

MESSAGING CHANNEL

# Instagram

DMs and story replies

Sayl CRM - Channel Setup Guide - v1.0

## What this is

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Wired through the Facebook Page that owns the Instagram Business account. The Sayl line creation flow is identical to Messenger — same access token shape, same webhook endpoint.

## Before you start

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- Instagram account set to **Business** or **Creator**.
- The Instagram account is connected to a Facebook Page (Settings → Accounts Center).
- Connected Tools → "Allow access to messages" toggled ON in the Instagram app — otherwise webhooks won't fire.

## Setup

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### 1 Enable Instagram in your Meta App

In your Meta App, add the **Instagram** product. Subscribe the page to `messages` and `messaging_postbacks`.

### 2 Add the line in Sayl

**Settings** → **Channels** → **Meta Page** → **Add Line** → **Channel = Instagram**. Paste the IG Business account ID and the Page Access Token. Pick the inbox.

## Test it

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Send a DM to the IG account from a different Instagram account. The conversation lands in Sayl. Story replies also come through; comments do not.

## Troubleshooting

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Problem	Likely cause	Fix
DMs from an Instagram account never appear.	Sender has blocked the business account, or the message was posted as a comment, not a DM.	Comments are not currently routed to the inbox; only DMs and story replies.

Need the full multi-channel reference? Download the [Sayl CRM Integration & Configuration Guide](#).