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for sports and esports that close deals.

Meta Authorisation Guide / as of Q3 2025

How to authorise Facebook & Instagram

This guide outlines the authorization process for Meta platforms, enabling Shikenso® to access additional data beyond the public API. This includes Instagram Stories and follower demographics such as age, gender, and origin.

To complete this process, the following conditions must be met:

Switch to professional mode

Both the Instagram account and the Facebook page must be set to Professional Mode (Business or Creator).

Connect accounts properly

The Instagram account and Facebook page must be correctly linked to ensure seamless integration.



For the first authorisation, please follow these 3 steps. The available accounts will be visible when selecting the second option “current only”. Selecting the first option is of course also possible. Afterwards you will be able to select, which access will be granted to Shikenso®.

Step 1


Choose the Businesses you want ShikensoAnalytics to access

Later you'll be able to review what ShikensoAnalytics will be able to do with the Businesses you select.

☐ Opt in to all current and future Businesses
This will give ShikensoAnalytics access to your current Businesses, in addition to any Business you create in the future.

☒ Opt in to current Businesses only
This will only give ShikensoAnalytics access to the Businesses you select.

☐ Select all 1 Asset Selected

☒  Shikenso
123456789123456

☐  Shikenso History
123456789123456

Select the relevant Facebook Business Account(s)

Step 2

Choose the Pages you want ShikensoAnalytics to access

Later you'll be able to review what ShikensoAnalytics will be able to do with the Pages you select.

☐ Opt in to all current and future Pages
This will give ShikensoAnalytics access to your current Pages, in addition to any Page you create in the future.

☒ Opt in to current Pages only
This will only give ShikensoAnalytics access to the Pages you select.

☐ Select all 1 Asset Selected

☒  Shikenso
123456789123456

Select the relevant Facebook Page(s)

Step 3

Choose the Instagram Accounts you want ShikensoAnalytics to access

Later you'll be able to review what ShikensoAnalytics will be able to do with the Instagram Accounts you select.

☐ Opt in to all current and future Instagram Accounts
This will give ShikensoAnalytics access to your current Instagram Accounts, in addition to any Instagram Account you create in the future.

☒ Opt in to current Instagram Accounts only
This will only give ShikensoAnalytics access to the Instagram Accounts you select.

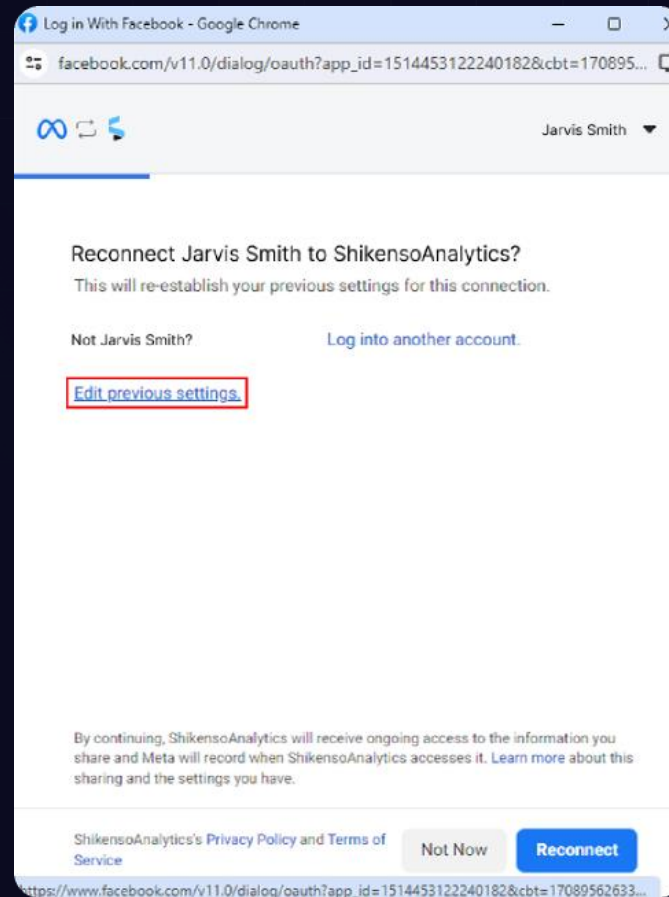
☒ Select all 1 Asset Selected

☒  Shikenso
123456789123456

Select the relevant connected Instagram Account(s)



When encountering issues or further need to reauthorize, please select “edit previous settings” here. Afterwards please opt in to the second option (“current only”) in the 3 steps process to manually select the correct accounts and pages.



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