

For Hookit to provide insights related to Instagram accounts, those accounts must be either Instagram Business or Creator accounts. The below guide should help anyone successfully convert their account to an Instagram Business or Creator Account, which will allow access to Hookit and the Pro Account.

It is relatively easy to change from a personal account to one of these professional accounts (Step 1). However, you will also have to ensure that your Instagram account is properly tied to an associated Facebook page and vice versa (Steps 2-4). Note: This association to a Facebook account is a platform requirement.

If you still encounter issues there are additional troubleshooting steps to take (Steps 5-6), but most people will not have to go through these.

## Step 1: Convert your account to Instagram Business or Creator

### *On Mobile (No Desktop Option)*

1. Open Instagram
2. Go to your profile and tap  in the upper right corner.
3. Tap  Settings.
4. Tap preferences
5. Tap Switch to Professional Account. (bottom of page)
6. Continue through navigation hitting Continue
7. Select your category (Typically Athlete, it usually needs to be typed in)
8. Tap Done.
9. Select Business or Creator
10. If you are asked to "Share logins using account center" this will allow you to add a Facebook business page if you have one, make sure to connect it. If you are not asked to add it or you do not have one yet, continue to Step 2.

## Step 2: Create a Facebook Business Page

*(Skip to "Step 3: Connect Instagram to your Facebook Page" if you already have one)*

### *On Desktop*

1. Login to your Facebook Account
2. Follow this link:  
[https://www.facebook.com/pages/creation/?ref\\_type=launch\\_point](https://www.facebook.com/pages/creation/?ref_type=launch_point)
3. Continue to follow the on-screen instructions to create your page

### *On Mobile*

1. Open your Facebook app
2. Select  Menu in the bottom-right corner of your home page
3. Select "Pages"
4. Select "Create"
5. Continue to follow the on-screen instructions

## Step 3: Connect Instagram on your Facebook Page

### *On Desktop*

1. Click on your profile image at the top right hand of the page and select "See all Profile"
2. Select the profile you'd like to connect to your IG creator account
3. Navigate to your settings on the left side of the page
4. Click on "Instagram" in the left side navigation and check to make sure the correct Instagram Business Account is tied to this Facebook page.

5. If the Instagram Business or Creator Account tied to this page is incorrect, you can scroll further down and choose to disconnect the Instagram Business Account. You can then connect the correct one right after.

## *On Mobile*

1. Open your Facebook app
2. Select  in the bottom-right corner of your home page
3. Select your Business Page towards the top of the screen
4. Select  settings
5. Select Instagram and check to make sure the correct Instagram Business Account is tied to this Facebook page.
6. If the Instagram Business or Creator Account tied to this page is incorrect, you can scroll further down and choose to disconnect the Instagram Business Account. You can then connect the correct one right after.

## Step 4: Connect your Facebook Page on Instagram

1. Go to Instagram (easier to do on a mobile device)
2. Navigate to your settings
3. Click on Account
4. Click on Linked Accounts
5. Check to make sure the correct Facebook Page is tied to this Instagram Business Account

You should now be able to connect your Instagram account to Hookit!

If you STILL do not see your Instagram Account show up when connecting to your Pro Account, continue with these two additional troubleshooting steps.

## Step 5: Ensure You Possess Admin Access

*On Mobile or Desktop*

If you still encounter issues when trying to connect Instagram to Hookit, make sure you have Admin access to the Facebook page you are connecting:

1. Make sure you have admin access to the Facebook page tied to your Instagram Business account
2. From the business page, navigate to Settings located in the top right of the screen
3. Click on Page Roles in the left side navigation. You need to ensure that your user is set up as an admin of this page. If you are not set up as an admin, you need to request another Admin of the page to set you up as one.

## Step 6: Refresh Instagram/Facebook Connection

*On Desktop (preferred method)*

1. While logged in to Facebook, click navigate to [https://www.facebook.com/settings?tab=business\\_tools](https://www.facebook.com/settings?tab=business_tools)
2. Check the box next to Hookit and click the "Remove" button

3. Navigate back to your Business Page that you want to connect
4. Scroll down to the bottom and disconnect your Instagram Account by clicking "Disconnect"
5. Scroll back to the top of the page and click "Connect Account"

## *On Mobile*

1. Open your Facebook app
2. Select  in the bottom-right corner of your home page
3. Scroll down and select "Settings and Privacy"
4. Click "Settings"
5. Scroll down and select "Business Integrations"
6. Check the box next to Hookit and click the "Remove" button
7. Navigate back to your Business Page that you want to connect
8. Scroll down to the bottom and disconnect your Instagram Account by clicking "Disconnect"
9. Scroll back to the top of the page and click "Connect Account"