

Creating Instagram post automation using n8n involves several steps, including setting up your Instagram Business Account, Meta (Facebook) API access, and building the workflow in n8n. Here's a step-by-step guide:

□ Requirements

1. **Instagram Business Account**
 2. **Facebook Page** connected to Instagram
 3. **Meta (Facebook) Developer Account**
 4. **n8n Instance** (Cloud or self-hosted)
 5. **Image hosting** (Instagram needs a public URL for the image)
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□ Step 1: Set Up Facebook App for Instagram Graph API

1. Go to Meta for Developers

- Create a new app (type: *Business*)
- Get your **App ID** and **App Secret**

2. Add Instagram Graph API to your app

- In "Add Product" section, add **Instagram Graph API** and **Facebook Login**

3. Get Access Token

- Use **Graph API Explorer** to generate a **User Access Token**
 - Add `instagram_content_publish`, `pages_show_list`, `instagram_basic` permissions
 - Set the token to **never expire** for automation (or handle token refresh in n8n)
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□ Step 2: Connect Instagram Business Account

- Your Instagram account must be a **Business Account**
- It must be connected to a **Facebook Page**

You can verify this by:

- Going to your **Instagram Profile** > **Settings** > **Account** > **Switch to Business**
- Then link it to a Facebook Page

□ Step 3: Test Instagram Graph API

Use the Graph API Explorer with the access token:

```
GET https://graph.facebook.com/v19.0/me/accounts?access_token=<your-access-token>
```

- This gives you the **Page ID**
- Then get **Instagram Business Account ID**:

```
GET https://graph.facebook.com/v19.0/<page-id>?fields=instagram_business_account&access_token=<your-access-token>
```

Save the **Instagram Business Account ID**.

□ Step 4: Build the n8n Workflow

Overview:

- Trigger: Manually or schedule
- Nodes:
 1. **HTTP Request (Upload Container)**
 2. **HTTP Request (Publish Media)**

🔗 What You'll Need

□ **Accounts & Access:**

- Instagram Business Account connected to a Facebook Page
 - Meta Developer Account (to get API access)
 - Google Account (with a Google Sheet set up)
 - n8n (Self-hosted or n8n.cloud)
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□ Step-by-Step Guide

□ STEP 1: Set up your Google Sheet

Create a new sheet like this:

Image URL	Caption
https://yourdomain.com/pic.jpg	Hello from n8n!

□ STEP 2: Set up your Facebook App for Instagram Posting

This part is required **only once**.

1. Go to Meta Developer Portal

- Create a **Business App**
- Add **Instagram Graph API**
- Add **Facebook Login**

2. Get Access Token

- Use the **Graph API Explorer** to get a **long-lived user access token**
- Make sure to request these permissions:
 - `instagram_content_publish`
 - `pages_show_list`
 - `instagram_basic`

3. Get Page ID and Instagram Business Account ID

Use the following API calls in Graph API Explorer:

```
GET /me/accounts
# → Get your Page ID
GET /<PAGE_ID>?fields=instagram_business_account
# → Get your Instagram Business Account ID
```

Save both IDs and the **Access Token**.

□ STEP 3: Set Up Google Sheets in n8n

1. Open n8n

- Create a **new workflow**

2. Add Google Sheets Trigger Node

- Choose **“Watch for new rows”**
 - Connect your Google Account
 - Select your **Spreadsheet and Sheet**
 - Trigger on **New Row**
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STEP 4: Add Instagram Posting Logic

Now we add 2 HTTP Request nodes to interact with the Instagram API.

Node 1: Create Media Container

Add an HTTP Request node.

Configuration:

```
Method: POST
URL: https://graph.facebook.com/v19.0/<INSTAGRAM_BUSINESS_ACCOUNT_ID>/media
Query Parameters:
  - image_url: {{$json["Image URL"]}}      # from Google Sheet
  - caption: {{$json["Caption"]}}          # from Google Sheet
  - access_token: <YOUR_ACCESS_TOKEN>
```

- This will return a `creation_id`.
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Node 2: Publish Media

Add another HTTP Request node.

Configuration:

```
Method: POST
URL: https://graph.facebook.com/v19.0/<INSTAGRAM_BUSINESS_ACCOUNT_ID>/media_publish
Query Parameters:
  - creation_id: {{$node["Create Media Container"].json["id"]}}
  - access_token: <YOUR_ACCESS_TOKEN>
```

Final Workflow Structure

Google Sheets Trigger

↓
HTTP Request Node: Create Media Container

↓
HTTP Request Node: Publish Media

□ **Optional: Prevent Duplicate Posting**

To avoid re-posting the same row:

- Add a **column like "Posted"**
 - After successful post, use `Google Sheets` node to update the row to mark it as "Posted"
 - Add a filter so only rows where "Posted" is empty get processed
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□ **Test It Out**

1. Add a **new row** in your Google Sheet:
 - Image URL (must be public)
 - Caption
 2. Watch n8n detect the new row and publish it on Instagram!
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□ **Notes**

- Image URLs **must be public** (Dropbox, Cloudinary, direct links, etc.)
- Free Meta API limits to **25 posts per 24 hours**
- Instagram **does not support stories or carousels** via API (only single image/video posts)