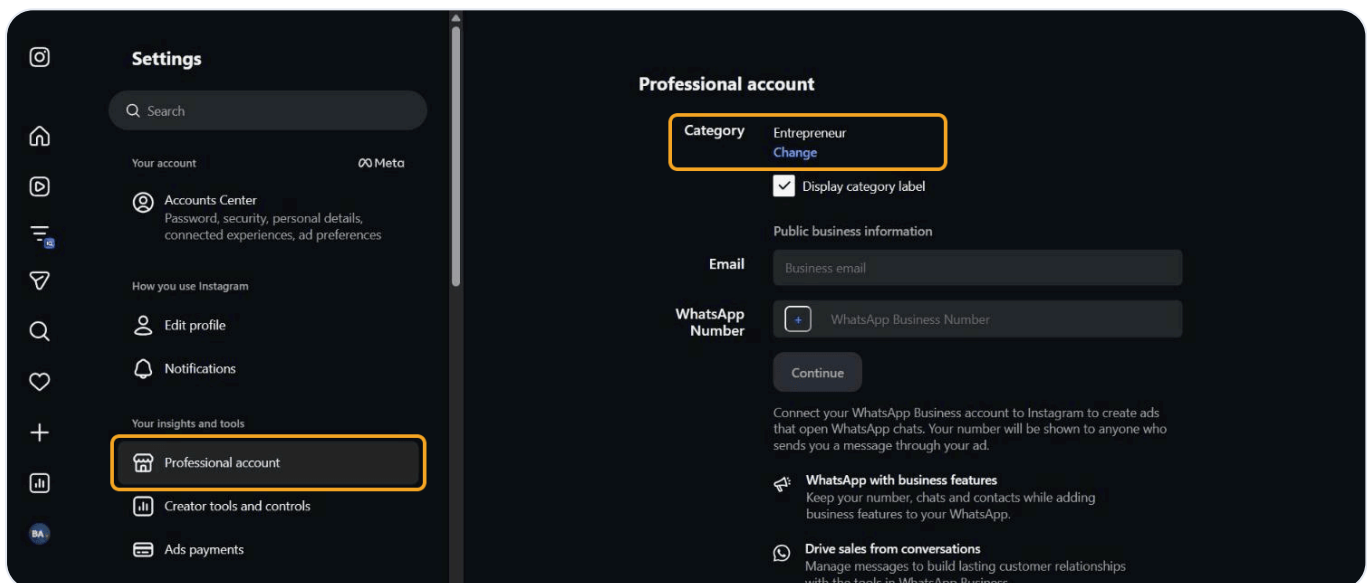
Checking the account type

- 1 Open **instagram.com** in your browser and sign in with the account you want to connect.
- 2 Open **Settings**.
- 3 Under **Your insights and tools**, look for the **Professional account** menu.

If that menu is there and shows a **Category** (for example **Entrepreneur**), your account is already professional. Go on to Step B.

NOTE

Creator or Business? AutoPost works with both. Choose the one that best fits how you use Instagram.



The instagram.com settings (in English): the Professional account menu on the left and the Category row "Entrepreneur" with a Change link on the right — both highlighted.

NOTE

The example in this guide. The account in the screenshots is a **Creator** account in the **Entrepreneur** category. A Business account works too.

If the account is still personal

Switch it to a professional account first. It's free, and you can switch back at any time.

- 1 In the Instagram app, open **Settings**, then look for the **Account type and tools** menu.
- 2 Choose **Switch to professional account**.
- 3 Follow the prompts: choose **Creator** or **Business**, then pick the category that fits best.

The menu names can differ slightly depending on the version and language of your Instagram app.

4. Step B — Setting up a Meta app

If you already have a Meta app

For example the app you created while following the **Facebook Page guide** (</panduan/facebook/en>). Just use that app. This guide was tested with the same app: one app can serve a Facebook Page and Instagram at once. Go on to Step C.

If you don't have a Meta app yet

Follow **Step B** in the **Facebook Page guide** (</panduan/facebook/en>) to create an app at **developers.facebook.com**. There's only one difference: at the **Use cases** step, tick **Manage messaging & content on Instagram** (with or without **Manage everything on your Page**). If you tick it there, you can skip Step C.

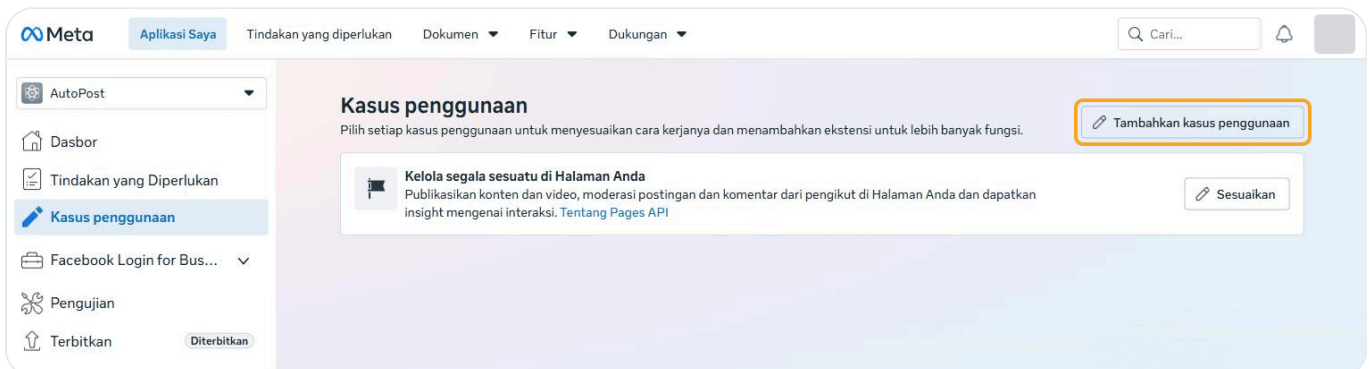
NOTE

A business portfolio is optional. For Instagram, you can choose the option for not connecting a business portfolio yet ("I don't want to connect a business portfolio yet" or similar). If the same app is also used for a Facebook Page, connect it to the portfolio your Page belongs to.

5. Step C — Adding the Instagram use case

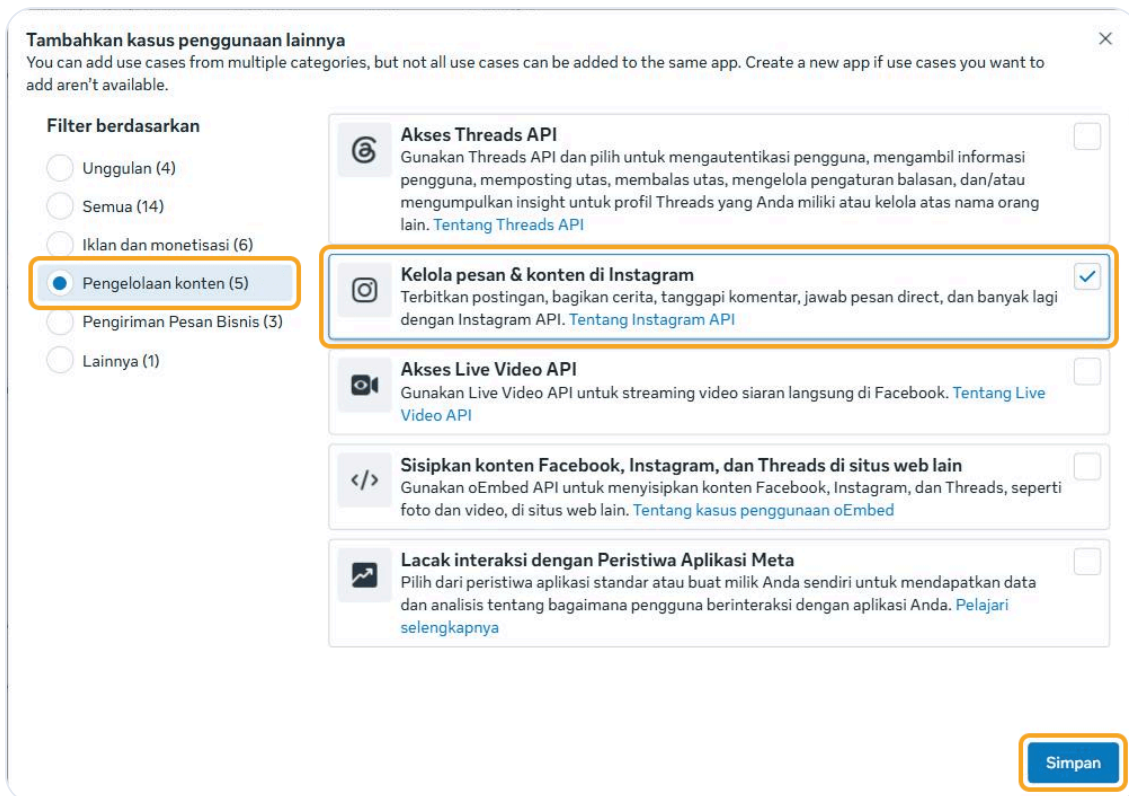
Note: The Meta dashboard screenshots in this guide were taken with Meta's interface set to Indonesian, so the words in the pictures may differ from the English labels quoted in the text. The layout and the position of each button are the same.

- 1 At **developers.facebook.com**, open your app.
- 2 In the left menu, choose **Use cases**.
- 3 Press **Add use case** at the top right.



The Use cases page of the AutoPost app (Meta dashboard in Indonesian): only one use case so far, "Manage everything on your Page". The "Add use case" button at the top right is highlighted.

- 4 A window for adding more use cases opens. Under **Filter by**, choose **Content management**.
- 5 Tick the **Manage messaging & content on Instagram** card.
- 6 Press **Save**.

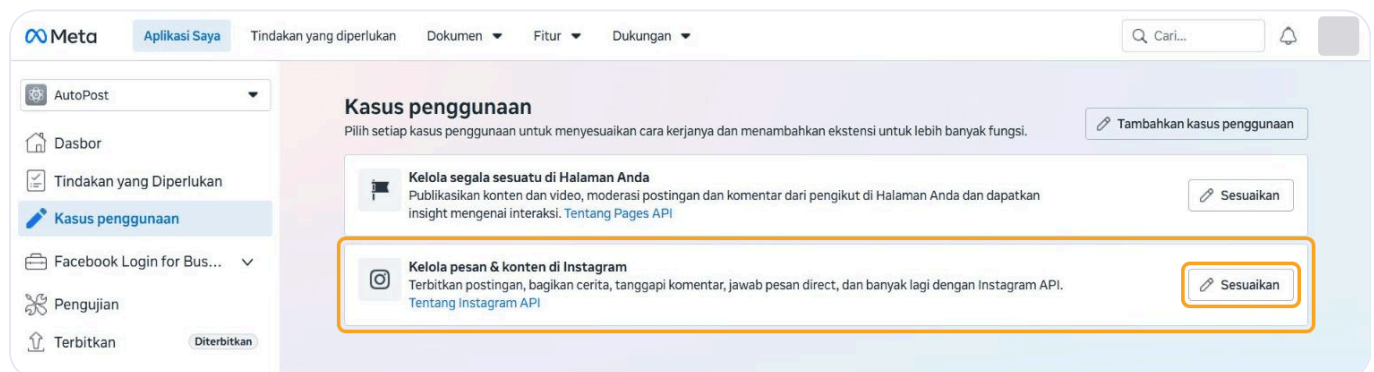


The window for adding more use cases (Meta dashboard in Indonesian): the "Content management (5)" filter selected, the "Manage messaging & content on Instagram" card ticked, and the Save button — all three highlighted.

NOTE

Below the window title there's a sentence in English: not all use cases can be combined in one app. If you can't tick the Instagram card in your app, create a new app just for Instagram (Step B).

Your app now has two use cases (or one, if it's a new app just for Instagram). Each has a **Customize** button.

