

How to Connect ACESocial to Instagram and Convert to an Instagram Professional Account

Instagram, like Facebook, is owned by Meta. **Similar to Facebook, which only allows systems like ACESocial to post to a Facebook business Page; Instagram only allows systems like ACESocial to post to a professional Instagram account.** If your Instagram account is not a professional account you will be asked to convert to a professional account during this connection process. The good news is that it is very easy to convert a regular Instagram account to a professional account and ACESocial users can convert during the connection process. If your Instagram account is already a professional account then you will not see the conversion steps.

What is an Instagram professional account? Converting to a professional account is free and gives Instagram members access to business related controls including displaying their contact information, performance insights, permission controls such as assistants and administrators, and more. More information [here](#).

Step by step guides:

[How to Convert to a professional Instagram account and Connect ACESocial](#)

[How to Post to Instagram from the ACESocial Instagram Content Library](#)

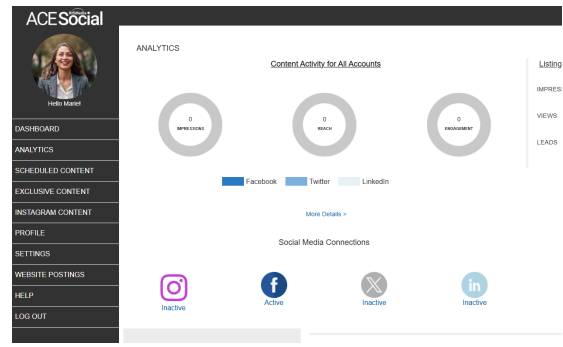
How to Connect ACESocial to Instagram and Convert to an Instagram Professional Account

ACESocial can only post to Instagram Professional accounts. If the ACESocial user does not have a professional account they will be prompted to convert their account during the connection process. If the user already has a professional Instagram account they will be able to connect without seeing the additional steps to convert. More about the benefits of a professional Instagram account [here](#).

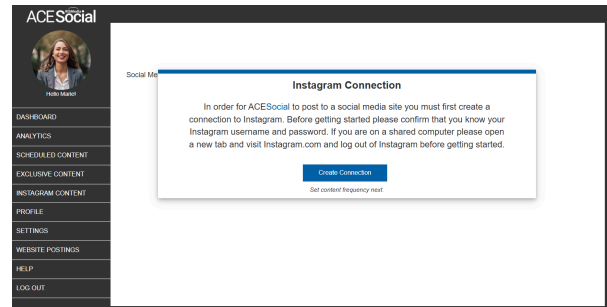
Log into ACESocial Dashboard

Notice the new Instagram icon near the Facebook, X, and LinkedIn icons.

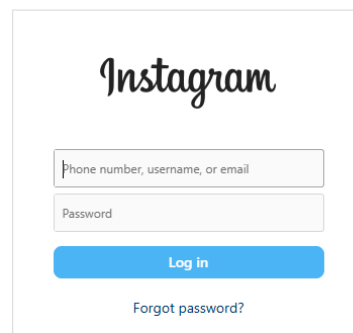
Click “Inactive” under the Instagram icon to begin the connection process.



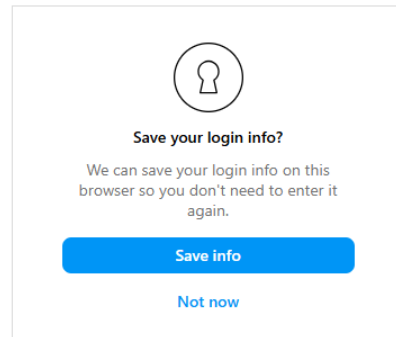
Click “Create Connection”



