

# WHAT CAN YOU CREATE WITH THE INSTAGRAM API. RESTRICTIONS VS CAPABILITIES. AI ADOPTION

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Over time, Instagram made a lot of restrictions on using their API.

The most significant of them is getting information about accounts without logging from public accounts if they are not in business mode, another one is restrictions with reading and replying to your messages, even if you have the token and key, Instagram API is not allowing you to do this.

In the article, we can see how we can use IG API effectively and bypass some restrictions.



**First question off the top of my head, is it legal to collect data from Instagram?**

Many created apps for collecting data from Instagram that somehow wanted to replace it were blocked by Instagram itself. Depending on IG's terms of service for protecting user privacy we can do it **only with official APIs**, and then we can predict that Web scraping is not a good way to collect and analyze some data from IG or Facebook. Then what can we do and create with Instagram API as it is?

**Let`s dive deep with some examples.**

**1 Case :** Imagine we want to create an SMM tool that will analyze our previous content and their activity, and propose topics and content plans for the next posts.

**2 Case :** We want to extend our implementation. Can we analyze some number of posts of similar businesses and depending on their statistics define our future “more successful” content plan?

**3 Case :** Let`s raise the stakes. Can we create a personal assistant who will propose posts for us, publish posts, and read and answer comments and messages outside of IG?

Let`s investigate the facilities of the Instagram API.

### **1. Instagram Graph API and Business Discovery**

This API allows us to interact with business and professional accounts. By using this API you can get a certain count of the comments, likes, even they were hidden in that account, followers, pictures, and even videos of the posts.


The basic request will be:

```
GET /{ig-user-id}/business_discovery
```

And the answer:

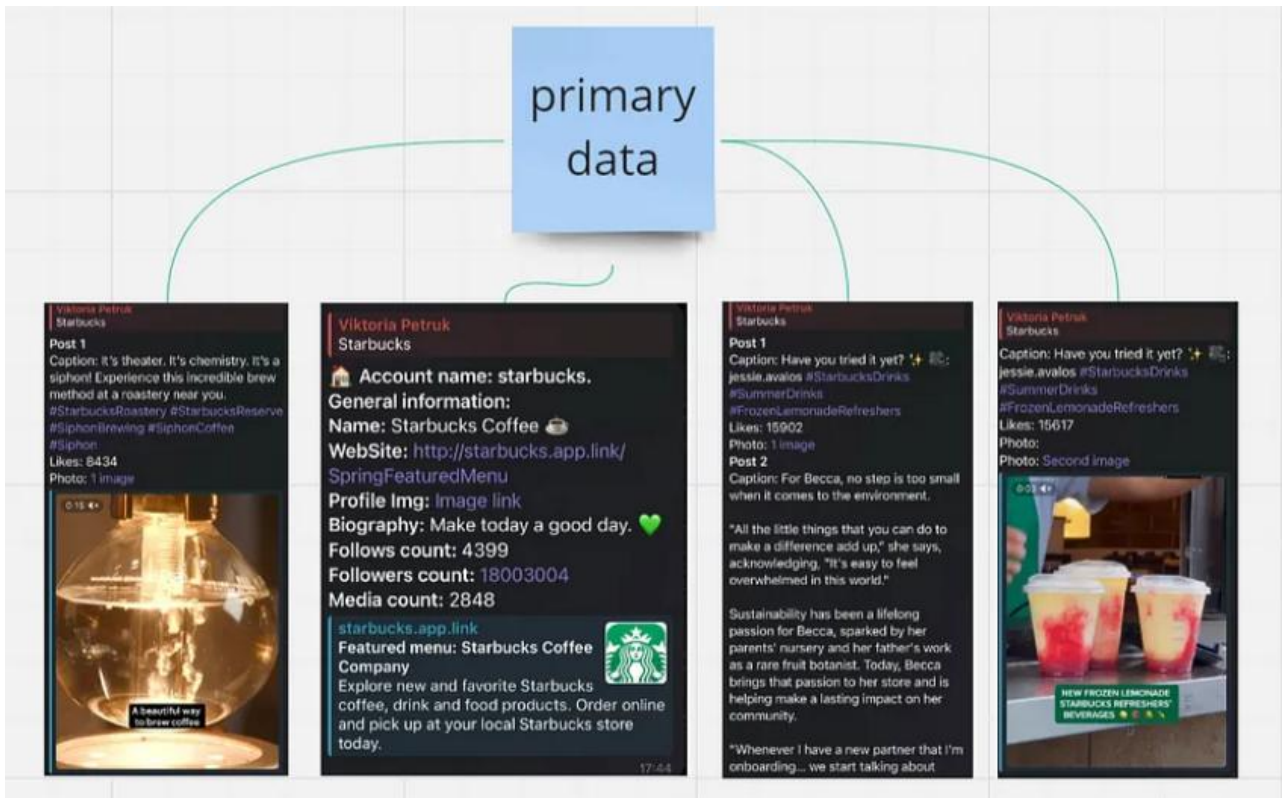
```
{
  "business_discovery": {
    "followers_count": 267793,
    "media_count": 1205,
    "media": {
      "data": [
        {
          "comments_count": 50,
          "like_count": 5841,
          "id": "17858843269216389"
        },
        {
          "comments_count": 11,
          "like_count": 2998,
          "id": "17894036119131554"
        },
        {
          "comments_count": 28,
          "like_count": 3644,
          "id": "17894449363137701"
        }
      ],
    },
    "id": "17841401441775531"
  },
  "id": "17841405976406927"
}
```

