



Instagram Subscriptions Playbook



Welcome to Instagram Subscriptions!

You've already built a following by sharing what you love on Instagram. With Instagram Subscriptions, you can earn monthly income by offering exclusive content and experience to your most engaged followers.

Use this guide to onboard and start making money through Subscriptions!



- Chapter 1:
Monetization foundations
- Chapter 2:
Onboarding
- Chapter 3:
The Subscriptions experience
- Chapter 4:
Best practices

Chapter 1: Monetization foundations



Partner Monetization Policies

Before onboarding with Subscriptions, it's important to be aware of the guidelines an account must follow to be eligible for monetization.

First, creators must adhere to **Instagram Partner Monetization Policies** in order to gain access to tools that enable monetization, including (but not limited to) Subscriptions.

[Instagram Partner Monetization Policies](#) are necessary to help create a safe environment for the Instagram community. In order to use Monetization tools on Instagram, you'll need to:



Comply with our [Community Guidelines](#)

These rules apply to all content and interactions on Instagram, including rules against hate speech, calls for violence and sexualized content. Any content posted that violates our Community Guidelines, including our policies regarding intellectual property, authenticity and user safety, may cause creators to lose their eligibility to use Subscriptions.



Comply with our [Content Monetization Policies](#)

Monetized content must pass an additional level of standards above and beyond our Community Guidelines. These rules are called Instagram Content Monetization Policies. These include deeper restrictions on the content itself and the formats in which it is presented.



Develop an Established Presence

Creators and publishers must have an authentic, established presence on Instagram.



Reside in an Eligible Country

In order to monetize your content, you must reside in an eligible country where the product or feature is available. You may lose your ability to monetize if you move to an ineligible location or if Instagram changes product eligibility.

Chapter 1: Monetization foundations



More on our [Content Monetization Policies](#): Your content must follow these policies to monetize. These policies prohibit:

Prohibited content formats

- ⊗ Static videos
- ⊗ Static image polls
- ⊗ Slideshows of images
- ⊗ Looping videos
- ⊗ Text montages
- ⊗ Embedded ads

Prohibited categories

- ⊗ **Misinformation:** content that has been rated false by a third-party fact checker
- ⊗ **Misleading medical information:** content that contains medical claims that have been disproven by an expert organization.
- ⊗ **Drugs:** content ft illegal substances, nicotine, pharmaceuticals.
- ⊗ **Unoriginal content:** content that is reproduced without making meaningful enhancements.

Prohibited behaviors

- ⊗ **Engagement bait:** incentivizing people to click a link or respond to a post through likes / comments.
- ⊗ **Soliciting engagement:** content that requests compensation in exchange for extreme behavior (consumption of inedible substances, showing graphic content, etc).
- ⊗ **Raffles / giveaways:** offering raffles or giveaways to subscribers only.

You can confirm your monetization status - and appeal decisions - in Professional Dashboard.

If you receive notification that you are “not eligible for monetization,” you may have violated one of these policies.

What happens next?

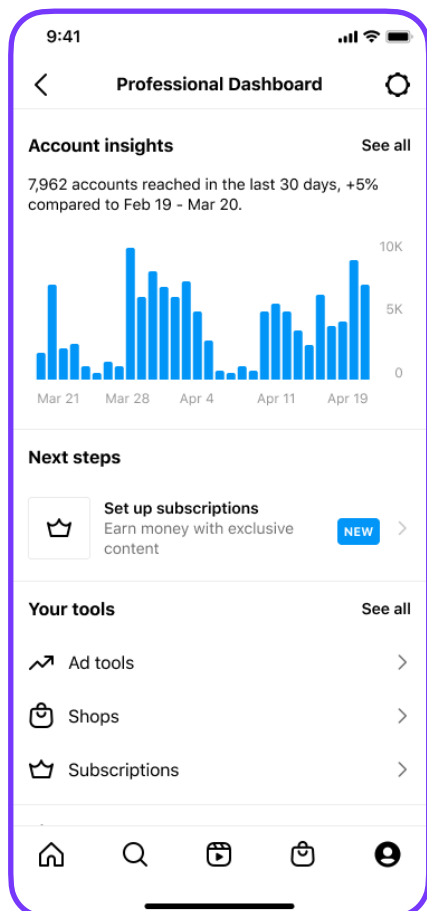
During this time, you will not be able to get new subscribers, but can share content to existing subscribers. Pending no new violations, your demonetization period will end in 30 days.