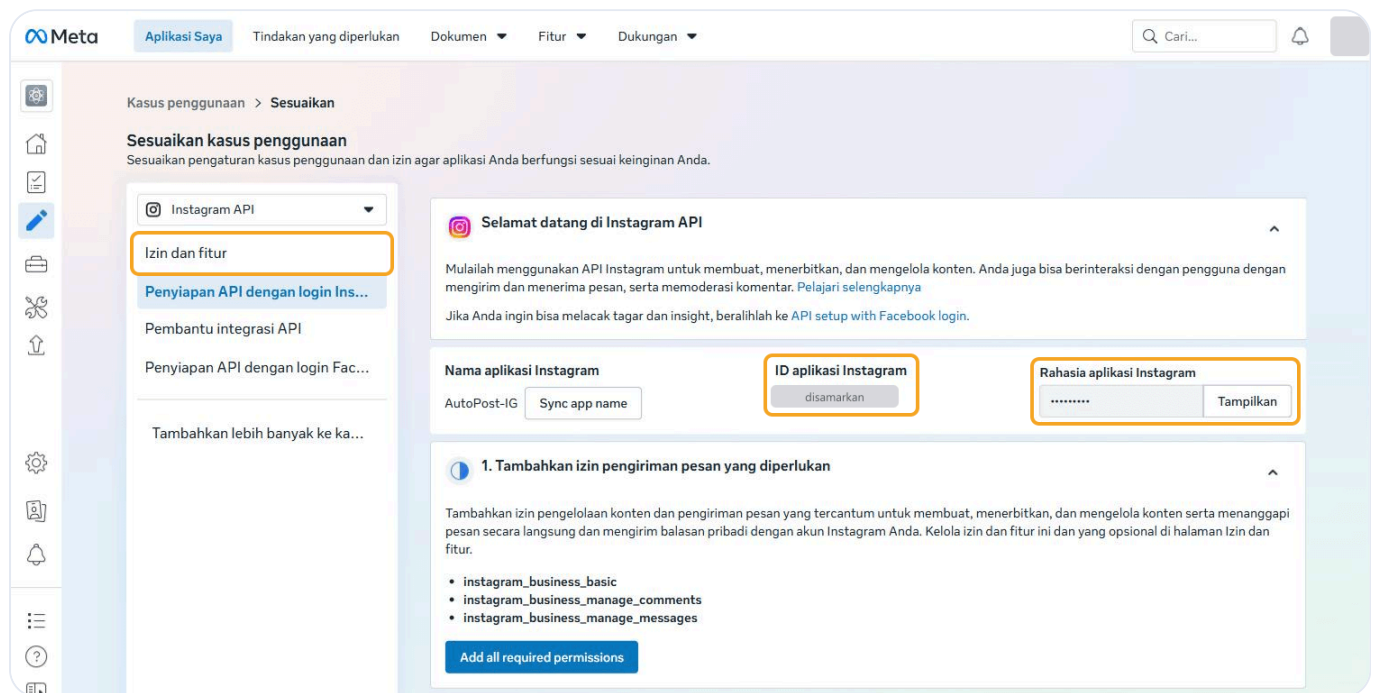


The Use cases list now holds two cards: "Manage everything on your Page" and "Manage messaging & content on Instagram". The Instagram card and its Customize button are highlighted.

6. Step D — Adding two permissions

6.1 Opening the setup page

- 1 On the **Manage messaging & content on Instagram** card, press **Customize**.
- 2 The **Customize use case** page opens. At the top left there's an **Instagram API** selector. Below it are the menus **Permissions and features**, **API setup with Instagram sign-in**, an API integration helper, and **API setup with Facebook sign-in**.
- 3 The one AutoPost uses is **API setup with Instagram sign-in**. The **API setup with Facebook sign-in** menu isn't used.



The Customize use case page (Meta dashboard in Indonesian), "Instagram API" selector, API setup with Instagram sign-in page: the "Permissions and features" menu on the left, the "Instagram app ID" card (value masked), and the "Instagram app secret" card (hidden) with its Show button — all three highlighted. Below them, step "1. Add required messaging permissions" with the "Add all required permissions" button.

The **API setup with Instagram sign-in** page has three cards at the top — **Instagram app name** (for example **AutoPost-IG**), **Instagram app ID**, and **Instagram app secret** — followed by five numbered steps. Here's what you do and don't need to do:

Step on Meta's page	Needed?
1. Add required messaging permissions	Don't press Add all required permissions . Add the two permissions through Permissions and features (6.2).
2. The access token step	Not needed. AutoPost gets its own token when you press Allow .
3. The webhook step (Callback URL , Verify token)	Not needed. Leave it empty.
4. Set up Instagram business sign-in	Needed — Step E.
5. Complete app review	Not needed for your own account that is an Instagram Tester (Step F).

 NOTE

Card 5 says app review is "required". That sentence applies to apps used by other people. For your own Instagram account that is an **Instagram Tester**, posts are published without review — this was tried for real on 29 September 2026.

 NOTE

Why not use "Add all required permissions"? That button adds messaging and comment permissions (`instagram_business_manage_messages` , `instagram_business_manage_comments`) that AutoPost doesn't need, and it doesn't add the publishing permission (`instagram_business_content_publish`) that AutoPost does need.

 NOTE

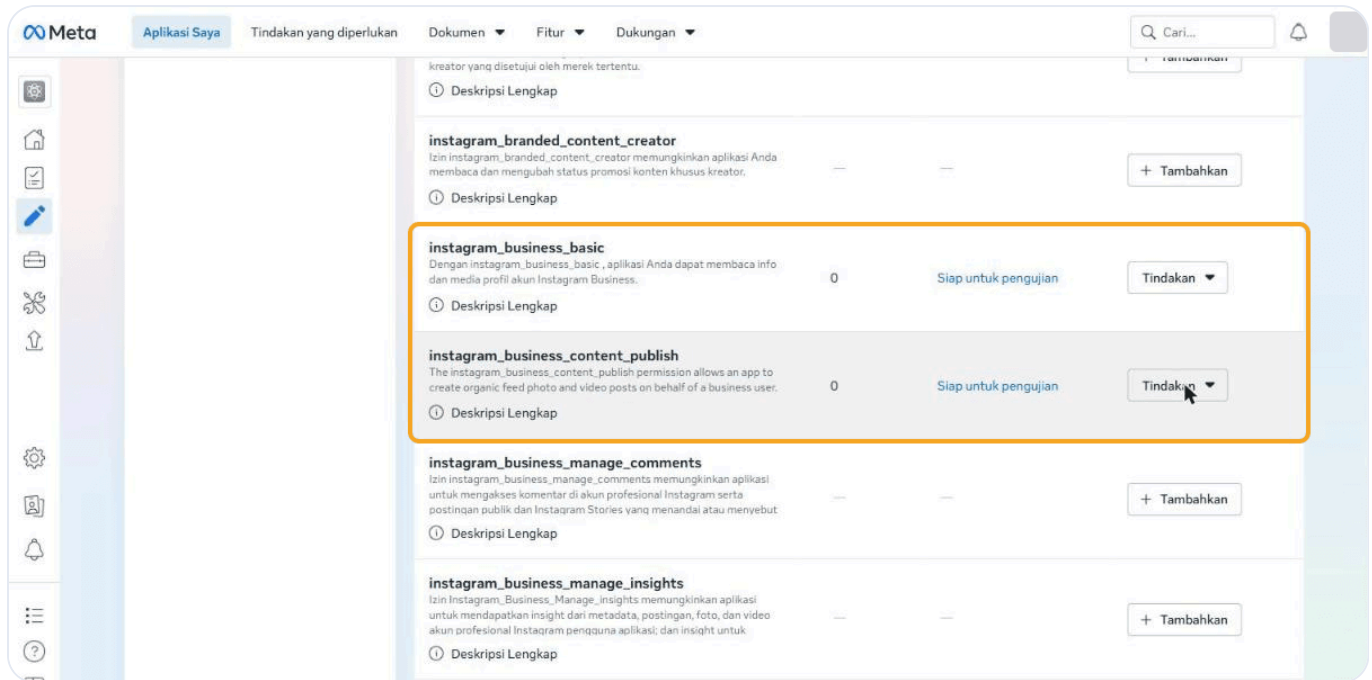
The Instagram app name is created by Meta from your app's name (in this example **AutoPost-IG**). This is the name shown later in the tester invitation and on Instagram's permission page.

6.2 Adding the permissions in Permissions and features

- 1 In the left menu, choose **Permissions and features**.
- 2 Find the `instagram_business_basic` row, then press **+ Add**.
- 3 Find the `instagram_business_content_publish` row, then press **+ Add**.
- 4 Both are now marked **Ready for testing**, and their button changes to **Actions**.

 NOTE

"Ready for testing" sounds like it's not ready yet. For your own account that is an Instagram Tester, this status is enough.



The Permissions and features list (Meta dashboard in Indonesian): the `instagram_business_basic` and `instagram_business_content_publish` rows (highlighted together) marked "Ready for testing" with an Actions button; other permissions such as `instagram_business_manage_comments` and `instagram_business_manage_insights` still have a "+ Add" button.

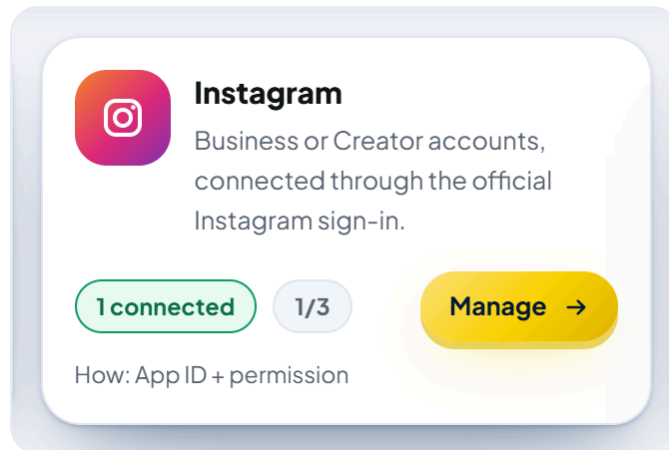
Permission	What it's for
<code>instagram_business_basic</code>	Reading your Instagram username, account type, and account ID.
<code>instagram_business_content_publish</code>	Publishing photos and Reels.

You **don't need** to add any other permission.

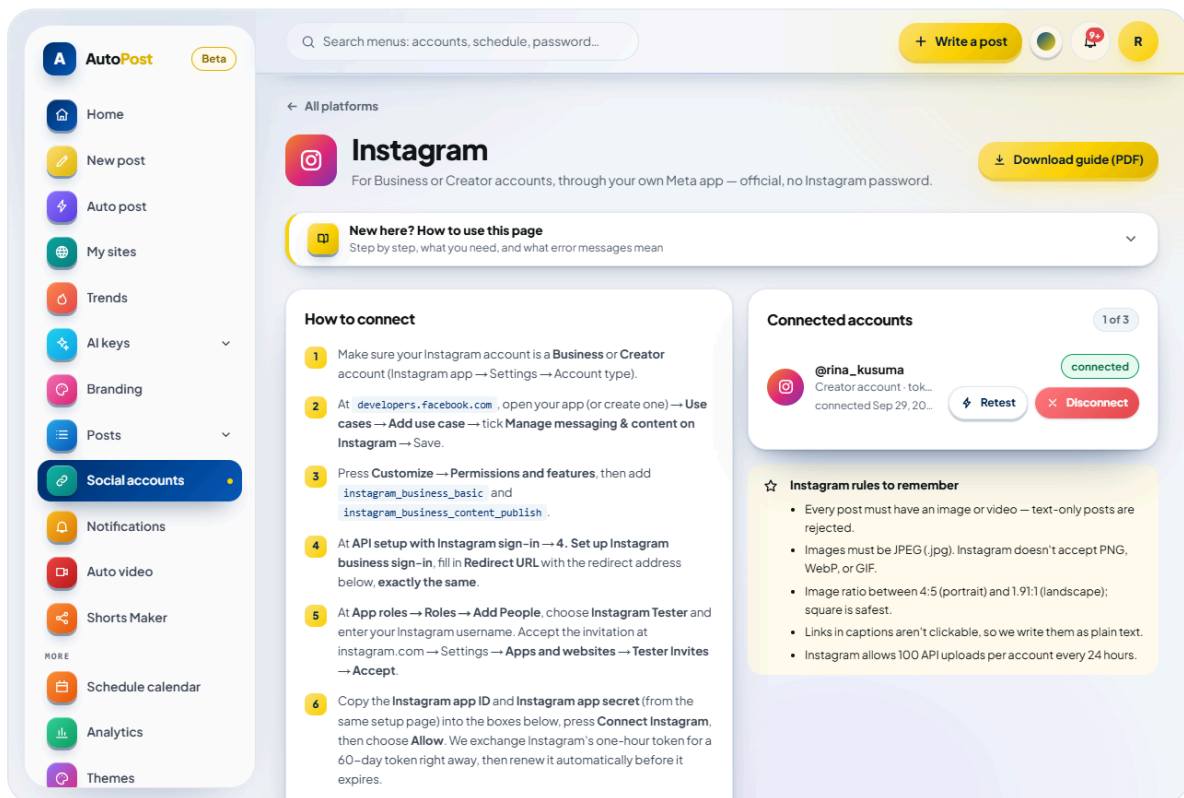
7. Step E — Registering the redirect URL

7.1 Copying the address from AutoPost

- 1 In AutoPost, open the **Social accounts** menu, then on the **Instagram** card press **Connect** (it says **Manage** if an account is already connected).
- 2 In the **How to connect** card, find the blue box **Redirect URL for your app**.
- 3 Click the address in that box. The whole address is selected at once. Copy it (Ctrl+C).



The Instagram card in the Social accounts menu: "Business or Creator accounts, connected through the official Instagram sign-in.", the "1 connected" label and the account count, the gold Manage button, and the line "How: App ID + permission". If no account is connected yet, the button says Connect.



The Instagram page in AutoPost: the page header with the gold guide download button on the right, the "New here? How to use this page" box, the "How to connect" card with numbered steps, and the "Connected accounts" and "Instagram rules to remember" cards on the right.

