

Instagram Automation Safety Checklist

Purpose: a one-page test to run before you connect any tool to your Instagram account, plus a list of what is safe, what needs care and what to avoid.

Part 1: Before you connect a tool (tick every box)

- ☐ It sends me to Instagram or Facebook's own login and permission screen. It does NOT ask me to type my Instagram password into its own form.
- ☐ It is run by a named company with a visible address, clear terms and a privacy policy.
- ☐ I have found independent reviews that are not on its own website.
- ☐ I know exactly which permissions it asks for, and they match what it does (for example, publishing and reading messages for a scheduler).
- ☐ It does not promise a number of followers, likes or comments.
- ☐ It does not follow, unfollow, like or comment on other people's accounts for me.
- ☐ I can disconnect it from my account settings and cancel with no penalty.
- ☐ Two-factor authentication is switched on for my Instagram account.
- ☐ More than one person at the business knows the tool is connected and who owns it.

If you cannot tick every box, do not connect it.

Part 2: Task sorter

Safe (usually fine through official connections)

- Scheduling posts, Reels and Stories
- Saved replies for common questions
- Reporting and analytics on your own account
- Content planning in a calendar or spreadsheet
- Alerts for new messages or mentions

Use with care

- Auto-replies to DMs: only reply to people who messaged you first, keep it relevant, offer a route to a human
- Comment-to-DM flows: only when the person asked for the link; no unsolicited messages
- AI-written captions or replies: edit every one before use

Avoid

- Tools that ask for your password
- Automatic following or unfollowing
- Automatic liking or commenting on strangers' posts
- Services that promise followers or likes per day
- Scraping other people's data without a lawful reason

Part 3: Weekly safety routine (10 minutes)

1. Open Settings and check connected apps. Remove anything you do not recognise.
2. Review recent activity: any comments or follows you did not make?
3. Check your login activity for unfamiliar devices.
4. Read your auto-replies once: do they still make sense?
5. Make sure at least one person checks the inbox by hand each day.

Part 4: Clean-up routine if you have used a bot

1. Disconnect the tool and cancel payment.
2. Change your password to a long, unique one.
3. Turn on two-factor authentication.
4. Remove unknown connected apps.
5. Delete comments you did not write.
6. Unfollow accounts you did not choose.
7. Remove obviously fake or inactive followers.
8. Post as normal for 2 to 4 weeks and reply to every comment by hand.
9. Record the date and what you changed in the log below.

Part 5: Tool log (copy to a spreadsheet)

Tool name | Purpose | Date connected | Connected via official login (Y/N) | Owner | Permissions granted | Date last reviewed | Keep or remove

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.