Chapter 1: Monetization foundations



Tips for Maintaining Eligibility

- ✓ Only share content that you created and which you have the rights to use.
- ✓ Maintain an established presence for your account.
- ✓ Follow [Instagram's terms](#) for making and receiving payments.
- ✗ **Don't** engage in any behavior that artificially boosts views or engagement.
- ✗ **Don't** post content that could be considered false, misleading or overly sensational.
- ✗ **Don't** share content in ways that compromise quality for viral distribution.



Confirm Your Eligibility

To check your eligibility for Instagram's monetization tools:

1. From Professional Dashboard, if you're eligible, you'll have the option to set up Subscriptions.
2. If you're not yet eligible, apply in-app and check Professional Dashboard for updates.

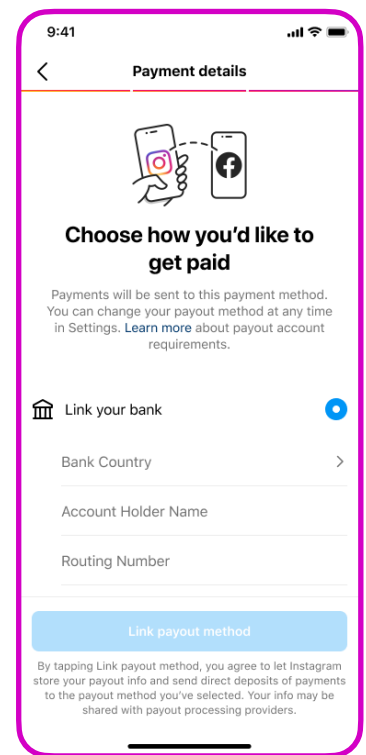
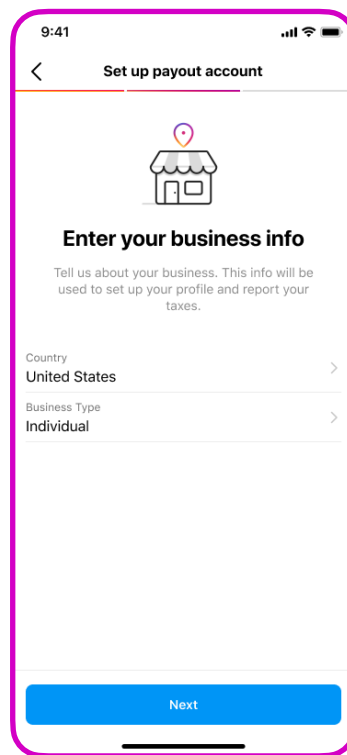
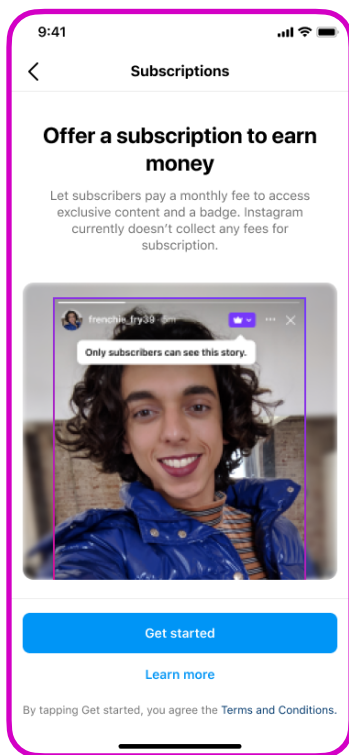
Chapter 2: Onboarding



🔖 Before attempting to onboard, make sure you are on the latest version of the Instagram app

1. Enter the onboarding flow

Profile > Professional Dashboard > Your tools > Subscriptions > Get started



2. Set up a Payout Account: Connect a preferred account for your earnings

Tip!