For AutoPost at **app-autopost.solusikecerdasankomputasi.com**, the address is:

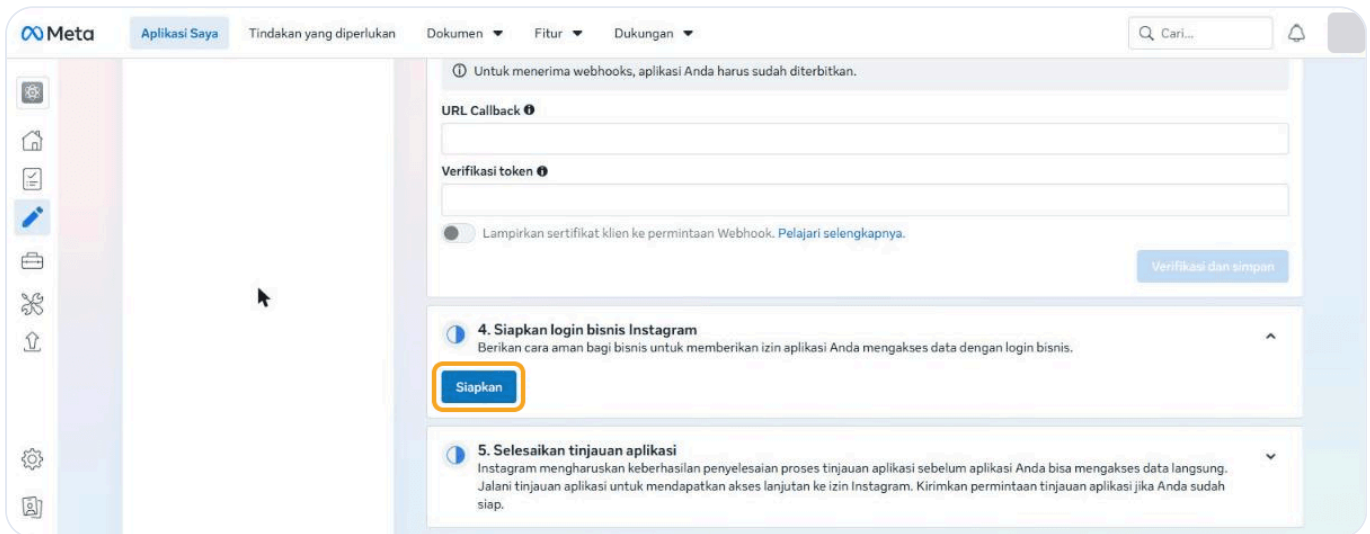
<https://app-autopost.solusikecerdasankomputasi.com/api/sosial/instagram>

NOTE

Still copy it from the box on your page. That box always shows the right address for the AutoPost server you use.

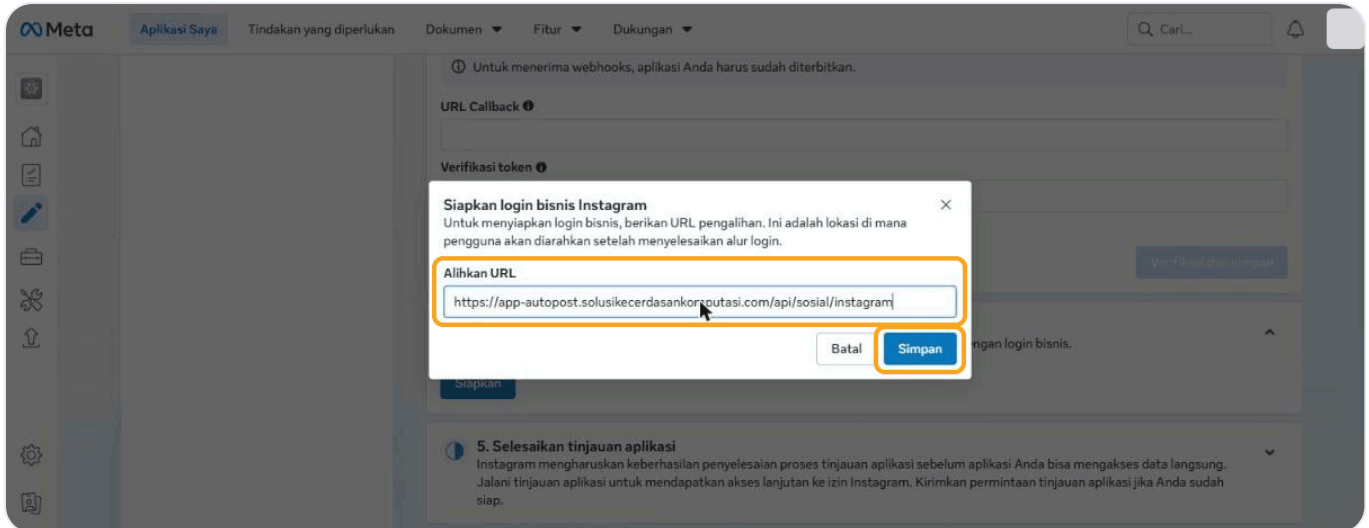
7.2 Pasting it into Meta's dashboard

- 1 Go back to **API setup with Instagram sign-in** in Meta's dashboard.
- 2 Scroll to **4. Set up Instagram business sign-in**, then press **Set up**.



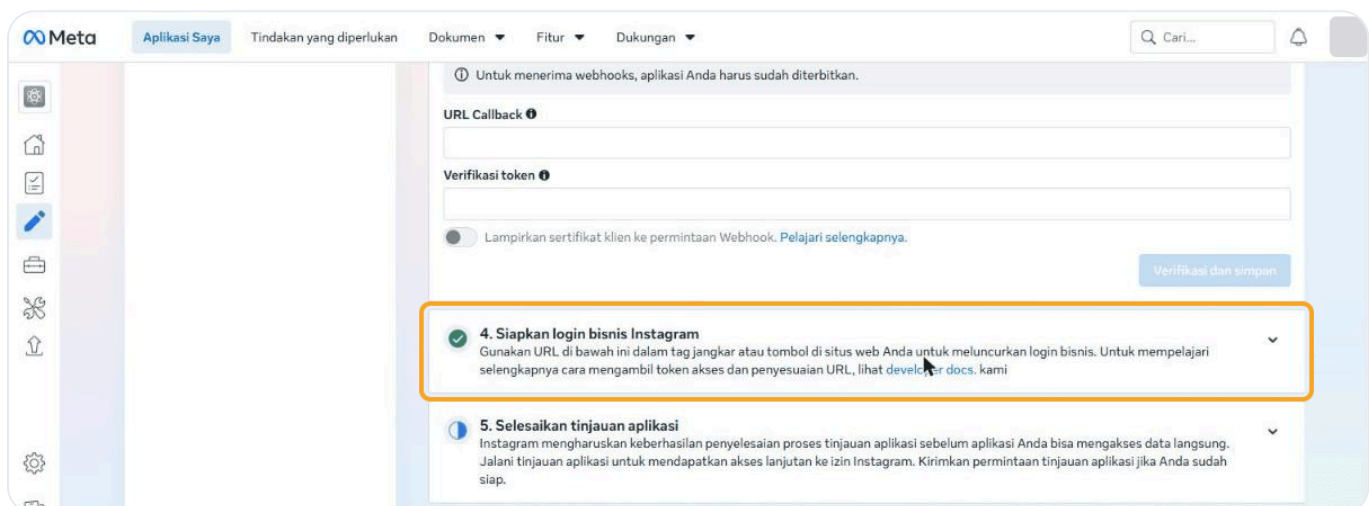
The "4. Set up Instagram business sign-in" card (Meta dashboard in Indonesian) with its blue Set up button (highlighted). Above it, the webhook section (Callback URL, Verify token) left empty; below it, "5. Complete app review".

- 3 The **Set up Instagram business sign-in** window opens. Paste the address into the **Redirect URL** field.
- 4 Press **Save**.



The "Set up Instagram business sign-in" window (Meta dashboard in Indonesian): the "Redirect URL" field holding `https://app-autopost.solusikecerdasankomputasi.com/api/sosial/instagram` and the Save button — both highlighted.

- 5 The step 4 card now has a green check mark and a sentence like "Use the URL below in an anchor tag or button...". That sentence is meant for developers; you don't need to do anything else here.



The "4. Set up Instagram business sign-in" card with a green check mark (highlighted) and a sentence saying to use the URL below in an anchor tag or button on your website to launch the business sign-in.

NOTE

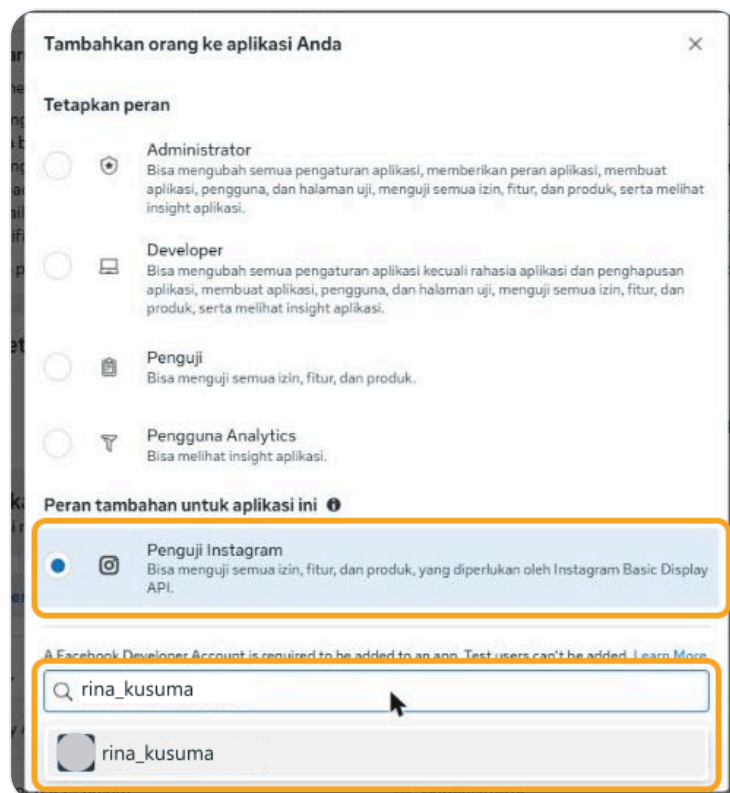
It must match exactly, character by character. Instagram compares this address with the one AutoPost sends. Even a single trailing slash `/` makes the permission request fail. Don't add spaces, slashes, or `www`. According to Meta's documentation, the dashboard sometimes adds a trailing slash by itself. If the permission is rejected because of the address, open the step 4 card again and check the saved address.

8. Step F — Making your account an Instagram tester

As long as the app hasn't passed App Review, Instagram permission can only be given by accounts that have a role in the app. That's why your Instagram account needs to become an **Instagram Tester**, and the invitation must be accepted.

8.1 Adding the tester in Meta's dashboard

- 1 In the app dashboard's left menu, choose **App roles** → **Roles**.
- 2 Press **Add People**.
- 3 A window for adding people to your app opens. At the top are **Administrator**, **Developer**, **Tester**, and **Analytics User**. **Don't** choose any of them.
- 4 In the section for additional roles for this app, choose **Instagram Tester**.
- 5 In the search field, type your **Instagram username** (without @). Choose your account from the suggestions.
- 6 Press **Add**.

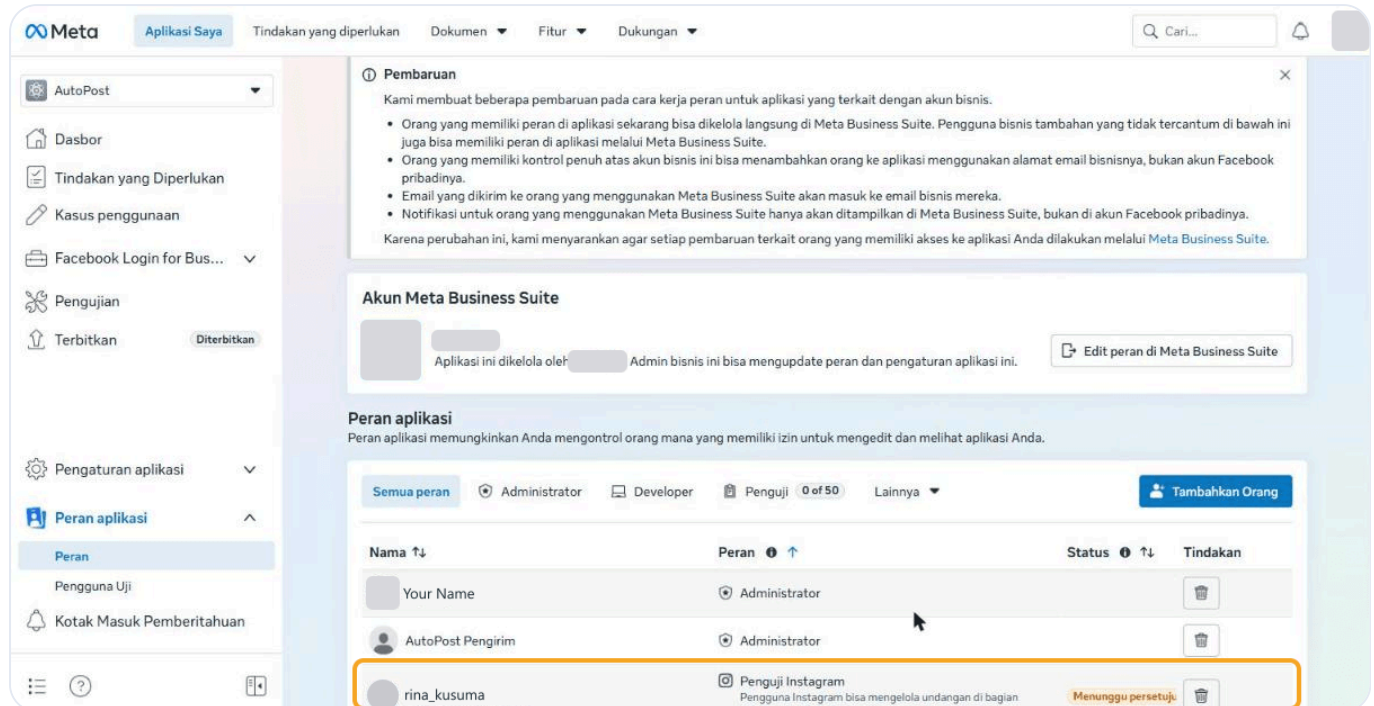


The window for adding people to your app (Meta dashboard in Indonesian): the "Instagram Tester" option in the additional roles section selected, and the username field with the account suggestion below it — both highlighted. The Administrator, Developer, Tester, and Analytics User options are not selected.

