



**API CHANGES**

**+**

 **socialdrip**

**@MENTIONS & #HASHTAGS**

# Asking Questions

- Streaming live on Youtube - Ask questions using the live chat.
- Webinar Blog Page - Ask questions at the bottom of the page

# Today's Agenda

1. How does Socialdrip get and use Instagram Data?
2. What's Changing with the Instagram API & How will it affect Socialdrip?
3. What should Socialdrip users do moving forward? (Plus New Features & Tips)
4. Q&A



**Devon Lind**

Chief Technology Officer

**Blender** - Creators of [Photoboxx](#) & [Socialdrip](#)

How does Socialdrip  
get and use Instagram  
Data?

# Instagram API

## What is an API?

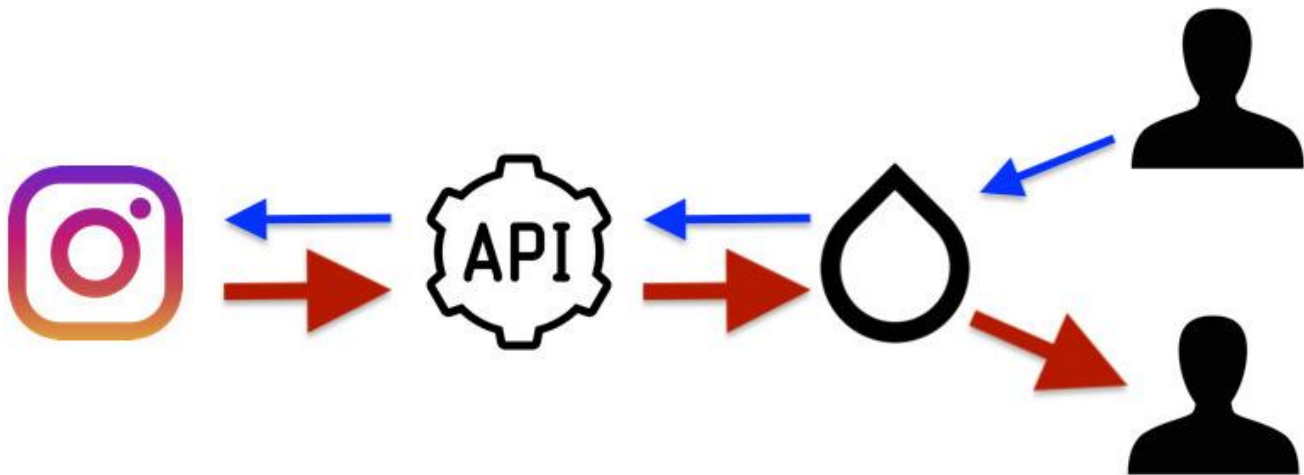
- Application Programming Interface
- Legacy API since 2012

## Collection of Data?

- Through requests for specific data made by Socialdrip *on behalf* of an authenticated Instagram user.

