

MCP SERVER

NO CODE

CLOUD HOSTED

Instagram MCP

Analyze performance and manage content from chat.

Instagram (Social Media & Business) MCP lets your AI agent manage everything from publishing content to analyzing performance. You can schedule posts, track unique reach counts, respond to comments, and pull deep analytics for all your media types—all without leaving your chat interface.

A+ Quality Score 98.33/100

social-media-management

content-publishing

audience-insights

reels

engagement-tracking

business-analytics



The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

Instagram (Social Media & Business) MCP

10 tools available
Cloud-hosted on Vinkius

Forget jumping between the Instagram app, Google Analytics, and a spreadsheet just to figure out if that last post actually hit its marks. This MCP gives your AI agent full control over your professional Instagram account. You can draft and publish high-impact photos and reels directly through conversation, complete with captions and scheduling flows. Need to know what worked? Your agent pulls deep metrics on reach, total impressions, likes, and saves for any post you point it toward. If customers are leaving comments—good or bad—you don't have to manually check them; the system lists them all so your agent can respond instantly. When you connect this MCP through Vinkius, you get a single source of truth for content management and audience insights, letting you operate entirely from your favorite AI client.

Core Capabilities

01 — Analyze post performance metrics

Get detailed analytics like unique reach, total impressions, saves, and shares for specific posts.

03 — Manage audience comments

List, retrieve, reply to, or delete customer comments on any piece of media.

05 — View content library metadata

Enumerate all published media, getting detailed info like permalinks and whether the file is an image, video, or carousel.

02 — Publish photos and reels

Upload public image or video URLs to publish professional content with custom captions directly to your feed.

04 — Audit account information

Retrieve core business profile data, including your follower count, bio details, and total post count.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/instagram-social-media-business — connect your AI agent in three steps.

- 01** First, you subscribe to this MCP and provide your Instagram Access Token along with your Business Account ID.
- 02** Next, tell your AI agent what you need—for instance, 'What were the insights for my last five posts?' or 'Publish this photo.'
- 03** The MCP executes the request using the necessary tools and returns structured data (e.g., list of comments, reach metrics) directly to your chat.

The bottom line is you get Instagram's entire backend functionality accessed via natural conversation in your existing workflow.

Built For

This MCP is for social media managers, marketing operations specialists, and business owners who are tired of the constant context switching between dedicated apps. You need one place to publish content, check analytics, and handle customer service without logging into five different dashboards.

Social Media Manager

You use this MCP to draft posts with your agent, then use the publishing tools to schedule them. You also query performance data using insights functions so you know which content types work best.

Marketing Operations Specialist

You manage high-volume customer service by having your agent list and reply to comments, keeping a clean record of all interactions across multiple client profiles.

Small Business Owner

When a product launch hits, you use this MCP to check the profile audit data, run insights on the new content, and get immediate summaries of performance without hiring an analyst.

What Changes When You Connect

- 01 You immediately know which posts hit the mark. By running `get_insights`, your agent pulls metrics on unique reach, total impressions, saves, and shares, so you stop guessing what content works.
- 02 Never manually copy-paste data again. Need to see all the pieces of a carousel? Use `get_media_children` to pull out every photo or video in one go for auditing purposes.
- 03 Handling customer service is instant. Your agent lists comments using `get_comments`, and you can use `reply_comment` or `delete_comment` right from your chat interface, keeping the conversation flowing.
- 04 Publishing content is simple. Instead of going through a separate app, just tell your agent to run `publish_photo` or `publish_reel` with the URL, and it handles the publishing workflow for you.
- 05 Keep your account running smoothly forever. If your token expires, you simply use `refresh_token` to extend service validity without any manual credential headaches.

Real-World Applications

Figuring out why a recent post stalled

A brand manager asks their agent for the performance metrics on the 'Summer Sale' campaign. The agent uses `get_insights` and reports that while reach was high, saves were low, suggesting they need to improve calls-to-action in future posts.

Managing a sudden PR crisis

A business owner notices negative comments. They use the agent to run `get_comments` and then instruct it to use `reply_comment` for the most critical complaints, keeping public responses professional and prompt.

Scheduling a big content push

A social media manager collects all planned photos. They tell their agent to run ``publish_photo`` sequentially with captions and schedules them out for the week, never having to open the Instagram app until they're done.

Quickly auditing a product line

A team needs to check all assets from an old campaign. They use ``get_media`` and then ask the agent to run ``get_media_children`` on specific items to verify every single piece of content was published correctly.

Patterns to Avoid

Mixing up analytics tools

X AVOID

Trying to use a general dashboard tool (like an analytics platform) when all you need is post-specific data. You end up comparing apples and oranges because the scope is too broad.

✓ INSTEAD

Don't rely on high-level reports alone. Use ``get_insights`` directly with your agent; it provides concrete, media-specific performance numbers for immediate action.