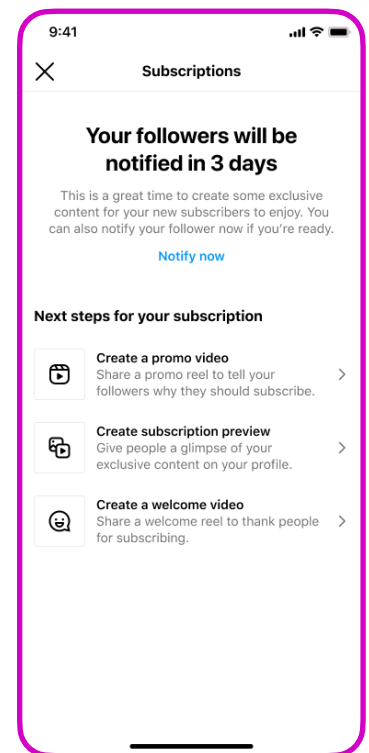
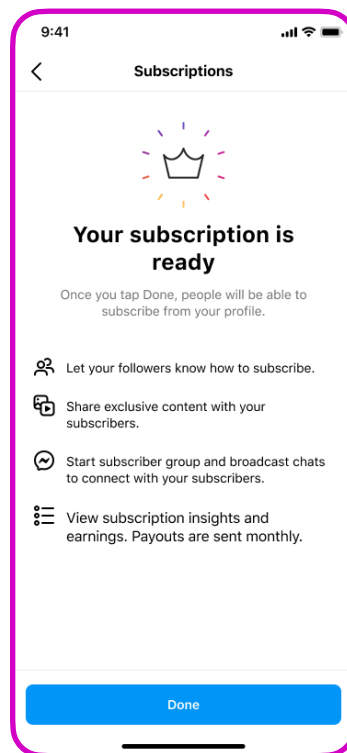
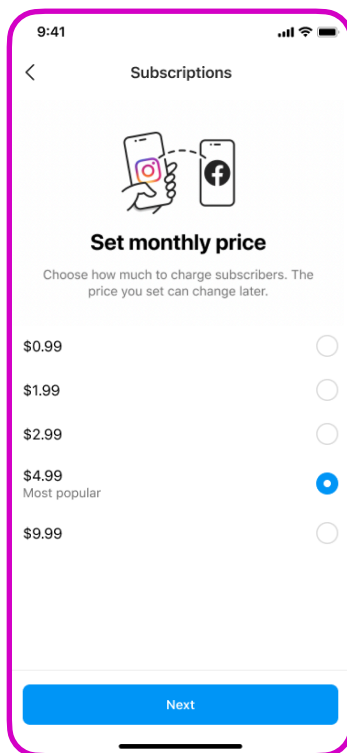
- ✔ In Profile > Professional Dashboard > Subscriptions, you can:
 - Update your payout info.
 - Get an overview of monthly earnings and subscribers (incl monthly active, expired and net new).
- ✔ Once you reach the \$25 threshold, payouts are released the end of every month for earnings made the previous month. E.g. end of Feb payout for Jan earnings.

Chapter 2: Onboarding



3. Finalize your subscription

- ✔ Set your monthly subscription price. If you decide to change your monthly price, it will only apply to new subscribers.
- ✔ Your followers will be notified in 3 days. Start preparing to launch your Subscription by creating a promo video, subscription preview, and welcome video.



Access at any time via Settings

Tip!

- ✔ To view and/or remove active subscribers: Professional Dashboard > Subscriptions.
- ✔ Followers will see a button to 'Subscribe' on your Profile.
- ✔ Once their payment is processed, new subscribers are directed to your exclusive content.

Chapter 3: The Subscriptions experience



All content formats, exclusive for subscribers

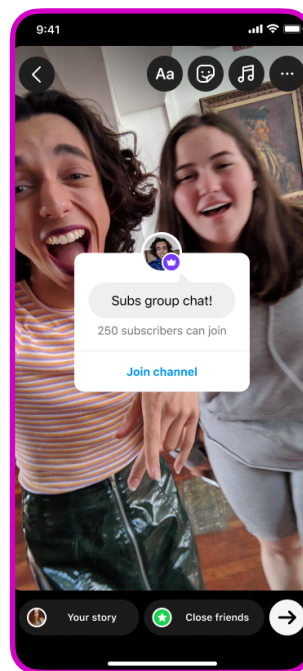
Share exclusive content with subscribers across multiple formats: posts, reels, stories, messages, and live. Use these formats to build community with your subscribers in different ways.

Exclusive content will show up in subscribers' feeds with a purple badge (or stories ring) to set it apart.

