

Permissions Review

Every new app created on the Instagram Platform starts in [Sandbox mode](#). Apps in this mode can use any API endpoint but are restricted to a limited number of users and media. This is great for developing and testing your app.

To go Live and fully access Instagram content, you will need to submit your application for review and approval. Once reviewed, you will only be able to request users the [Permission Scopes](#) for which your app was approved. Because of this, your application may not be able to use some API endpoints unless the corresponding permissions were reviewed and approved.

The review process allows us to ensure an authentic and consistent experience for the Instagram Community. The app review process aims to help community members more granularly control how their content is being shared through 3rd party apps and that those apps are building compliant use cases.

How to Submit for Permissions Review

- Go to [Manage Clients](#) and edit the app you want to submit for review
- In the [Details](#) tab make sure to fill out all fields and save any change with the [Update Client](#) button
- Go to the [Permissions](#) tab which shows each permission and their review status
- Click the [Start a submission](#) button and then follow the instructions

The result of your submission will appear in the same [Permissions](#) tab. Note that you will not be able to submit again until we have reviewed your submission.

Criteria for Review

Submission quality: Notes must be clear, concise and in English. We will not approve submissions with insufficient notes.

Video screencast quality: The video screencast must show the Instagram login experience of your app, proper credentials and the usage of every permission you are requesting. We will not approve submissions if you do not provide a clear and working screencast.

App development phase: We only review final and production version apps. Submissions with test and development version apps will not be approved.

Brand and policy compliance: Your app must comply with Instagram Platform Policy and Instagram Brand Guidelines.

Use case and permissions compliance:

We will approve submissions of apps that fall into these use cases:

1. To help **individuals share their own content** with 3rd party apps
2. To help **brands and advertisers** understand and manage their audience and digital media rights
3. To help **broadcasters and publishers** discover content, get digital rights to media, and share media with proper attribution

In the submission, you must describe how each permission you are requesting falls into one of the valid use cases, so make sure to request only for permissions that you actually need. For example, if you are building an integration with Instagram that falls into the first use case, then you will only need the [basic](#) permission.

For more information on the use cases we support, please read the [Login Permission documentation](#).

FAQ

My submission was rejected but it was a valid use case. What should I do? A common reason for rejecting a submission is that we do not have enough information to make an assessment of your app. This can happen if your submission was too short, if it missed important information, if you did not provide a good screencast, your website is not working, etc. Before you submit for review again, make sure to provide a long and clear explanation of what your app does and how you use every permission. Make sure also to provide a video screencast and to follow all our [Platform Policies](#).

What should I write in the submission? The submission should be long enough for us to understand exactly what your app does and why you need the permissions you are asking for. If your submission is too short or does not explain all parts of your integration, then we may not be able to understand and approve your app. For example, your submission should explain what does your app or company do, which of the approved use cases your integration falls into, who will be using your app, how do your user authenticate with your app, how you use the API to power your integration, how does your product use the data acquired from Instagram, etc.

What should I show in the video screencast? The video screencast is a very important part of a submission and cannot be omitted. Please make sure that the video clearly shows how your application works, including any Instagram login experience and the usage of every permission you are requesting. Since your app may still be in sandbox mode, you can use data from sandbox users to showcase the integration.

My company is working with multiple clients, should I submit one app per project? No, we do not approve apps that are created for one-off projects (e.g. a hashtag campaign, an event, a website). You should use a single `client_id` across all your integrations.

Can I revoke a submission if I made a mistake? You can't cancel a submission that is in progress. You will need to wait until the submission has been reviewed before you can start a new one.