## What data do we currently get with the Legacy API?

- Public Hashtag data
- Limits & Restrictions

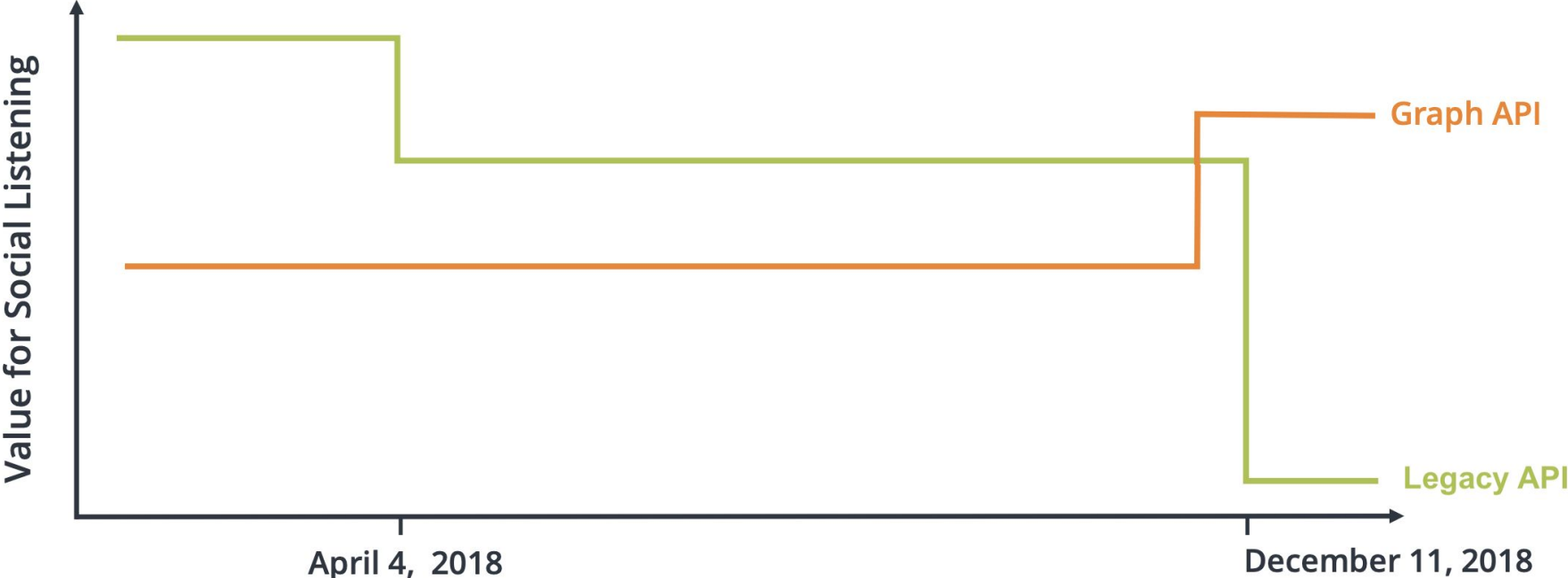


What's Changing with  
the Instagram API and  
how will it affect  
Socialdrip?

# Instagram Legacy API



# Instagram Legacy API vs Graph API





# What do these API changes mean?

**These changes fall into 3 categories:**

- What changed in data that can be requested?
- Who can request this data?
- How can this data be used?

# What changed in data that can be requested?

- Instagram Announcement of deprecation of Legacy API in early 2018
- Launch of Graph API with @mentions capabilities
- Announced Launch of Hashtag Search API on the Graph API (Oct. 31st)

Timeline of Instagram API changes on Socialdrip



# Instagram API Timeline of Changes on Socialdrip

Spring of 2018

**March 31st, 2018**  
**Rate Limit Reduction**  
(unannounced)

**Instagram Changes:** Reduction of rate limit from 5000/hour to 200/hour.

**Socialdrip Changes:** Previously were updating the Socialdrip Instagram feeds every 5 seconds per access token. Now updating every 30 seconds per access token.

**April 4th, 2018**  
**Removed Most User Information**  
(accelerated)

**Instagram Changes:** Some information on Public Content returned through hashtag was removed - Name, Bio, Comments, Commenters, Follower Count, Following Count, Post Count, and Profile Picture.

Continued →

**Socialdrip Changes:**

- **Profile Picture Prints & Socialdrip** - Because there is no longer a profile picture returned from Instagram, we dynamically created a user image based on the username (the background color is unique and random).

Username: @photoboxx\_devon



Prior to 4/4/18



After to 4/4/18

# Instagram API Timeline of Changes on Socialdrip

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**Socialdrip Changes Continued:**

- **Reach, Impressions, and Top Influencer Analytic Changes** - Potential reach, impressions, and top influencers were all calculated off of a public users' followers count. Because Instagram no longer returns user follower data, these analytics are now strictly an estimate. We have calculated this estimate based on the average user's followers of on all users on Instagram who have used our product prior to April of 2018 (a data collection of over 200,000 Instagram users).
  - **Instagram Reach** = Estimated
  - **Instagram Impressions** = Estimated
  - **Instagram Top Influencers** = No longer available
  - **Instagram Top Contributors** = Still available

# Instagram API Timeline of Changes on Socialdrip

Winter of 2018

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Dec. 11th, 2018

## Deprecating Hashtags on Legacy API

(Switch to Graph API)

**Instagram Change:** Deprecation of Public Content on old Instagram API and change to "**New Hashtag Search API**" on the Instagram Graph API with business accounts only.

### Notable Limitations

- Only available for **Instagram Business Accounts**
- Only returns posts published within 24 hours of query execution.
- You can query a maximum of 30 unique hashtags within a 7 day period.
- The **username** field is not returned in the query response.
- Responses will not include any **personally identifiable information**.

# Instagram API Timeline of Changes on Socialdrip

Winter of 2018

Dec. 11th, 2018

## Deprecating Hashtags on Legacy API

(Switch to Graph API)

### Socialdrip Changes:

- **Instagram Business Accounts** - The new Instagram Graph API is available only for Instagram Business Accounts. Personal Instagram Accounts will no longer be usable on Socialdrip after Dec. 11th, 2018.
- **Profile Picture Prints & Socialdrip with Instagram Hashtags** - Because there is no longer any personally identifiable information returned from the Instagram hashtag search (which includes usernames) , all profile images will be a static instagram logo.

Username: @photoboox\_devon



Prior to 4/4/18



After to 4/4/18  
Dynamically changes based on username



After to 12/11/18  
Static image for all users

# Instagram API Timeline of Changes on Socialdrip

Winter of 2018

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Dec. 11th, 2018

## Deprecating Hashtags on Legacy API

(Switch to Graph API)

### Socialdrip Changes Continued:

- **Usernames with Instagram Hashtags** - Because there is no longer any personally identifiable information returned from the Instagram hashtag search (which includes usernames) , places where usernames are seen on Socialdrip will be replaced with "Instagram User".
- **Analytic Estimate Changes for Instagram Hashtags** - Many of the analytic numbers are based off the number of users. However, because Instagram no longer returns any personally identifiable information, including a username or user id, when using the Instagram Hashtag search API, these analytics are now strictly an estimate. We have calculated this estimate based on the average number of posts a user has made on Instagram who have used our product at an event prior to Dec. 11th, 2018 (a data collection of over 100,000 events).
  - **Number of Users** = Estimated
  - **Instagram Reach** = Still Estimated
  - **Instagram Impressions** = Still Estimated
  - **Instagram Top Contributors** = No longer available
- **Feed Filters** - The new hashtag feed no longer returns any location or user data, so filtering a hashtag with a location or username is no longer available.