NOTE

"Tester" is not the same as "Instagram Tester". The plain "Tester" role is for Facebook accounts. AutoPost needs **Instagram Tester**. The English sentence in that window ("A Facebook Developer Account is required...") applies to the Facebook account roles above it.

Your account now appears in the **App roles** list with the **Instagram Tester** role and the status **Waiting for approval** (or **Pending**).

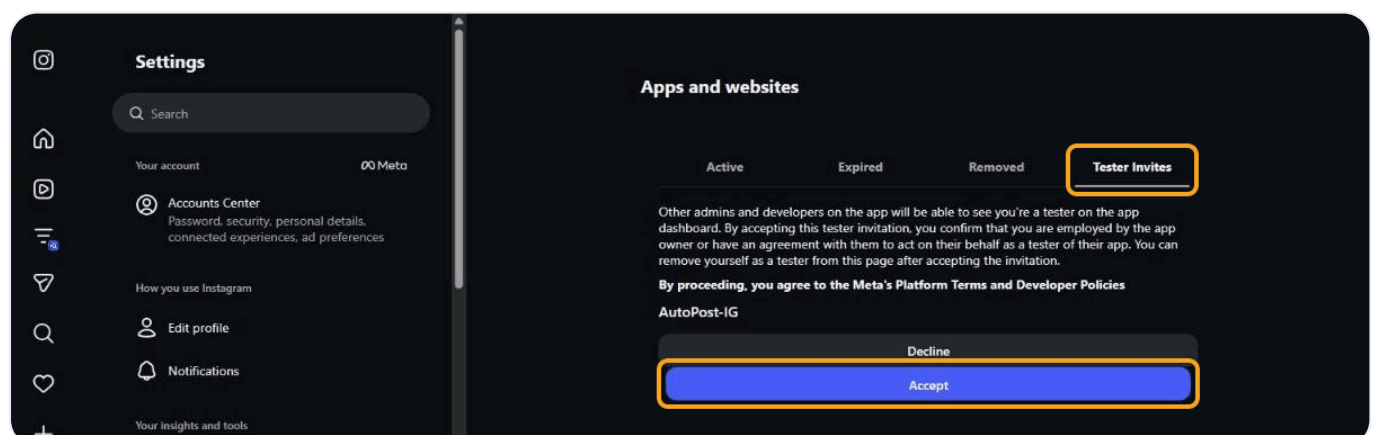


The App roles list (Meta dashboard in Indonesian): the row of your Instagram account with the "Instagram Tester" role and a pending status (waiting for approval), highlighted. The business portfolio name is masked.

8.2 Accepting the invitation on Instagram

The invitation is accepted from **that Instagram account itself**, in a browser.

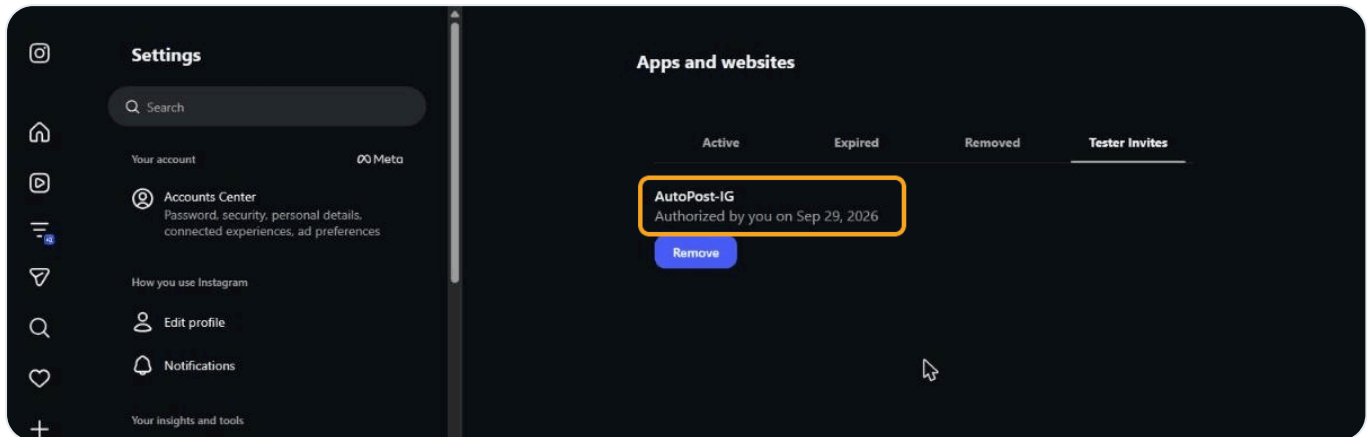
- 1 Open **instagram.com** and sign in with the Instagram account you just invited.
- 2 Open **Settings → Apps and websites**. The direct address is **instagram.com/accounts/manage_access/**.
- 3 Choose the **Tester Invites** tab.
- 4 On the invitation from your app (for example **AutoPost-IG**), press **Accept**.



The Apps and websites page on **instagram.com** (in English): the "Tester Invites" tab and the blue "Accept" button under the "AutoPost-IG" invitation are highlighted; there's also a Decline button and the consent sentence "By proceeding, you agree to the Meta's Platform Terms and Developer Policies".

By pressing **Accept**, you state that you act on behalf of the app owner and agree to Meta's Platform Terms and Developer Policies. Since the app is your own, that's expected.

Once accepted, the invitation changes to **AutoPost-IG — Authorized by you on ...** with a **Remove** button. Don't press **Remove** here: that button takes your account off the tester list.



The Tester Invites tab after accepting: "AutoPost-IG — Authorized by you on Sep 29, 2026" highlighted, with the Remove button below it.

NOTE

Invitation not showing up? Make sure you're signed in with the right Instagram account. Open it in a **browser** (instagram.com) — that's the way we tested. Reload the page a little later if needed.

9. Step G — Connecting in AutoPost

9.1 Copying the Instagram app ID and secret

Both are on **API setup with Instagram sign-in** (Step D, 6.1), in the top cards.

- 1 **Instagram app ID** — copy the number.
- 2 **Instagram app secret** — press **Show**, then copy all 32 characters. If Meta asks for your Facebook password first, enter it yourself — never give it to anyone else.

developers.facebook.com > Use cases > Customize

API setup with Instagram login

Instagram app name AutoPost-IG

Instagram app ID 1234.....

Instagram app secret Show

This secret is only pasted into AutoPost — don't share it.

Illustration — what you see in your app may look slightly different

⚠ CAREFUL

Don't mix it up with the Facebook app ID. The number at the top of the dashboard (next to the app name) is the Facebook app ID. AutoPost uses the **Instagram app ID** on the Instagram sign-in setup page. The two are different.

9.2 Filling in the form

Go back to the **Instagram** page in AutoPost. Below the redirect URL box there's a form:

- 1 **Instagram App ID** — paste the **Instagram app ID**. It's 10–20 digits.
- 2 **Instagram App Secret** — paste the **Instagram app secret**. It's shown as dots on purpose.
- 3 Press **Connect Instagram**.

Redirect URL for your app

`https://app-autopost.solusikecerdasankomputasi.com/api/sosial/instagram`

Register this address in the Meta app first. Instagram compares it character by character, so even a trailing slash difference makes the permission request fail.

Instagram App ID

`1234567890123456`

It's on the API setup with Instagram sign-in page.

Instagram App Secret

.....

It's right below the App ID (hidden until you reveal it). We store it encrypted and use it only to exchange tokens.

Connect Instagram

Permissions requested: `instagram_business_basic` ,
`instagram_business_content_publish` .

The form on AutoPost's Instagram page (sample values): the "Redirect URL for your app" box holding `https://app-autopost.solusikecerdasankomputasi.com/api/sosial/instagram`, the Instagram App ID field with the sample number `1234567890123456`, the Instagram App Secret field shown as dots, and the gold "Connect Instagram" button — all four highlighted. Below the button: "Permissions requested: `instagram_business_basic`, `instagram_business_content_publish`".

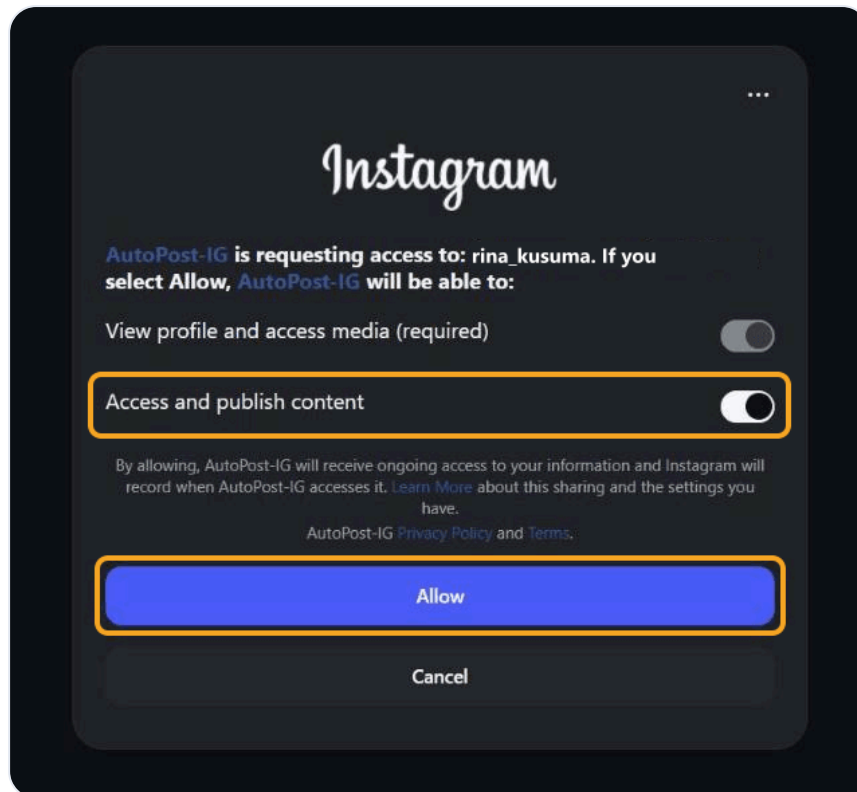
NOTE

Finish within 10 minutes. From the moment you press **Connect Instagram**, you have 10 minutes to press **Allow** on Instagram. Do it in the same browser, and don't block cookies for the AutoPost site.

9.3 Giving permission on Instagram

AutoPost takes you to Instagram's permission page. It says roughly: "AutoPost-IG is requesting access to: (your account name). If you select Allow, AutoPost-IG will be able to:".

- 1 **Check the account name** in that sentence. Make sure it's the account you want to connect. If it's the wrong account, press **Cancel**, sign out of Instagram, sign in with the right account, then start again from 9.2.
- 2 **View profile and access media (required)** — required, already on.
- 3 **Access and publish content** — leave it **on**. Without this permission AutoPost can't post.
- 4 Press **Allow**. The steps on AutoPost's Instagram page use the same button name.



Instagram's permission page (in English): "AutoPost-IG is requesting access to: (your account name). If you select Allow, AutoPost-IG will be able to:" — the "Access and publish content" switch turned on and the blue "Allow" button are highlighted; below them is the Cancel button.

NOTE

If your browser isn't signed in to Instagram yet, Instagram shows its sign-in page first. Sign in with the account you made an Instagram Tester. AutoPost never sees the password you type there.

9.4 What AutoPost does behind the scenes

- 1 When you press **Connect Instagram**, AutoPost checks the format of the App ID and App Secret, then creates a random **security code (state)**. That code, the App ID, and the App Secret are stored **encrypted** in a browser cookie that lasts **10 minutes**.
- 2 After you press **Allow**, Instagram sends you back to the redirect URL. AutoPost makes sure the security code matches and that you're still signed in with the same AutoPost account.
- 3 AutoPost exchanges the authorization code for a **1-hour token**, then immediately exchanges that for a **60-day token**.
- 4 AutoPost reads your profile. **Personal accounts are rejected**.
- 5 The token, App ID, and App Secret are stored **encrypted (AES-256-GCM)** in the database. The temporary cookie is deleted.
- 6 Tokens are **renewed automatically** when **15 days** or less of their validity remain. The AutoPost worker runs this check regularly (about once an hour), so you don't need to reconnect every 60 days.

