



Zoho Corporation

---

# Instagram Personal Account Deprecation March 2020

**By 31 March 2020, Instagram will deprecate its Legacy API Access for Personal Profiles from all third party applications.** This means that third party applications like Zoho Social will no longer be able to manage Instagram personal profiles.

[Learn more about this API deprecation.](#)

After 25th March 2020, Zoho Social will restrict users with personal profiles from any of the following features we provide for Instagram:

1. Publishing and scheduling posts
2. Viewing Reports
3. Brand Health & Live Stream

**From 25 March 2020 onwards Zoho Social will manage only Professional Accounts(Business & Creator Accounts).** If you already have a Personal Profile connected, it will be disconnected and you will have to switch to Business, to continue using Instagram on Zoho Social.

Refer to this guide to [switch to Business Profile on Instagram.](#)