Login to Instagram



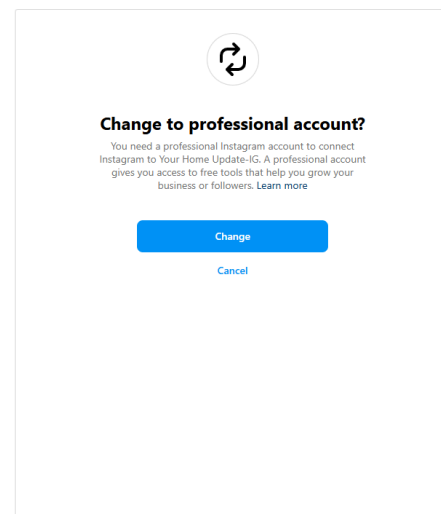
Click "Save Info"



If the Instagram account is not a 'Professional' account then the user will be asked to 'Change' to professional account.

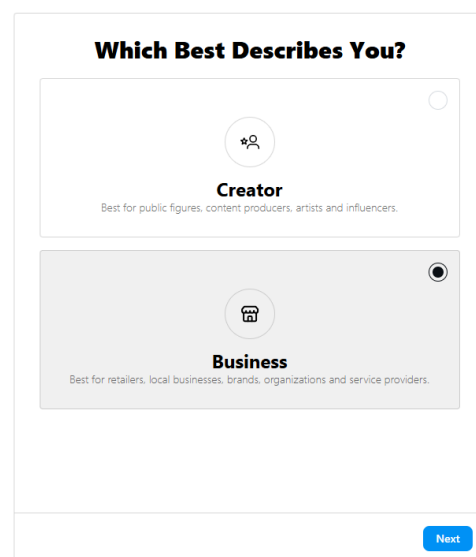
The connection will not proceed without the user agreeing to change to a professional account.

If the Instagram account is already a professional account users will not see these steps skip down to "[Allow](#)" to see remaining steps.



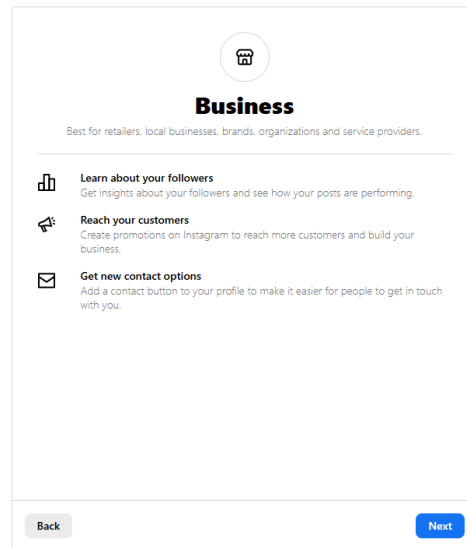
Proceed with converting to a professional account.

Suggestion click "Business".



“Business” is the suggestion for retailers, local businesses, brands, organizations and service providers.

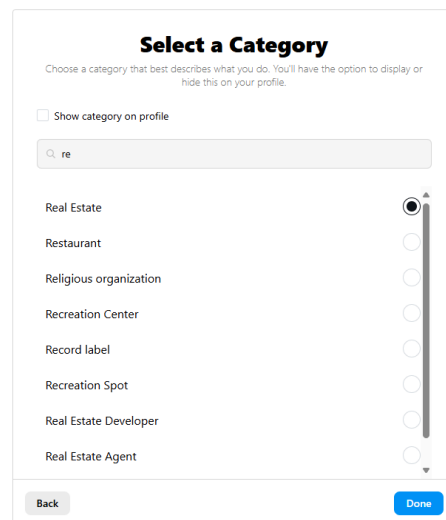
Click “Next”



Suggestion: In Category area type “re...” to find “Real Estate”.

Click the radio button near “Real Estate”.

Click “Done”.



Option: Contact Info or click “Don’t use my contact info”.

Instagram states: This information will be displayed on your profile publicly so people can contact you. You can edit or remove this information any time.

Click “Save”

Review your contact info

This information will be displayed on your profile publicly so people can contact you. You can edit or remove this information at any time.