9.5 Signs of success

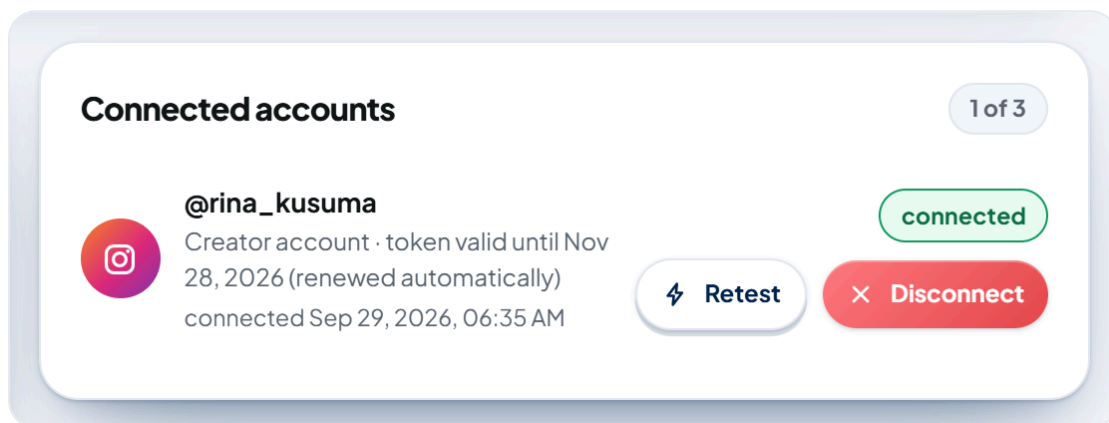
You're back on the **Instagram** page in AutoPost. A green box appears at the top:

✓ “@your_account” was connected after testing it with Instagram. Its token is stored encrypted.

Your account appears in the **Connected accounts** card with the **connected** label. A small line below it shows the account type and how long the token is valid, for example "Creator account · token valid until Nov 28, 2026 (renewed automatically)".

“@rina_kusuma” was connected after testing it with Instagram. Its token is stored encrypted.

The green box at the top of AutoPost's Instagram page: “@rina_kusuma” was connected after testing it with Instagram. Its token is stored encrypted.



The "Connected accounts" card (1 of 3): the Instagram icon, the account name, the line with the account type and token validity ("Creator account · token valid until ..."), the connection date, the green "connected" label, the Retest button, and the red Disconnect button.

NOTE

If you connect the same account again, the message reads: “@your_account” was already connected — we refreshed its token after testing it with Instagram. The account isn't listed twice.

9.6 What "1 of 3" means

Each AutoPost account can connect at most **3 Instagram accounts**. This limit is enforced in the database. Once you have 3, the form can still be used to **reconnect the same account**; a fourth account is rejected with the message "There are already 3 Instagram accounts. Disconnect one first if you want to replace it."

10. Step H — Your first post

10.1 Quick rules before sending

- Every Instagram post **must** have a photo or video.
- Photos must be **JPEG** (.jpg), at most **8 MB**. The ratio must be between **4:5** (portrait) and **1.91:1** (landscape). **Square (1:1) is safest**.
- Videos are published as **Reels** (requirements in 10.5).
- At most **5 hashtags** and **2,200 characters**.
- Links become plain text in the caption.

The **Limits per platform** card in New post counts two rows for Instagram: **Instagram** (x/2200) and **Instagram · hashtags** (x/5).

10.2 If you only write text (no image)

Choose the Instagram account under **Send to** without a photo or video, and the composer immediately shows a red warning:

⚠ Instagram only accepts posts with an image or video. Add a JPEG photo or a video, make an image with Design card in Image studio, or remove the Instagram account. The draft can still be saved.

While that warning is there, **Send now** and **Schedule** are on hold: pressing the gold button only shows the same message, and nothing is sent. **Save as draft** still works. The easiest way to add an image: a **Design card** (10.3).

Send to

Kabar Kampung Kita f AutoPost Uji @rina_kusuma ✓ @ @rina_kusuma

@rina_kusuma @rina_kusuma

Instagram only accepts posts with an image or video. Add a JPEG photo or a video, make an image with Design card in Image studio, or remove the Instagram account. The draft can still be saved.

☰ Save as draft 📅 Schedule ⛔ Send now

Send now See all posts

The Send to section in New post: only the Instagram account button is selected (ticked), and right below it the red box "Instagram only accepts posts with an image or video. Add a JPEG photo or a video, make an image with Design card in Image studio, or remove the Instagram account. The draft can still be saved." is highlighted. Below it are the Save as draft, Schedule, and Send now buttons, and the gold Send now button.

10.3 A design card from your text

Image studio below the composer can turn your text into a branded image.

- 1 Open **New post** and write the post caption.
- 2 In **Image studio**, section **1. Image source**, choose **Design card**. Fill in a large title for the card. If you leave it empty, the first line of your text is used.
- 3 In **2. Aspect ratio**, choose **1:1** (or **4:5**).
- 4 In **3. Branding**, fill in the **Account name on the image** field, for example @your_account. Tick **Show account name** if you want the name to appear.
- 5 Check the **Preview**, then press **Use this image**. The message "The image is ready to use for this post." appears.

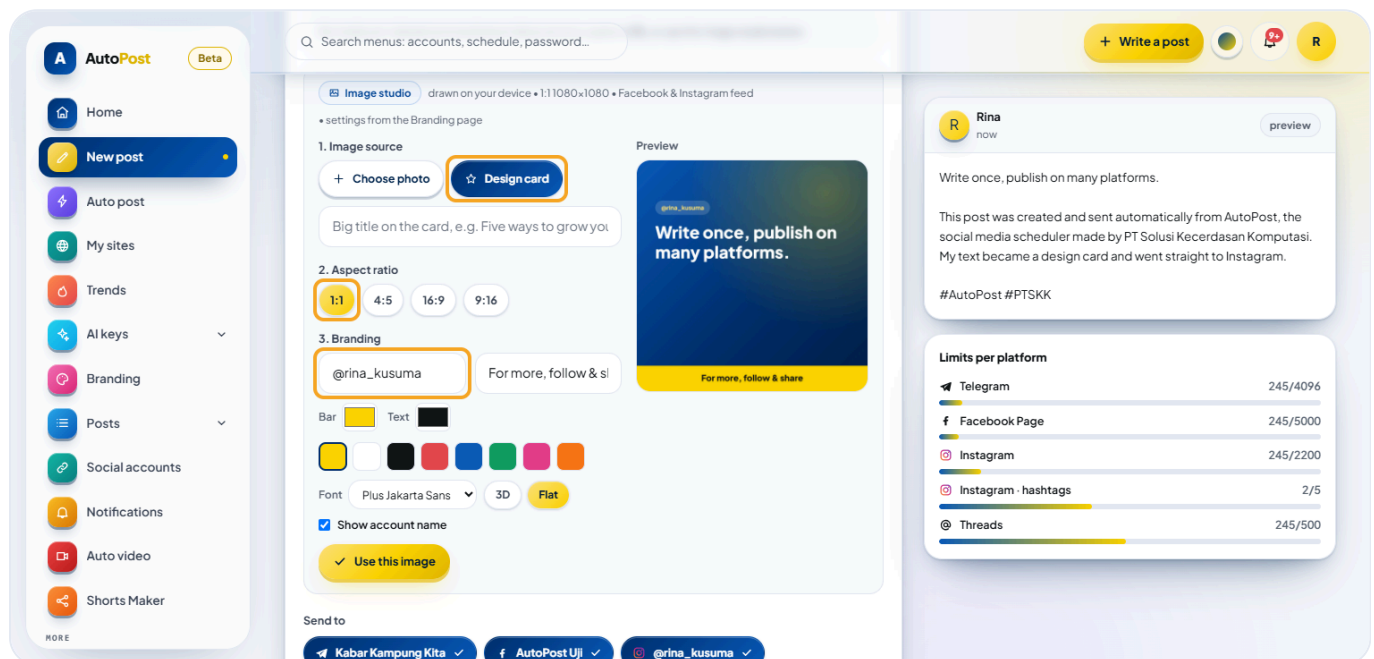
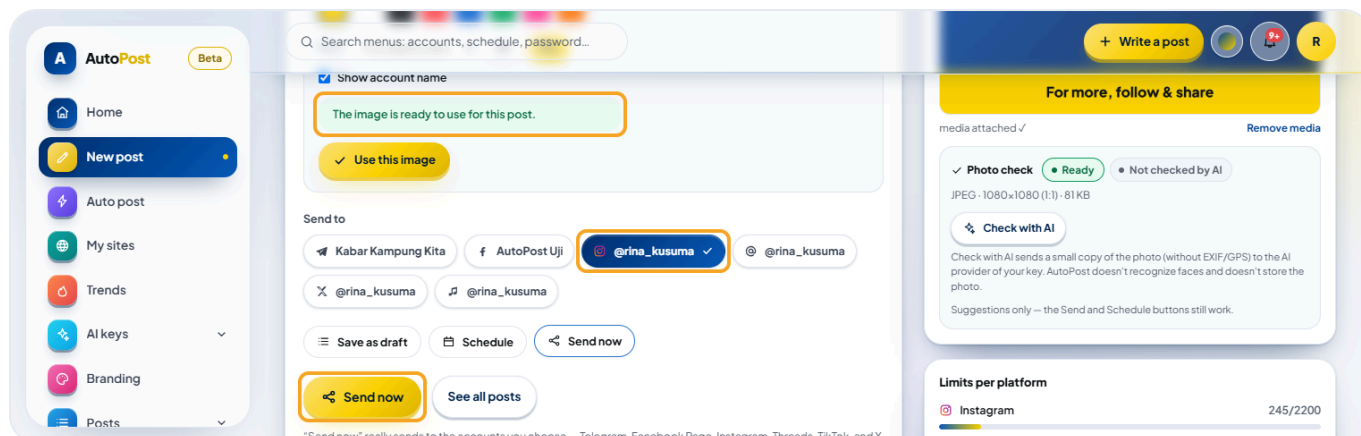


Image studio in New post: the "Design card" button, the "1:1" ratio, and the account name field in the Branding section are highlighted; on the right, a preview of a blue design card with a yellow bar at the bottom.

⚠ CAREFUL

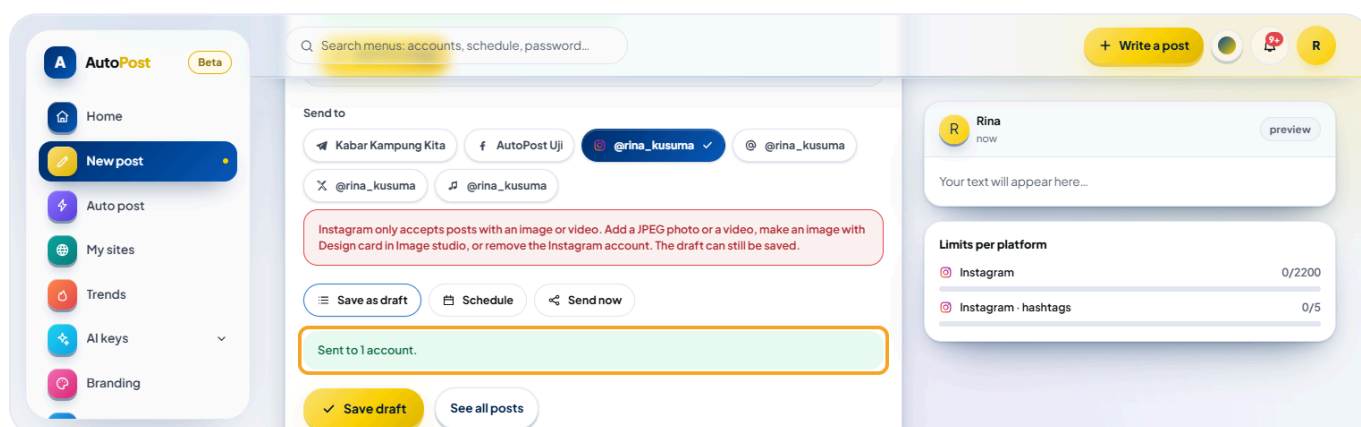
Don't choose the 9:16 ratio for Instagram photos. That ratio is for Reels and Stories as **videos**. As an **image**, 9:16 is outside Instagram's feed range (4:5 to 1.91:1) and will be rejected.

- 6 Under **Send to**, choose your Instagram account. Deselect other accounts if you only want to test Instagram.
- 7 Choose **Send now**, then press the gold **Send now** button.



After Use this image: the green message "The image is ready to use for this post.", the Instagram account button selected under Send to, and the gold Send now button are highlighted. On the right, Photo check is labeled "Ready" with the line "JPEG · 1080×1080 (1:1) · 81 KB".

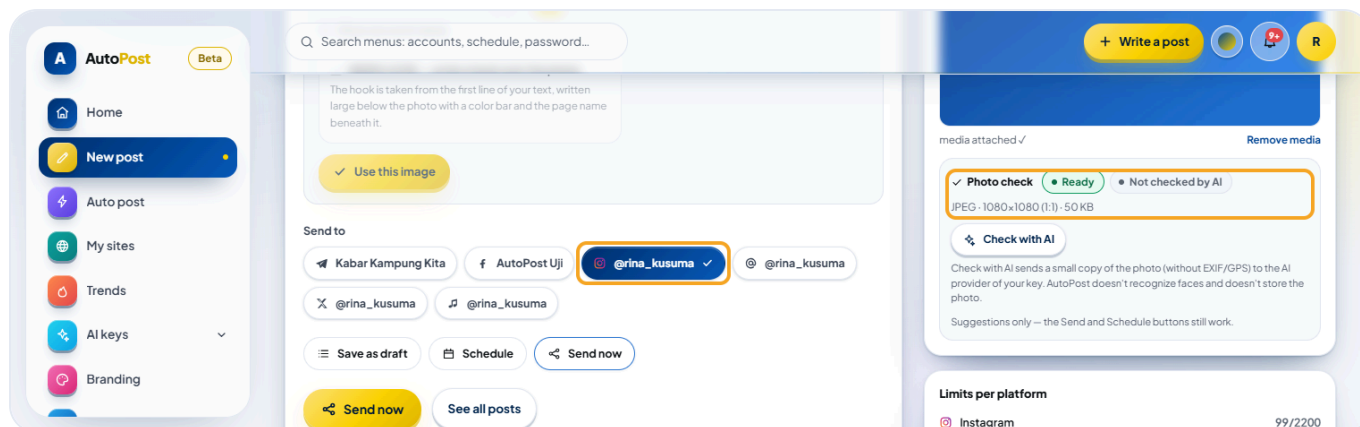
After about **20 seconds**, the green message "**Sent to 1 account.**" appears.