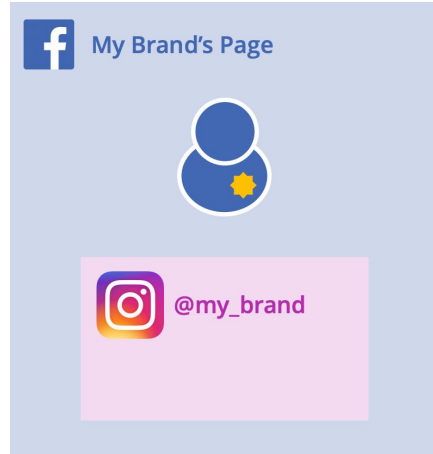
# Who can request this data?

**Legacy API** (Available on Socialdrip until Dec. 11th)

- Any Instagram user

**Graph API** (Available now on Socialdrip - Exclusively after Dec. 11th)

- Facebook users with a Role on a Facebook Page connected to an Instagram Business Account.



- User with Facebook Page Role of:
- Admin
  - Editor
  - Moderator



# How can this data be used?

## From Instagram Graph API Official Documentation

### Instagram Public Content Access

This feature is meant for apps to discover and read public Instagram photos and videos on behalf of the Instagram business user.

#### Allowed Usage

- ✓ To discover content associated with its current campaign
- ✓ To provide customer support
- ✓ To identify entrants to its contests, competitions, or sweepstakes
- ✓ To understand public sentiment around brand
- ✓ To understand and manage their audience, develop their content strategy, and obtain digital rights

#### Disallowed Usage

- ✗ Including Instagram data in a search engine or directory
- ✗ Attempting to identify groups of individuals or create demographic clusters for the purpose of contacting or targeting Instagram members on or off Instagram
- ✗ Using data obtained on behalf of a business for any purpose other than to support the business (ex: don't use data to support your own business or other businesses)

# What should Socialdrip users do moving forward?


(Plus New Features & Tips)

# Link Instagram Business Account to Socialdrip


Social Networks

Instagram

**Instagram Business Accounts** ⓘ [Link New Instagram Business Account](#)  
*Need to convert to Instagram business account?*


	@socialdripme Socialdrip	1 posts	22 followers	<a href="#">remove</a>
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**Instagram Accounts** ⓘ [Link New Instagram Account](#)  
*Available Until Dec. 11th - Switch to Business Account*

	@socialdripme Socialdrip	1 posts	22 followers	<a href="#">remove</a>
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Twitter

**Twitter Accounts** ⓘ [Link New Twitter Account](#)

	@socialdripme Socialdrip	2 tweets	3 followers	<a href="#">remove</a>
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**Socialdrip will be requiring Instagram Business Accounts on Socialdrip for all users starting December 11, 2018.**

# Start Using @Mentions at your Events

Use @Mentions alongside or in place of #Hashtags

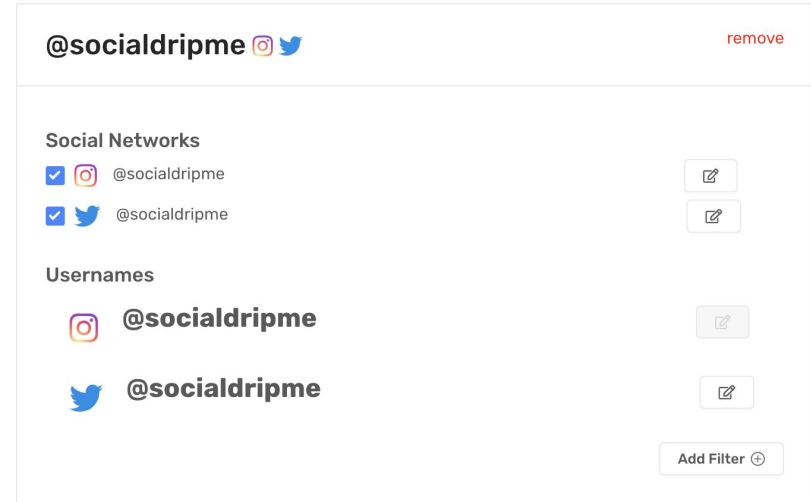
## Organic Benefits:

- Direct Linkage to your Brand
- Organic Social Media Account Growth
- User Generated Content

## Benefits on Socialdrip:

- Better analytic data
- Gather posts faster
- New Features Coming Soon! (Commenting)

Select up to 2 feeds for this event



# Questions

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