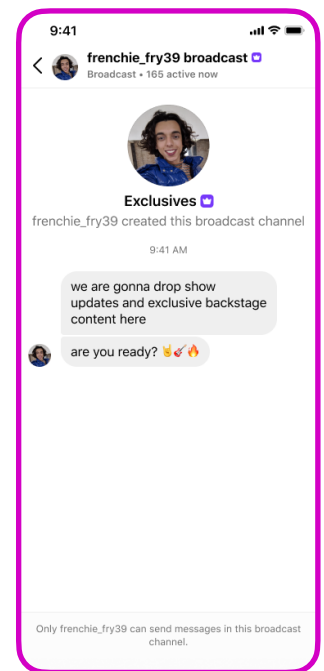
Subscriber posts & reels



Subscriber stories



Subscriber channels



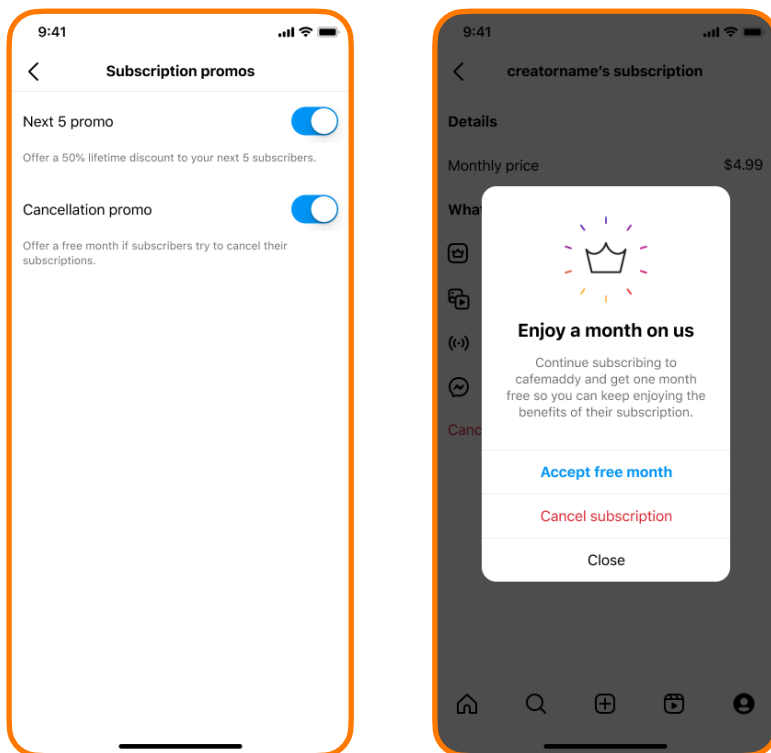
Tip: Purple badges show next to active subscribers in Comments and Messages to set them apart. When a follower taps a badge in Comments, they'll be prompted to subscribe.

Chapter 4: Offers



Turn on offers designed to help you grow and keep subscribers

- ✓ Next 5 promo offers at 50% discount to your next 5 subscribers.
- ✓ Cancellation promo offers a free month when subscribers try to cancel in their first month.



Tip!

- ✓ To turn on/off offers: Professional Dashboard > Subscriptions > Confirm active offers > Offers
- ✓ Consider including the Next 5 promo perk in your promo content

Chapter 5: Best practices



The best ways to create a successful Subscription include generating excitement, keeping an accountable content calendar, and engaging with subscribers. Follow @creators for more tips!

Getting started: your first week

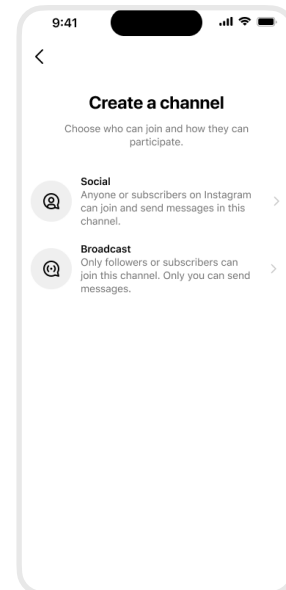
- **Publish a promo video for followers.** Build excitement and prompt followers to subscribe!
- **Create a 'content preview.'** Show followers exclusive content your subscription will offer.
- **Create a welcome video for subscribers.** Thank new subscribers and share a subscription overview.



- **Make a content plan.** Set expectations with yourselves and your subscribers. Test and learn what posting calendar works best for you and provides value to your subscribers.

On an ongoing basis:

- **Use Subscriber Chats.** Start a broadcast channel as a megaphone to share updates and social chat as a discussion forum to build community with subscribers.



- **Engage with subscribers in messages and comments.** Use subscriber badges to identify and prioritize responding to your top supporters.
- **Consistently survey your subscribers.** Use Q&A or polls stickers in Stories and Subscriber Chat to share content subscribers want to see.