Show contact info on profile

Public business information

Email

US +1 Phone number

Street address

City/town Zip code

Don't use my contact info Save

Instagram will confirm your business account is ready.

Click “Done”

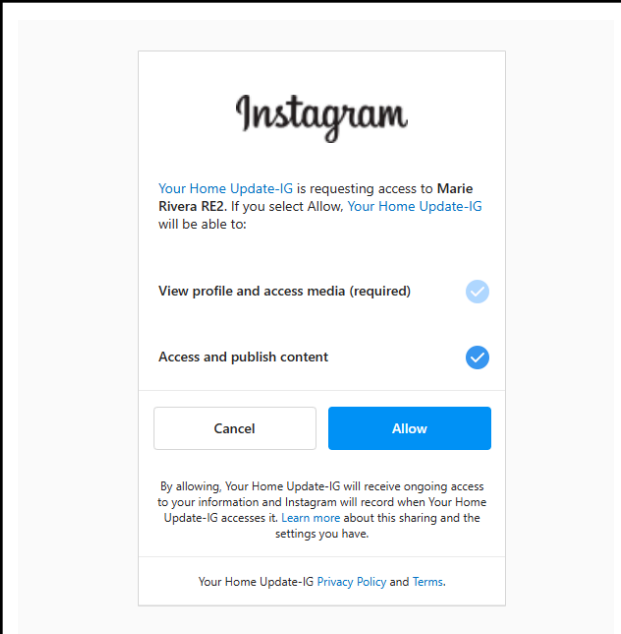
Your Instagram business account is ready

You now have more tools to connect with your audience on Instagram.

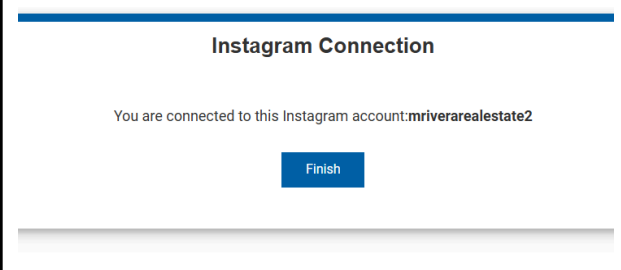
- Go to the mobile app to learn about [mriverarealestate2's](#) followers with insights, display and edit contact buttons, reach customers with promotions and more.
- Manage your new business account on desktop with [Business Suite](#) or [Creator Studio](#).

Done

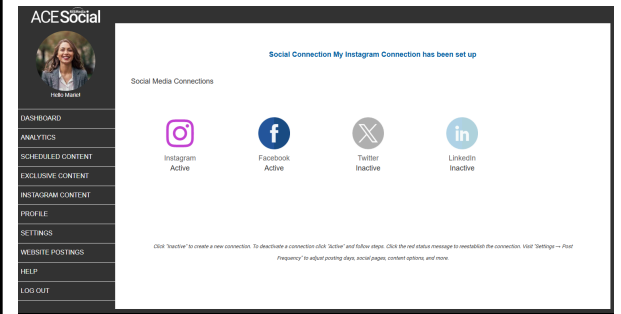
Allow: Please leave boxes checked and click “Allow”



The user is returned to ACESocial.
Click “Finish” to finalize the connection.



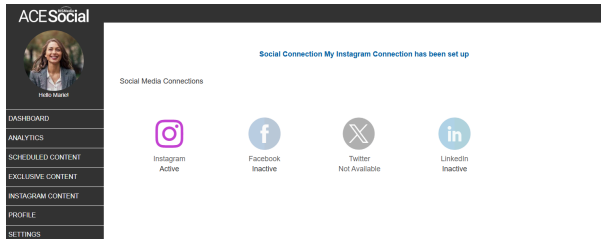
“Active” will appear under the Instagram icon indicating the connection to Instagram is good.