The green message "Sent to 1 account." (highlighted) above the gold button, which now reads Save draft again; the composer fields have been cleared. Because the image was cleared too while the Instagram account is still selected, the red Instagram note shows again under Send to — it doesn't mean the post failed.

10.4 A JPEG photo from your gallery

- 1 In New post, press **Upload from gallery** and choose a **.jpg** photo. The message "Media uploaded & ready to send with this post." appears.
- 2 Look at the **Photo check** card on the right. A photo that fits Instagram is marked **Ready**, with its format, size, and ratio (for example **JPEG · 1080×1080 (1:1)**).
- 3 Choose the Instagram account under **Send to**, then **Send now**. The result is the same: "Sent to 1 account." within about 20 seconds.



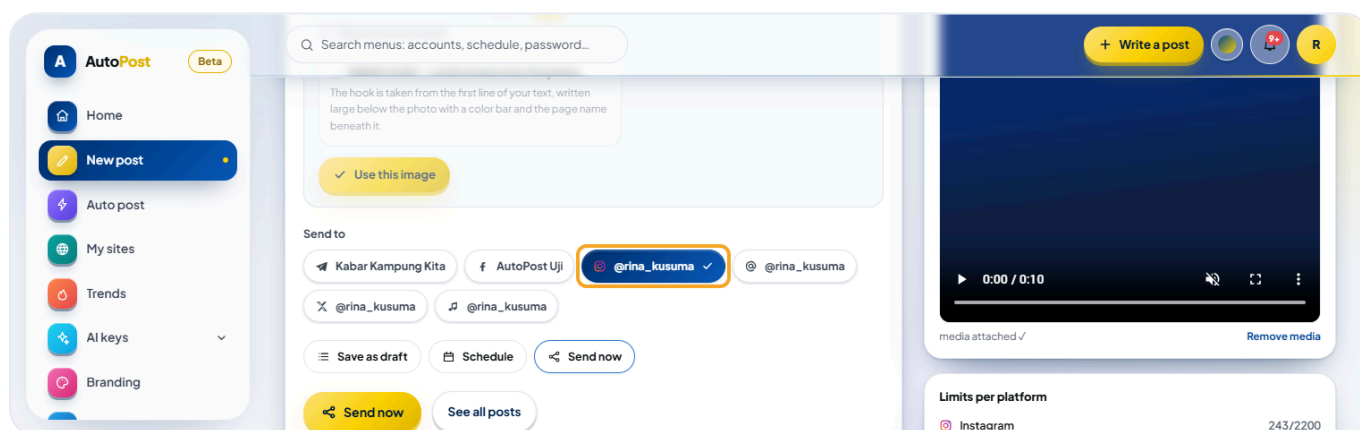
New post with a photo from the gallery: the Photo check card labeled "Ready" with the line "JPEG · 1080x1080 (1:1) · 50 KB" and the Instagram account button selected under Send to — both highlighted.

NOTE

A PNG or WebP photo? Upload from gallery does accept JPG, PNG, WebP, and GIF (max. 50 MB), but Instagram only accepts JPEG. Save the photo again as .jpg first, or recreate it with **Image studio** (the result is always JPEG). **Photo check** usually flags a format or ratio that doesn't fit — but it's only a suggestion, so the send buttons aren't held back.

10.5 A video becomes Reels

- 1 Press **Upload from gallery** and choose an **MP4** or **MOV** video.
- 2 Choose the Instagram account under **Send to**, then **Send now**.
- 3 First you see "Saved — sending to the selected accounts...". Instagram needs time to process the video. Wait until "**Sent to 1 account.**" appears — in the 29 September test, a 10-second video took about **40–60 seconds**.



New post with a video: the 0:10 video preview on the right and the Instagram account button selected under Send to — both highlighted.

Reels video requirement	Value
Format	MP4 or MOV, H.264 (or HEVC) video, AAC audio
Length	3 seconds to 15 minutes
File size	Instagram: max. 300 MB . AutoPost's Upload from gallery: max. 50 MB
Shape	Portrait 9:16 (for example 1080×1920) fits best

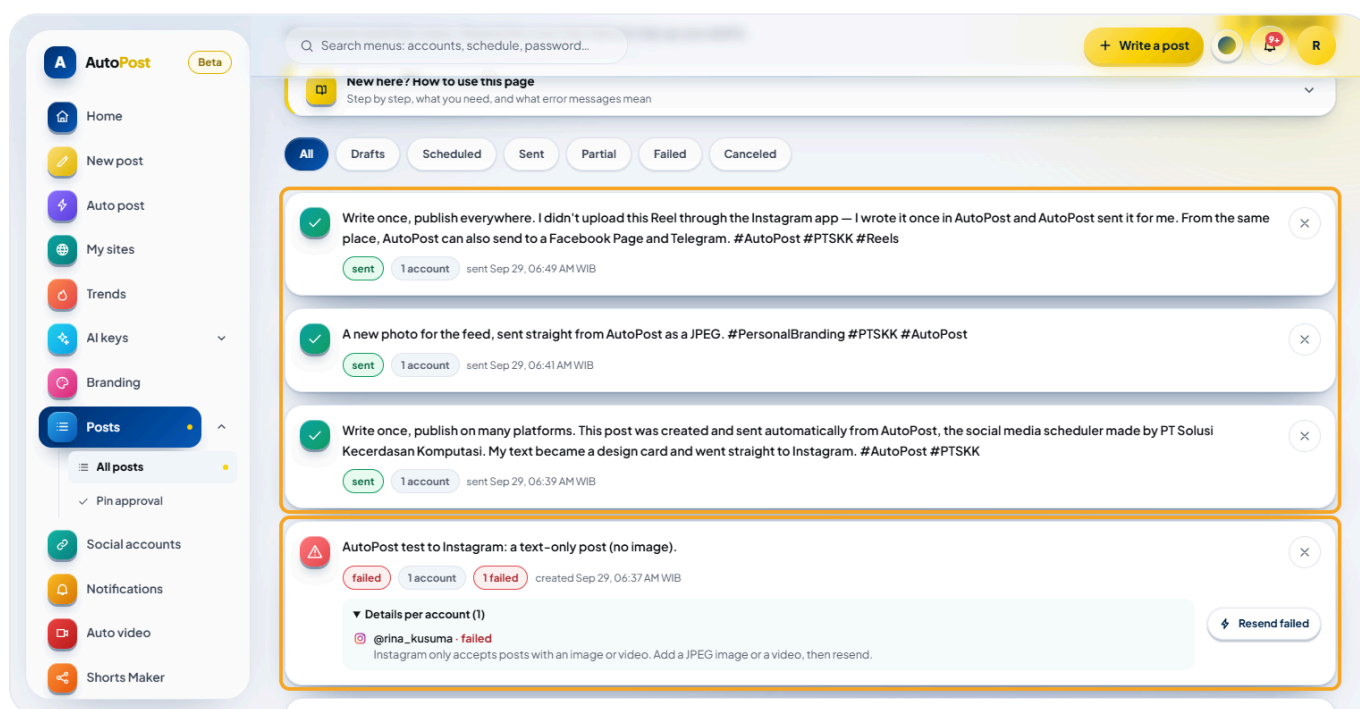
Every video from AutoPost is published as **Reels**, not as a regular feed video. Alt text doesn't apply to Reels.

NOTE

Long videos. If Instagram hasn't finished processing, the composer shows the green message "Not sent yet — 1 will be retried automatically. No need to press Send again; follow the result on the Posts page." and the fields are cleared. That's not a failure. AutoPost checks again in the next round, for up to 60 minutes, without using up its retries. The temporary status in Details per account: "Instagram is still processing the video. We'll check again shortly." **Don't send the same video again** — that creates a new post, so the Reels could be published twice. Wait, then check the **Posts** menu.

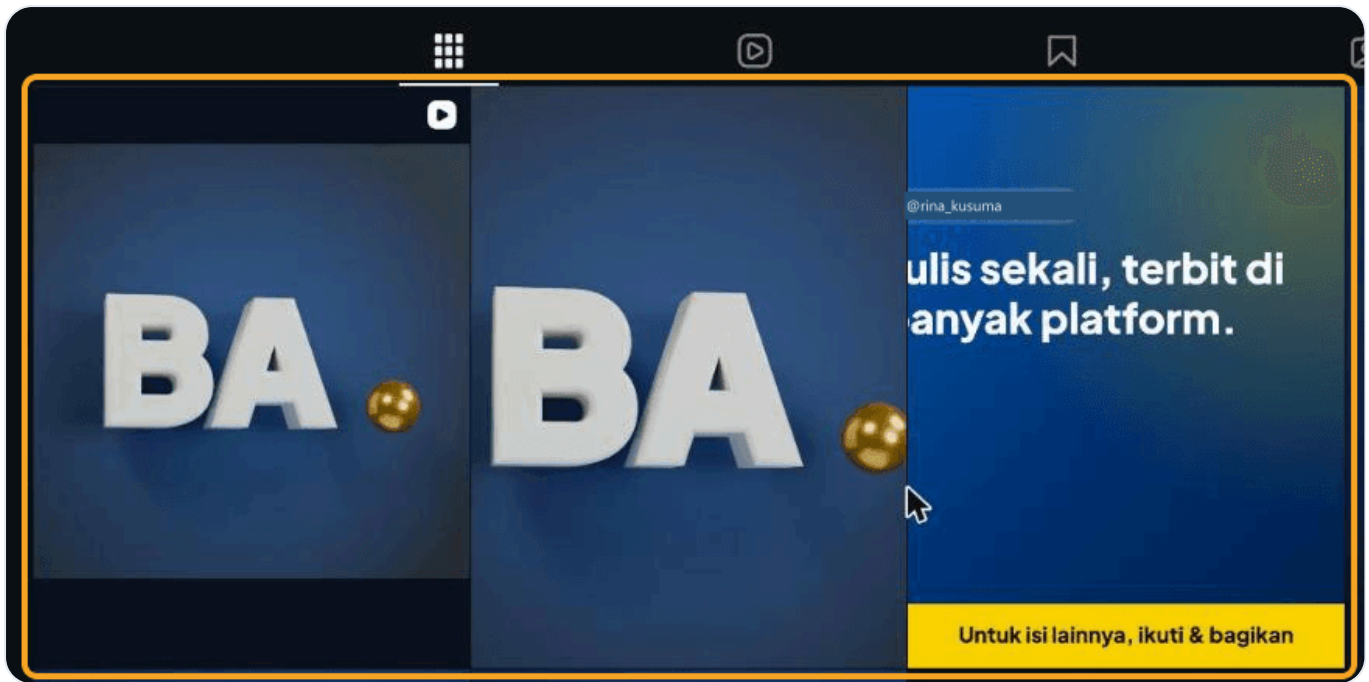
10.6 Checking the result

In AutoPost, open the **Posts** menu. Successful sends have the status **sent**. Failed sends have the status **failed**; the reason is in **Details per account**, and the **Resend failed** button is available.



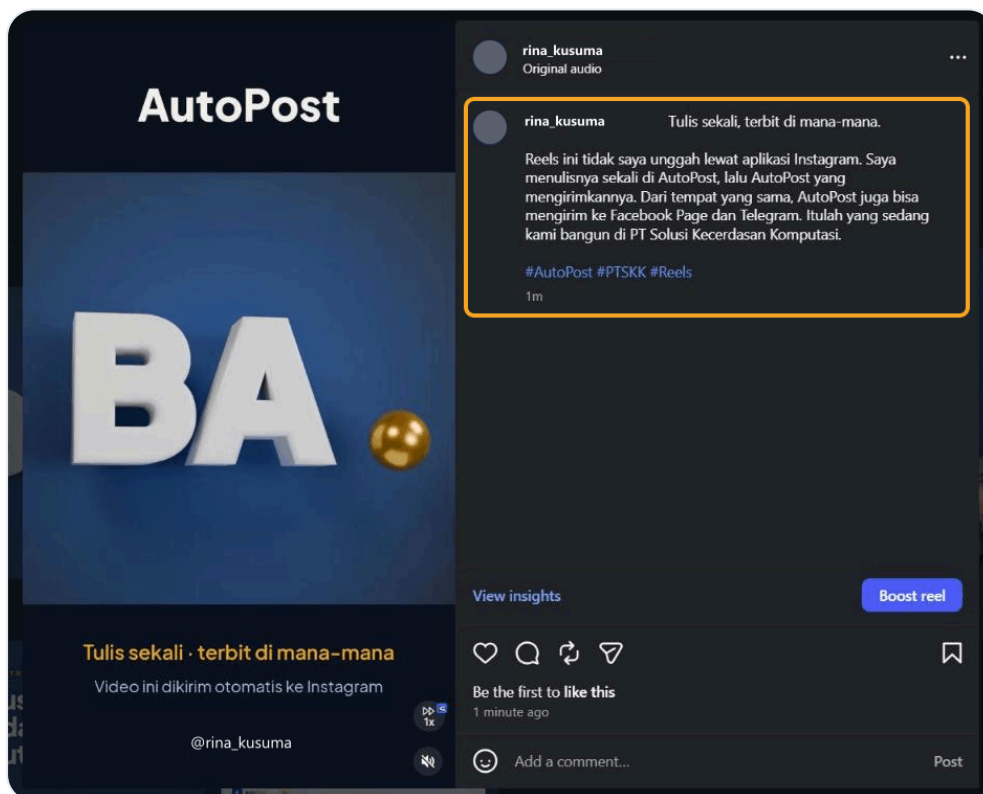
The Posts menu: three cards with the status "sent" (Reels, photo, and design card; 1 account each) highlighted together; below them, in a separate highlight, one card with the status "failed" (a text-only post, from before the composer was updated) with Details per account and the "Resend failed" button.

