

What does connecting your account mean?

Connecting your account effectively just gives us a shortcut to discover your content. It will come directly *to* us, rather than us searching Instagram for it.

It won't involve any work on your part. It simply allows Visit Panama City Beach to view the Instagram content posted by or about you as we're gathering visuals to showcase the destination.

When you connect, we *will* see:

- ● Your Instagram posts
- ● Your Instagram Stories
- ● Any posts you are tagged or @mentioned in

When you connect, we *won't* get:

- ● Your personal information
- ● Your Instagram or Facebook insights or data
- ● The ability to post on your behalf

What's in it for you?

- ● We can better promote and showcase you on our own channels!
- ● Amplify your reach when your story is told to a wider audience
- ● Reach a new audience (ours!)

Where will your content be shared?

Your content will only be shared publicly if we decide to use one of your photos or videos in our marketing. This could be on our website, in a gallery, reposting to our own social channels, or in our marketing materials, like our visitors guide.

If we decide to use one of your visuals in any of our marketing materials or on our social media channels, we'll make sure to send a request to the original creator asking for their permission.

What do you need to do?

- ● To connect, you'll need an Instagram Business Account. If you don't already have one, it's really easy (and beneficial!) to [convert your existing account](#).
- ● If you're having trouble, email support@crowdriff.com. CrowdRiff is the visual marketing platform we use, and they'll be happy to help!