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Real-time sponsorship insights
for sports and esports that close deals.

Meta Authorisation Guide / as of Q3 2025

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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.

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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

Select the relevant Facebook Business Account(s)

Step 2

Select the relevant Facebook Page(s)

Step 3

Select the relevant connected Instagram Account(s)

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When encountering issues or further need to reauthorise, 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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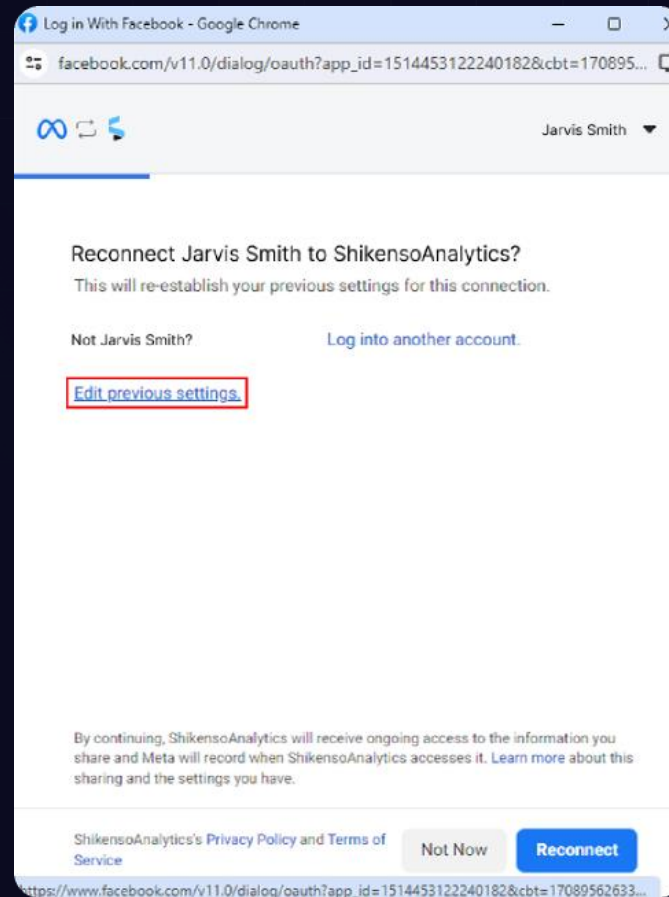
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