On Instagram, open your profile. Reels have a video icon in the corner of their tile; photos and design cards appear as regular tiles.



The grid tab of the Instagram profile with three tiles sent by AutoPost highlighted: the Reels (with a video icon in the corner), the photo, and the design card (its text is in Indonesian).

Open the Reels: the caption and hashtags appear in full, just as you wrote them in AutoPost.



The Reels opened on instagram.com: the full caption from AutoPost (written in Indonesian) with the hashtags #AutoPost #PTSCK #Reels highlighted.

NOTE

Visible to other people? The app in this example was already **Published** (Live mode) during the Facebook Page guide. According to Meta, data from an app still in Development mode (for example test posts) is only visible to people with a role in the app. To make sure your post is shown to the public, open the profile in a private window (without signing in to Instagram) or from another account. If it isn't visible, publish your app as in **Step H** of the **Facebook Page guide**.

10.7 Scheduling and Auto post

- **Schedule:** choose **Schedule**, fill in the date and time in the **Date & time (WIB, UTC+7)** field, then press **Schedule post**. The AutoPost worker sends it on its own at the right time — your laptop can be off. Once it's saved, the message "Post scheduled." appears. The same rules apply: with no photo/video or more than 5 hashtags, the composer holds the schedule back.
- **Auto post:** an Instagram account can be chosen as a target. If there's no suitable image, Auto post makes a **design card** itself so the Instagram send isn't rejected.
- The full composer guide is the **New post guide** (the **Download guide (PDF)** button in the header of the **New post** page).

11. Managing connected accounts

11.1 Retest

The **Retest** button in the **Connected accounts** card opens the token, makes sure it hasn't expired, reads your profile on Instagram again, and renews the token if it's close to expiring. If the account is healthy, one of these messages appears:

- "Retest finished — the account is still healthy and ready to send."
- "Retest finished — the account is healthy and we extended its token too."

Retest finished — the account is still healthy and ready to send.

The yellow banner at the top of the Instagram page: "Retest finished — the account is still healthy and ready to send."

If Instagram is busy (rate limits, network, a momentary outage), the account status is **not** changed; the message ends with "We didn't change the account status — try testing again shortly." If the token has expired or been revoked, the account gets the **needs reconnecting** label. Other errors give it the **has a problem** label. The reason is shown in red below the account name.

11.2 Reconnecting or changing the App Secret

Fill in the **Instagram App ID** and **Instagram App Secret** again, press **Connect Instagram**, then **Allow** with the **same** Instagram account. AutoPost refreshes the token (it doesn't create a new account), and scheduled posts keep running.

Reconnect when:

- the account has the **needs reconnecting** label;
- you change (reset) the **Instagram app secret** at Meta;
- you move the account to a different Meta app.

11.3 Disconnect

The **Disconnect** button removes that account from AutoPost **together with its token and App Secret**. AutoPost asks "Disconnect this account? Its token is deleted too."; press **Yes, disconnect** to continue. The result: "Account disconnected — its row and token are gone from the database."

Disconnecting also **removes that account from scheduled posts and auto posts** that target it. If you only want to refresh the token, don't disconnect — reconnect instead (11.2).

Disconnecting in AutoPost does **not** revoke the permission on Instagram's side. To revoke it too, open **instagram.com** → **Settings** → **Apps and websites**, choose the **Active** tab, then press **Remove** on your app (for example **AutoPost-IG**).

11.4 Deleting posts

Deleting a post in AutoPost's **Posts** menu only removes it from AutoPost. A post already published on Instagram **stays there** — delete it on Instagram if needed.

11.5 Adding a 2nd and 3rd account

- 1 Make the next Instagram account an **Instagram Tester** in the same app (8.1), then accept the invitation from that account (8.2).
- 2 In your browser, sign out of the first Instagram account and sign in with the next one.
- 3 Repeat 9.2 and 9.3 with the same App ID and App Secret. On the permission page, check that the account name shown is the next account, not the first one.

At most 3 Instagram accounts. We haven't tried this with a second account yet; the flow is the same as for the first account.

12. Troubleshooting

All AutoPost messages below are written exactly as they appear on screen. On the Instagram page they start with "Failed: "; in Details per account, messages that will be retried end with "(retrying automatically, attempt N of 4)". Variable parts are marked "...".

12.1 When you press "Connect Instagram" or come back from Instagram

Message	Cause & fix
The Instagram App ID is a number (10–20 digits). Copy it from the API setup with Instagram sign-in section.	What you pasted isn't the Instagram app ID (for example the app name, or it has spaces). Copy the number again from the Instagram app ID card.
The Instagram App Secret is 32 hexadecimal letters/digits. Press Show in the dashboard and copy it in full.	The secret is cut off or still dots. Press Show , then copy all 32 characters.
The App ID or App Secret doesn't match. Copy them again from your Meta app dashboard.	The format is right, but Instagram rejected it while exchanging the authorization code. Usually the secret you pasted isn't the Instagram app secret (for example the Facebook app's secret key), or the ID and secret come from different apps. Copy both from the API setup with Instagram sign-in page of the same app.
The Instagram connection session has expired (more than 10 minutes) or the browser blocked the cookie. Start again.	More than 10 minutes passed since you pressed the button, or the browser blocks cookies. Repeat 9.2 and finish the permission within 10 minutes, in the same browser.
The security code (state) doesn't match — this request was rejected. Start again from the Instagram page.	You opened two attempts at once, or came back through another tab. Start again from the Instagram page in AutoPost.
The Instagram permission was canceled. Press Connect again and choose Allow if you want to continue.	You pressed Cancel . Repeat, then press Allow .
Instagram rejected it: ...	Instagram sent another error. Read the rest of the message; usually the redirect URL or the tester role isn't right yet.
This is still a personal account. Switch it to a Business or Creator account in the Instagram app first, then connect again.	Do Step A, then connect again.
Your AutoPost session differs from when you started. Sign in again, then connect again.	You switched AutoPost accounts midway. Sign in with the right AutoPost account, then repeat.
There are already 3 Instagram accounts. Disconnect one first if you want to replace it.	The 3-account limit. Disconnect one account first.
Instagram didn't send an authorization code. / Instagram didn't provide a token. Try connecting once more. / Instagram didn't provide a 60-day token. / Instagram didn't return the account ID.	A problem on Instagram's side. Repeat from 9.2.
Instagram: ... / Couldn't reach Instagram from the server. / Instagram didn't answer in time. We'll try again later.	Another answer from Instagram, or the server's network has a problem. Wait a moment, then repeat from 9.2.

Message	Cause & fix
The form input couldn't be read.	Reload the Instagram page in AutoPost, fill in the form again, then press the button again.
Request rejected because it didn't come from an AutoPost page.	The form was sent from outside the AutoPost page. Open the Instagram page in AutoPost and press the button from there.
APP_URL_PUBLIK isn't set on the server, so the Instagram redirect address can't be built yet. / KUNCI_ENKRIPSI_AI isn't set on the server, so the token can't be stored encrypted yet.	The AutoPost server isn't set up yet. Report it to the AutoPost administrator.

These messages appear as a red banner starting with "Failed:" at the top of the Instagram page, for example:

Failed: The Instagram permission was canceled. Press Connect again and choose Allow if you want to continue.

Red banner: "Failed: The Instagram permission was canceled. Press Connect again and choose Allow if you want to continue."

Failed: The Instagram connection session has expired (more than 10 minutes) or the browser blocked the cookie. Start again.

Red banner: "Failed: The Instagram connection session has expired (more than 10 minutes) or the browser blocked the cookie. Start again."

Failed: This is still a personal account. Switch it to a Business or Creator account in the Instagram app first, then connect again.

Red banner: "Failed: This is still a personal account. Switch it to a Business or Creator account in the Instagram app first, then connect again."

Failed: The Instagram App ID is a number (10–20 digits). Copy it from the API setup with Instagram sign-in section.

Red banner: "Failed: The Instagram App ID is a number (10–20 digits). Copy it from the API setup with Instagram sign-in section."

NOTE

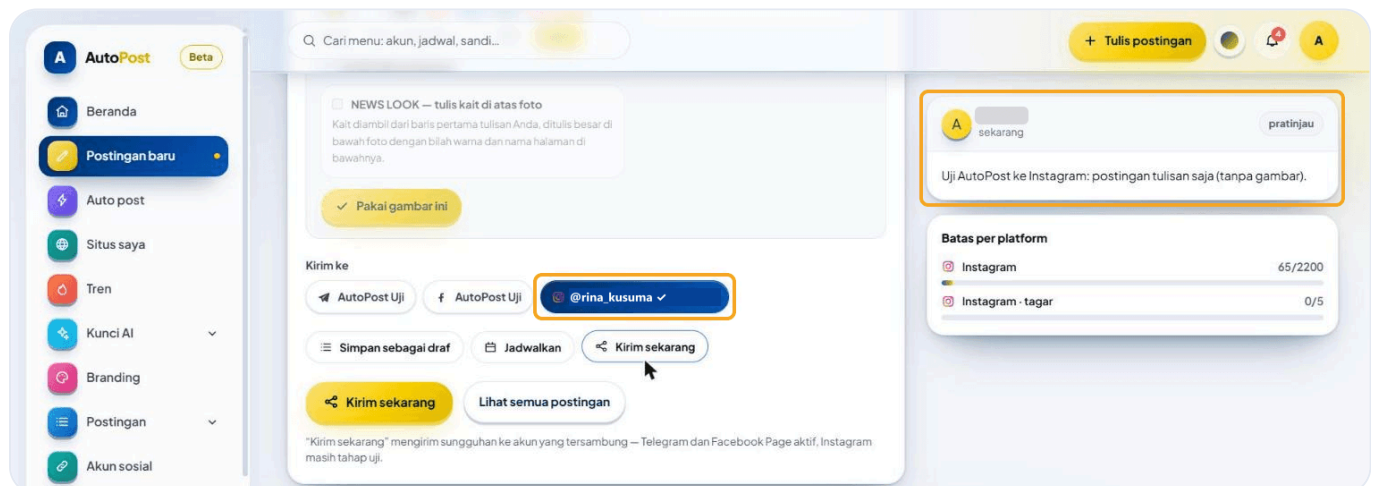
The browser's bubble comes first. Before AutoPost answers, your browser may show a bubble below the field, for example "Please match the requested format" together with "The Instagram App ID is 10–20 digits." or "The App Secret is 32 hexadecimal letters/digits (0–9, a–f)." The wording follows your browser's language. It means the input isn't in the right format yet — copy it again.