To start using it you need to follow these steps:

1. Create your developer account *t* in Meta for developers.
2. Create a business IG account and link it to the Facebook.
3. Get a key  of your Instagram user, using <https://developers.facebook.com/tools/explorer/>.
4. Add special permissions: *instagram\_basic*, *instagram\_manage\_insights*, *pages\_show\_list*.
5. Generate a token with these permissions for your application.

For more details you can reach out the documentation.

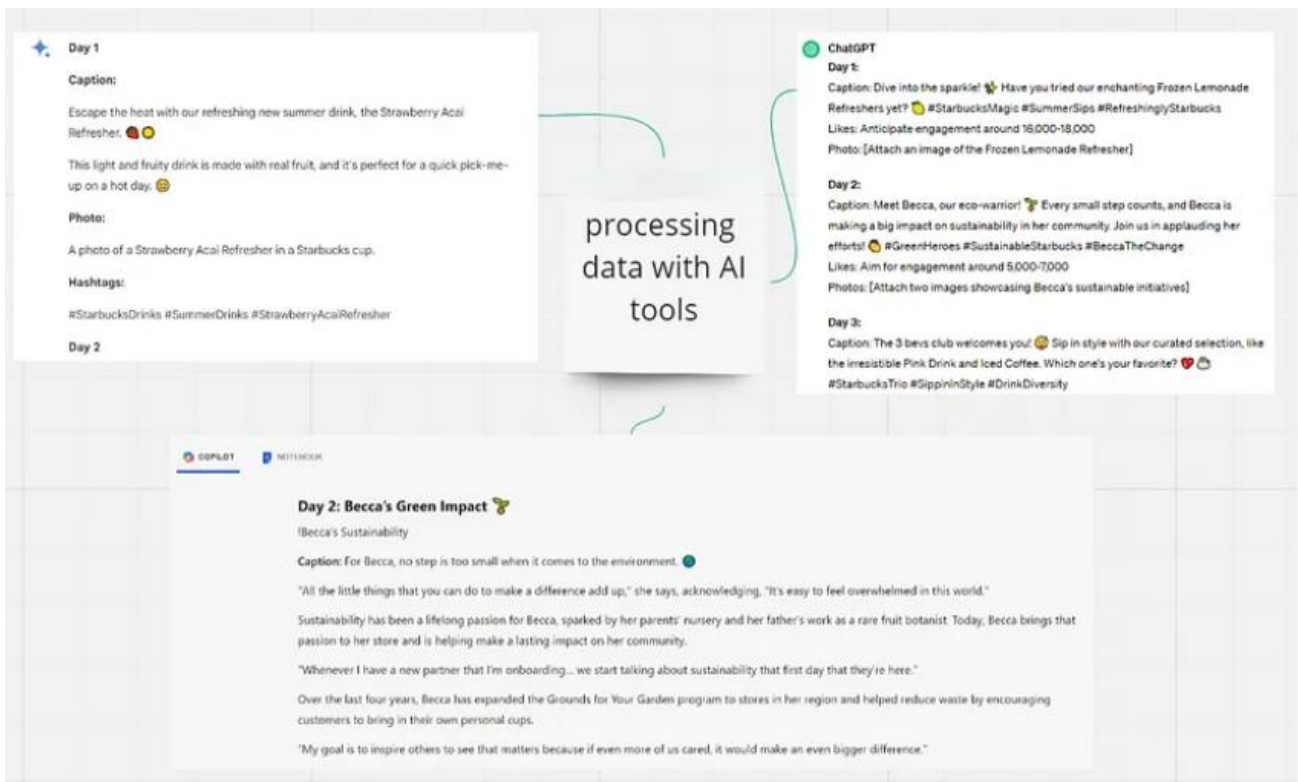
Grab our primary data from Instagram to process it with AI to generate our future content plan:



The data was obtained through the Instagram API with the combining API of the chat messenger.

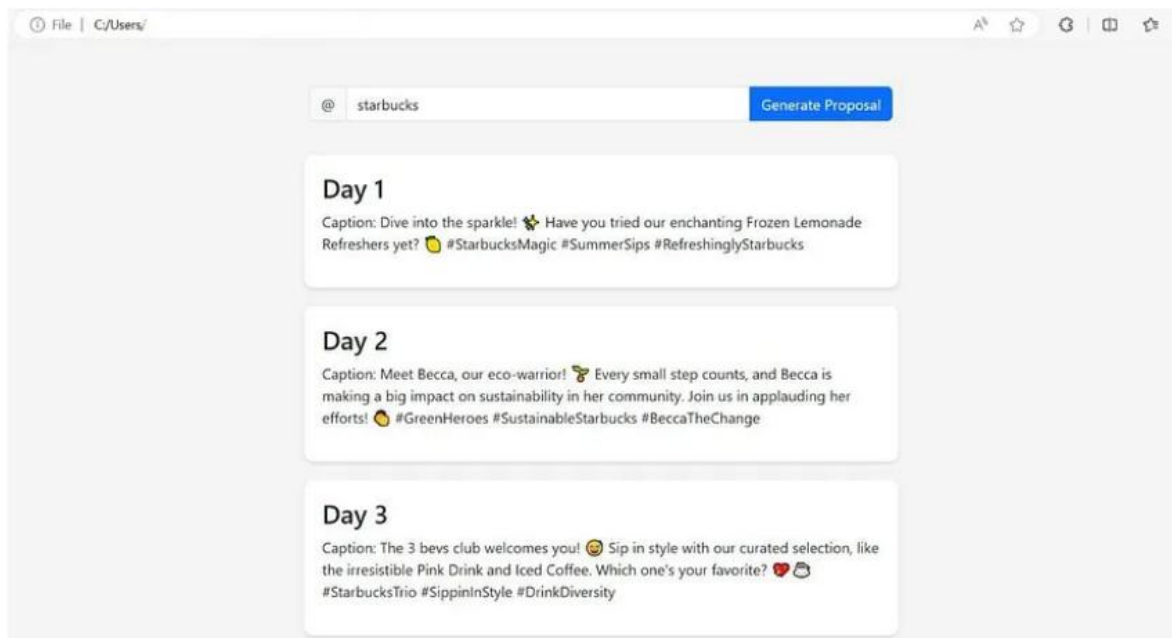
**The next step: processing them. Which AI tools we can use to analyze these posts?**

- I tried ChatGpt, Gemini, and Copilot. Let`s verify how they can process our data and ask them to create a content plan based on getting data from Instagram:



We can see different results and they are quite good, in the future, we can implement the API for the interaction with one of the presented services.

Based on this now then build the first version of our posts generator. Create a simple web page and connect the API:



On the web page we use the input field to get the name of the business account, then using Instagram API we request to get the latest posts: `_httpClient.GetAsync($"/{BusinessAccountID}")`

```
+ "?fields=business_discovery.username({username})"+
+ "{ {username,website,name,ig_id,id,profile_picture_url,biography,follows_count,followers_count,media_count,"+
+ "media_{ {id,like_count,media_type,media_url,caption} } } }"+
+ "&access_token={AccessToken}");
```

Then we process these posts with proposal AI APIs and show the result of the generated content plan on the page.