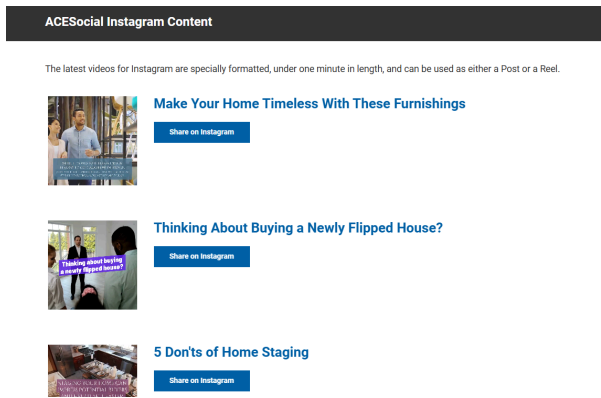
How to Post to Instagram from ACESocial

Visit the Instagram Content area to see seven available videos.

Seven new videos will appear in the ACESocial Instagram Content area every Wednesday.

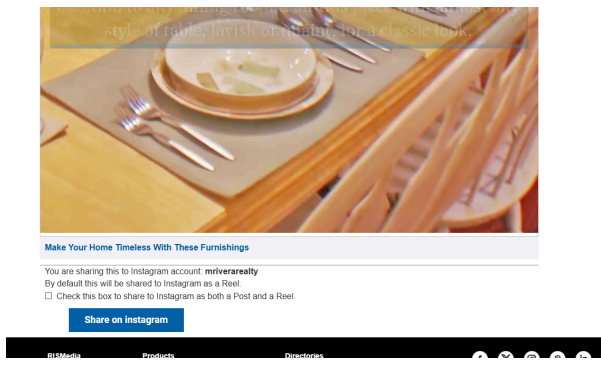


Click 'Share on Instagram' to review the video and begin the posting process.

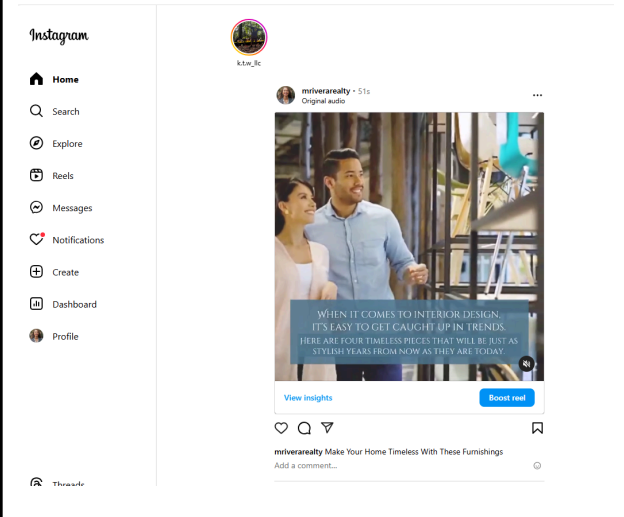


By default the video will be shared as a "Reel". Optionally the user can check the box to also share as a "Post."

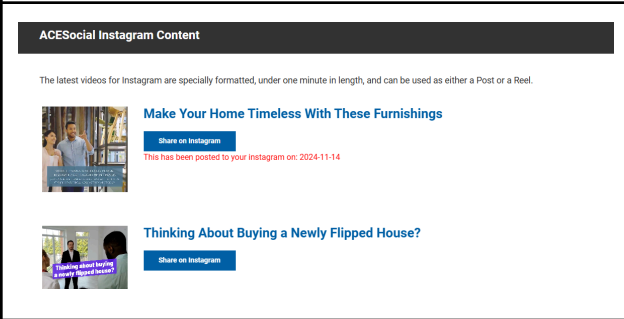
Click 'Share on Instagram'.



It will take 30-60 seconds to process the video and for it to appear on Instagram.



After posting a note will appear in red font to indicate the video has been used.



-END-