12.2 Problems that don't show an AutoPost message

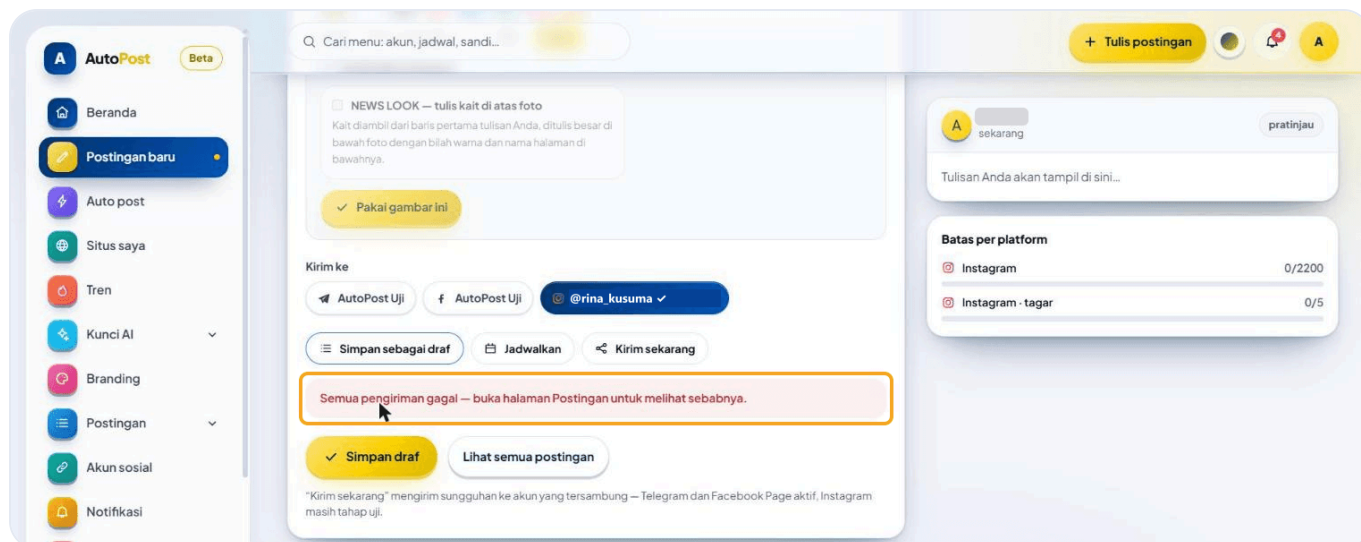
Symptom	Cause & fix
The Connect Instagram button does nothing when pressed.	An old problem: the browser blocked the redirect to instagram.com. Fixed on 29 September 2026 . If it still happens, reload the page (Ctrl+F5, or Ctrl+Shift+R), fill in the form again, then press the button again.
The Connect Instagram button can't be pressed and there's a red box above it.	The server isn't set up yet ("The app's public address isn't set" or "The server encryption key isn't set up yet"). Report it to the AutoPost administrator.
After you press the button, Instagram shows an error page instead of the permission page with the Allow button.	Check two things. (1) The Redirect URL in Step E must match the box on the AutoPost page exactly — copy it again, paste it again, Save , and check for a trailing slash. (2) What you pasted into the Instagram App ID field must be the Instagram app ID , not the Facebook app ID.
Instagram still refuses to give permission even though every field is right.	Most likely the account isn't an Instagram Tester yet, or the invitation hasn't been accepted (the status is still Waiting for approval / Pending). Do Step F.
The Manage messaging & content on Instagram card isn't there when you add a use case.	Choose the Content management or All filter. If you still can't tick it, create a new app just for Instagram.
The tester invitation isn't in Tester Invites .	Sign in to instagram.com with the invited account, in a browser. Check the spelling of the username you invited (8.1).

12.3 A text-only post fails

Before 29 September 2026, the composer didn't hold back posts to Instagram that had no image. Such posts were still sent, and then failed. The screenshots below show that old behavior. **Now the composer holds them back first** with a red warning (10.2).



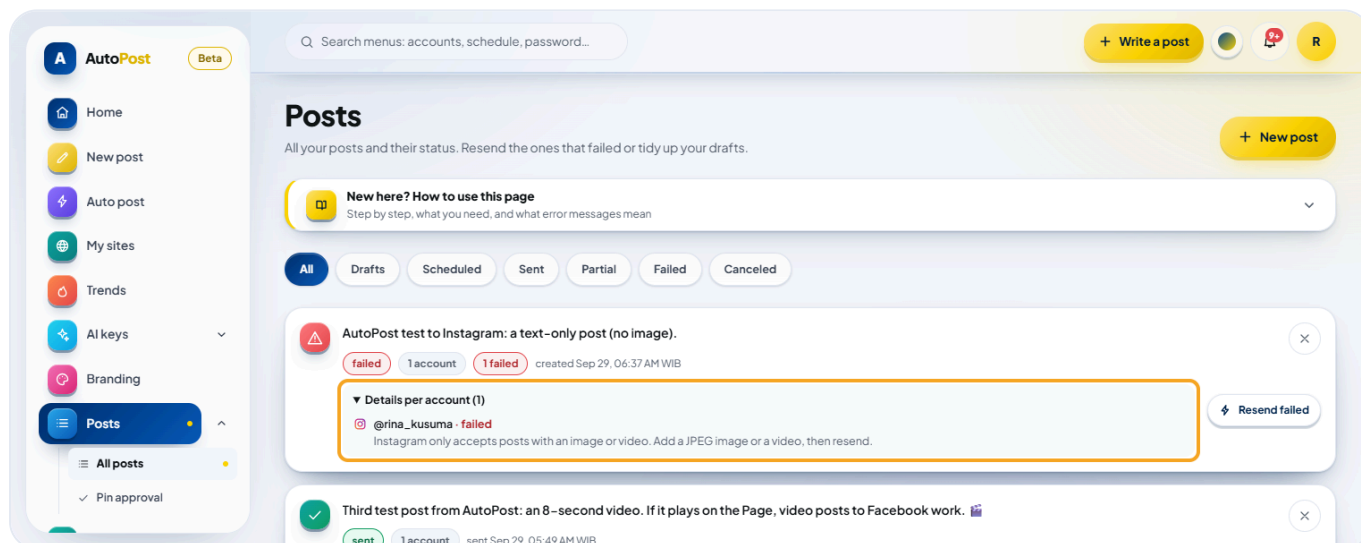
Screenshot from an earlier version (Indonesian interface), before the composer was updated: the Instagram account button selected under Send to and a preview with text only (no image), both highlighted. The old composer didn't show any warning yet.



Screenshot from an earlier version (Indonesian interface), before the composer was updated: the red message shown after Send now (highlighted) — in English it reads "All sends failed — open the Posts page to see why." Sends like this are now held back before sending.

If you still have an old post like that (for example a schedule created before the fix), the reason appears in **Details per account**:

⚠ Instagram only accepts posts with an image or video. Add a JPEG image or a video, then resend.



The Posts menu: a text-only post card with the status "failed", with Details per account (1) highlighted: Instagram account · failed — "Instagram only accepts posts with an image or video. Add a JPEG image or a video, then resend." On the right is the "Resend failed" button.

Resend failed won't work as long as that post still has no image. Create a new post with a photo, video, or design card. If every send fails, the composer fields are now **not** cleared, so you can add an image right away and send again.

12.4 When sending or after scheduling

The reason for a failure appears in the **Posts** menu, in the **Details per account** section of the post card.

Message	Cause & fix
Instagram only accepts JPEG images. Save the image again as .jpg and resend.	A PNG, WebP, GIF, HEIC photo, or similar. Save it again as .jpg, or use Image studio .
Instagram doesn't accept this image ratio (it must be between 4:5 and 1.91:1). Crop the image and resend.	The image is too tall (for example 9:16 or 3:4) or too wide. Use 1:1 or 4:5.
Instagram doesn't accept this video format (use MP4/MOV H.264, 3 seconds–15 minutes, max. 300 MB).	The video doesn't meet the Reels requirements (10.5). Export it again as an H.264 MP4.
Instagram failed to process the image/video (...). Check its format and size.	Instagram received the file but couldn't process it. Check the format, ratio, and size, then resend.
Instagram is still processing the image/video. We'll check again shortly. — or — Instagram is still processing the media. We'll try again shortly.	Normal for videos. AutoPost checks again on its own. Wait.
The Instagram media container expired before it was published. We'll try again.	Instagram discarded media that wasn't published. AutoPost tries again on its own.
Instagram couldn't fetch the media file. Make sure the media address is publicly accessible and its size is reasonable.	Instagram couldn't download the file. Upload it with Upload from gallery or use a public address. Photos max. 8 MB.
The daily Instagram API publishing quota (100 per 24 hours) is used up. We'll try again later.	Instagram's per-account limit. AutoPost tries again about an hour later. Send fewer posts per day.
Instagram is rate-limiting requests. We'll try again later.	Temporary. AutoPost tries again on its own. If it shows up often, cut down on repeated, similar posts — Instagram also uses this message for posts it suspects are spam.
Instagram is temporarily holding posts from this account (flagged as spam or a rule violation). Try again later or check the notifications on your account.	Open Instagram and read the notification. Don't resend manually over and over.
The exact same post was just sent — Instagram rejects duplicates.	Change the text a little before resending.
The Instagram token has expired. Reconnect this account.	The token passed 60 days without being renewed. Reconnect (11.2).
The Instagram token ... Reconnect this account. (... = has expired, is no longer valid because the account password was changed, was revoked because the app was removed from the account, or is no longer valid)	The token is dead — for example the permission was revoked on Instagram or the password was changed. Reconnect (11.2).
The Instagram token doesn't have the permission needed for this action. Create a new token with all permissions, then reconnect.	Access and publish content was turned off when giving permission, or the permission wasn't added (Step D). Fix it, then reconnect with that switch on.
The Instagram token is empty or damaged. Reconnect this account. / This Instagram account ID is empty or invalid. Reconnect.	The account data is damaged. Reconnect (11.2).
The account token can't be opened — the server encryption key differs from when the token was saved. Disconnect and reconnect this account.	The server encryption key changed. Disconnect, then connect again.

Message	Cause & fix
The AutoPost server is having trouble opening account tokens. We'll try again later.	A problem on the AutoPost server, not with your account. AutoPost tries again on its own; if it continues, report it to the AutoPost administrator.
Instagram ..., so the result is uncertain. Check the Instagram profile before resending so it isn't posted twice.	The connection dropped in the middle of publishing. Open the Instagram profile first: if the post is already there, don't resend.
Instagram rejected the input: ...	Instagram rejected one of the inputs. Read the rest of the message, fix the post, then resend.
Instagram is having a momentary problem. We'll try again shortly. — or — Instagram didn't answer in time. We'll try again later.	A problem on Instagram's side or with the network. AutoPost tries again on its own.

NOTE

100 or 50 posts per day? AutoPost uses the figure of **100 per 24 hours** from Meta's documentation. But Meta's documentation isn't consistent: another section says 50. To be safe, don't send dozens of posts a day from one account.

12.5 More than 5 hashtags

If the Instagram account is selected and the text has more than 5 hashtags, a red box appears right below the text field, and the composer holds back **Send now** and **Schedule**. The message:

 **Instagram allows 5 hashtags per post — this text has N. Remove the extra hashtags (#..., #...) or deselect the Instagram account.**

In the box below the text field, that message continues with "Send now and Schedule are on hold until there are 5 hashtags or fewer; the draft can still be saved."

Save as draft still works. What counts as a hashtag:  followed by letters, digits, or underscores, with at least one letter. So 2026 isn't a hashtag, and a  inside a link address is ignored.

For old posts that got through with more than 5 hashtags, AutoPost drops the 6th hashtag onward when sending. The post is still sent, with a note in Details per account: "Instagram allows 5 hashtags per post, so N hashtags were not sent: #..."

NOTE

Why 5, not 30? Meta's API documentation still mentions 30 hashtags. AutoPost deliberately uses the stricter limit of 5, following Instagram's newer hashtag restriction.

13. Security and privacy

13.1 Protecting the Instagram app secret

- The **Instagram app secret** (App Secret) is pasted in one place only: the **Instagram App Secret** field in AutoPost.
- **Never** paste it anywhere else: group chats, email, shared notes, screenshots, or other sites that ask for it.
- AutoPost never asks for your Instagram or Facebook password.
- Turn on **two-factor authentication** on your Instagram account and your Facebook account.

13.2 What AutoPost stores

- The token, App ID, and App Secret are stored **encrypted (AES-256-GCM)** in the database and are only opened on the AutoPost server: when exchanging and renewing the token, when sending, and during **Retest**. AutoPost pages never show your token.
- While connecting, the App ID and App Secret are briefly stored encrypted in a browser cookie for at most 10 minutes, then deleted.
- AutoPost only asks for **two permissions**: `instagram_business_basic` and `instagram_business_content_publish`. AutoPost can't read your direct messages (DMs) or comments.

13.3 If the App Secret leaks

- 1 In Meta's dashboard, reset your app's secret.
- 2 Open **API setup with Instagram sign-in** again, press **Show**, and make sure the **Instagram app secret** has changed. Copy the new value.
- 3 In AutoPost, reconnect every Instagram account with the new secret (11.2).
- 4 Press **Retest** on every account to make sure they're all healthy.

We haven't photographed where the reset button is yet, so step 2 matters: make sure the value you paste really is the new one.

13.4 Stopping AutoPost for this account

- 1 Press **Disconnect** in AutoPost (11.3).
- 2 Revoke the app's permission at **instagram.com** → **Settings** → **Apps and websites** → **Active** (press **Remove** on your app).
- 3 If you also want to leave the tester list, open the **Tester Invites** tab on the same page and press **Remove**.
- 4 If the app isn't used for anything else (including a Facebook Page), you can delete the app at developers.facebook.com. Use cases that have been added can't be removed on their own.

14. Checklist

- ☐ The Instagram account is a **Business** or **Creator** account.
- ☐ The Meta app has the **Manage messaging & content on Instagram** use case.
- ☐ In **Permissions and features**, `instagram_business_basic` and `instagram_business_content_publish` are marked **Ready for testing**.
- ☐ In **4. Set up Instagram business sign-in**, the **Redirect URL** matches the redirect URL box in AutoPost exactly, and step 4 has a green check mark.
- ☐ The Instagram account was added as an **Instagram Tester**, and its invitation was accepted (**Accept**) on instagram.com.
- ☐ The **Instagram app ID** and **Instagram app secret** are pasted into AutoPost (not the Facebook app ID).
- ☐ **Allow** was pressed with the **Access and publish content** switch on, and the account shows as **connected**.
- ☐ A test send with a JPEG photo or a 1:1 design card has the status **sent** and appears on the Instagram profile.
- ☐ (Optional) A test Reels was published.

Need help? Open the **Help** menu in AutoPost, or the **New here? How to use this page** box on the Instagram page.