**Conclusion:** by using AI and Instagram API we can do our 1 case and partly 2 case and extend it with different functionality.

*If you need to get basic information, you can use Instagram Basic Display API, it can get you persimmons to any of the accounts, but with only basic data.*

Also, you can investigate how to get content by using hashtags: [Hash Tag Search Instagram](#).

**Moving on to the second case, can we get a static of the different accounts?**  
**2. API Graph Statistic**

Statics are only available for our professional account and we can't get them for other public accounts, but using Business Discovery, we can create our own statics!

For example, after loading the last 50–100 posts, and analyzing the count of likes, and comments, the count of followers in a certain moment.

*! Restriction: you can't get personal statistics if you have less than 100 followers.*

Overall, the answer to the 2d case: we can implement it with the facilities of the Instagram API, but the prove our customer's analytics we need to develop our tool based on getting parameters.  
 Basic example of the web-page with statistics:



### **3. Graph API Content Publishing**

Our subsequent case — creating a personal Instagram assistant, purpose is publishing different content, images, and videos, and setting geolocation for the media.

Abilities of the IG API:

#### **- Publishing media:**

With this API you can add posts to your professional account, to achieve this you need to have your userID and add permissions for generating the token in Graph Explorer.

```
Permissions: ads_management, business_management, instagram_basic,
instagram_content_publish, pages_read_engagement.
```

Basic POST request:

```
POST /{ig-user-id}/media_publish
```

Response:

```
{ "id": "17920238422030506" // IG Media ID }
```

#### **Setting geolocation:**

For the setting geolocation directly you need to have location\_id, which you can get with the additional request:

```
{ "method": "GET", "url":
"https://graph.instagram.com/v12.0/locations/search", "params":
{ "access_token": "YOUR_ACCESS_TOKEN",
"lat": 40.7128,
"lng": -74.0060,
"distance": 1000
}
}
```

Also, you need to set here latitude and longitude.

After getting the location\_id, you can make a POST request for publication including this parameter.

#### **Replies to comments:**

1. Fetch the comments associated with a particular post using the API. You can use the `/{media-id}/comments` endpoint to retrieve comments for a specific media item.

2. Then, identify the Comment to Reply to: Once you have the comments, identify the comment you want to reply to.

3. Craft Your Reply: Prepare the reply message you want to send.

4. Post Your Reply: Use the endpoint to post your reply to the selected comment:

```
POST /{ig-comment-id}/replies
```

## - Publishing stories and reels:

### ! Restrictions:

- 1) We can't get stories of other accounts in the current API implementation, only stories of our accounts with GET `/ig-user-id/stories`.
- 2) Currently, only business accounts can publish stories using the Content Publishing API.

For publishing stories, you need to use the same request as for media but add `media_type=STORIES`, and specify the path to the image or video in the `image_url` or `video_url` parameter.

For publishing reels, you need to add `media_type=REELS`.

About **user tags**, **product tags**, **collaborator tags**, and **creating a Carousel Container**, you can read more in the official documentation: <https://developers.facebook.com/docs/instagram-api/guides/content-publishing>.

Proceeding with all information, we assume that with some restrictions, we can create a personal assistant for us, but we have restrictions on interaction with other accounts (seeing their stories, putting likes).

**The last calling question, what about messages? Can we chat with someone out of the Instagram application border?**

In primary Instagram API, we can not do this, will investigate in the next article how we can cope with this by using Facebook Messenger API.

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## ВДОСКОНАЛЕННЯ СТВОРЕННЯ ФОРМ НА БАЗІ БІБЛІОТЕЦІ REACTJS

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**Анотація:** У статті розглянута актуальна проблема та необхідність вдосконалення роботи з динамічними формами на базі бібліотеці ReactJS, та як вдосконалити та зменшити час необхідний для розробки форм управління даними.

**Ключові слова:** ReactJS, форми, оптимізація, динамічне керування полями, залежності, шаблонні залежності.

**Актуальність:** На теперішній час ReactJS є широко використовуваною JavaScript-бібліотекою для створення клієнтських інтерфейсів. Особливо акту-