Manual comment handling

X AVOID

A customer asks a question in a comment and you have to copy the text into a separate email or messaging platform to answer them.

✓ INSTEAD

Use ``get_comments`` to pull all visible comments, then use ``reply_comment`` so the whole conversation stays live and visible right on your profile.

Forgetting content structure

X AVOID

A user publishes a carousel but forgets that certain images within it need different metadata or special attention.

✓ INSTEAD

After getting media data with ``get_media``, use ``get_media_children`` to enumerate every single piece of visual content, ensuring you don't miss anything.

The Right Fit

Use this MCP if your workflow requires deep interaction with Instagram's live data—specifically publishing, responding to comments, or getting precise post-level analytics. You need the capability to move beyond basic metrics and into active content management. However, don't use it if you only need high-level competitor benchmarking across multiple platforms; this MCP is strictly for your own business profile. Also, if your primary goal is simply viewing historical data without needing actionable insights,

running `get_media` might be enough, but using the full set of tools ensures you have both the view and the ability to act on it.

The endless cycle of context switching

Today, managing Instagram means logging into the app for content creation, hopping to a spreadsheet to track metrics, then opening a separate dashboard just to see comment volume. You spend more time clicking between tabs and copying URLs than actually strategizing.

With this MCP, that manual process disappears. Your agent handles the data flow. You tell it what you want—say, 'What was our reach on last month's Reels?'—and it retrieves the numbers instantly, giving you actionable insights without ever leaving your chat window.

Get accurate metrics and manage content with Instagram MCP

Manual steps like tracking down a specific comment ID to reply to it, or having to manually refresh the access token when service degrades, are now eliminated. The agent handles all that messy backend work.

Your job is strategy, not administration. You get immediate, reliable data and control over publishing, allowing you to focus on what matters: building your brand.

Instagram (Social Media & Business) with 10 Tools

Use these tools to get everything from basic profile info to complex performance metrics and content publishing actions.

#	TOOL	DESCRIPTION
01	<code>get_profile</code>	Retrieves core account details like your username, follower count, biography, and website link.
02	<code>get_media</code>	Lists recent posts—images, videos, or carousels—along with their like and comment counts.
03	<code>get_insights</code>	Calculates performance data for a post, returning unique reach, total impressions, likes, comments, shares, and saves.
04	<code>get_comments</code>	Retrieves all text and usernames from customer comments on a specific piece of media.
05	<code>get_media_children</code>	Pulls out every individual photo or video contained within a multi-image carousel album.
06	<code>publish_photo</code>	Publishes an image to your feed after you provide a public URL and custom caption text.
07	<code>publish_reel</code>	Publishes a video reel to your feed after providing a public MP4 URL and caption.
08	<code>reply_comment</code>	Sends a direct reply response to an existing customer comment on your profile.
09	<code>delete_comment</code>	Removes unwanted or inappropriate comments from your media posts.
10	<code>refresh_token</code>	Renews your access token, extending service validity for another 60 days so you don't lose connectivity.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U Publish this photo to Instagram with caption 'Enjoying the sunset! #vibes':
<https://example.com/photo.jpg>



Publishing photo... Container created successfully. Media ID: 178412345. Your photo is now live on Instagram! Would you like the permalink to share it elsewhere?

U Show me the insights for my last 3 posts



I've retrieved insights for your last 3 posts. Post 1 ('New Collection'): 1,240 reach, 45 saves. Post 2 ('Sale Event'): 3,500 reach, 120 saves. Post 3 ('Behind the Scenes'): 890 reach, 15 saves. Post 2 is performing exceptionally well with a 4.5% engagement rate.

U Are there any new comments on the 'Product Launch' Reel?



Yes, I found 5 new comments on your 'Product Launch' Reel. Highlights include: 'Love this!', 'When will it be available?', and 'Great color options'. Would you like me to draft replies for these?

Frequently Asked Questions

01 How do I check my follower count using the Instagram MCP?

You use the ``get_profile`` tool. This simply retrieves key account data like your display name, biography, and current follower count.

02 Can I reply to comments with the Instagram MCP?

Yes, you can manage engagement using ``get_comments`` to list them first, and then use ``reply_comment`` to send a professional response directly from your agent.

03 What is the difference between reach and impressions with Instagram MCP?

When running ``get_insights``, 'reach' tells you how many unique accounts saw your post, while 'impressions' counts total views, including if one person saw it multiple times.

04 How do I publish a Reel using the Instagram MCP?

You use ``publish_reel``. You just need to provide a public HTTPS URL for your MP4 video file and write a caption, and the MCP handles the publishing process.

05 Does the Instagram MCP help if my token expires?







Yep. If connectivity drops due to an expired token, you run ``refresh_token``. This extends your service validity for another 60 days so your workflow doesn't stop.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"instagram-social-media-business": { "url": "..." }</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
 Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

Instagram (Social Media & Business) is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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DOCUMENT INFORMATION

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