# Instagram API post: cheat sheet

Requirements, the publishing flow, media specs, limits and errors · checked against Meta's docs on 26 Nov 2026

## REQUIREMENTS

- **Instagram professional account** (Business or Creator). Personal accounts cannot publish.
- **Instagram Login:** `instagram_business_basic` + `instagram_business_content_publish`, host `graph.instagram.com`, no Facebook Page.
- **Facebook Login:** `instagram_basic` + `instagram_content_publish` + `pages_read_engagement`, host `graph.facebook.com`, Page required.
- **Other people's accounts:** Advanced Access = App Review + Business Verification.
- **Media on a public URL** when you create the container.

## PUBLISHING FLOW

1. `GET /{ig-id}/content_publishing_limit` → room left?
2. `POST /{ig-id}/media` → container id
3. `GET /{container-id}?fields=status_code` once a minute, 5 min max
4. `POST /{ig-id}/media_publish` with `creation_id` → media id

`media_type`: none (image), `REELS`, `STORIES`, `CAROUSEL` (+ `children`, each with `is_carousel_item=true`).

## LIMITS

- **Published posts / 24 h:** 100 in the guide, 50 in the carousel section and in `quota_total`. Read it live.
- **Containers:** 400 per account per rolling 24 h; expire after 24 h.
- **Carousel:** 2 to 20 items (error 2207028 still says 10). Images cropped to the first one's ratio.
- **Calls:** 4,800 × impressions per 24 h (error 80002).

## MEDIA SPECS

| | Feed / carousel image | Reel | Story video |
|---|---|---|---|
| **Format** | JPEG only | MP4 or MOV · H.264 or HEVC · AAC | |
| **Size** | 8 MB | 300 MB | 100 MB |
| **Ratio** | 4:5 to 1.91:1 | 0.01:1 to 10:1 (9:16 rec.) | 0.1:1 to 10:1 |
| **Length** | - | 3 s to 15 min | 3 s to 60 s |
| **Other** | 320-1440 px wide (scaled), sRGB | 23-60 fps, max 1920 px wide, 25 Mbps, 48 kHz | |

Story image: JPEG, 8 MB. Carousel videos: Meta lists no separate size or length.

## CAPTION AND EXTRAS

- **Caption:** 2,200 characters, 30 hashtags, 20 @mentions.
- **alt_text:** 1,000 characters, images only (not Reels or stories).
- **collaborators:** up to 3, not on stories.

## ERRORS: WHAT TO DO

| Subcode | Means | Do |
|---|---|---|
| 2207027 (9007) | Media not ready | Wait for FINISHED |
| 2207003 · 2207001 | Download timeout · server error | Retry later |
| 2207020 · 2207008 | Media or container expired | New container |
| 2207004 · 2207005 · 2207009 | Size · format · ratio | Fix the image |
| 2207052 | URL not reachable | Use a public URL |
| 2207042 | Daily limit reached | Try tomorrow |
| 2207051 · 2207050 | Spam block · restricted account | Stop and alert |

**Before you create a container:** run the free preflight (JavaScript or Python) on your post's metadata. It catches format, size, ratio, duration, caption and carousel problems without a single API call.



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