Instagram Adds Several Features for Business Accounts

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Instagram released a host of new and updated features for businesses as 2019 came to a close.

The Facebook-owned photo- and video-sharing network said in a blog post that its new growth insights enable administrators of business accounts to easily see which posts and Stories are generating the most followers, along with an aggregated view of follower changes by day or week.

Stories that mentioned Instagram business accounts over the past 24 hours are now being aggregated under those accounts’ activity tabs.

As previously reported, business and creator accounts can now set age gates for their content directly via the application.

A default age can be established globally for viewing content from the account, and that age can be tweaked by country in order to allow brands and creators to comply with local laws and regulations that may differ.

Business profiles can now be customized, giving account holders the option of whether or not to display or hide contact information and the business category label.

And inboxes can be organized into primary and general tabs, with the ability to move messaged between those two tabs via a swipe.

https://www.adweek.com/digital/instagram-adds-several-features-for-business-accounts/