

# popular social media platforms apis

The most popular social media platforms offer their own **official APIs** for developers, as well as access via third-party **aggregator APIs**. These APIs allow programmatic access to public data, content posting, analytics, and user authentication.

## Official Platform APIs

Each platform's API is tailored to its specific functionality and use case, and most require user consent (OAuth) for full functionality.

**Facebook Graph API:** The primary way to interact with Facebook's data, used for retrieving user data, managing pages and ads, and posting content.

**Instagram Graph API:** Allows access to business and creator account media (photos, videos, Reels, Stories), comment moderation, and performance metrics (insights).

**X (formerly Twitter) API:** Built for real-time data streaming, posting tweets, and monitoring conversations and trends. Access often involves premium/paid tiers.

**LinkedIn API:** Focuses on professional networking features, supporting B2B use cases like posting to company pages, managing ads, and retrieving professional profile information.

**YouTube Data API:** Provides extensive access to public video data, channel stats, managing playlists, and comment moderation, used widely for content analysis and creator tools.

**TikTok API:** Enables developers to integrate short-form video content, authenticate users, and access analytics like views, likes, and comments for performance measurement.

**Pinterest API:** Gives control over creating Pins, managing boards, and tracking content performance, ideal for e-commerce and visual content applications.

**Reddit API:** Allows interaction with subreddits, posts, comments, and user actions, often used by researchers and bot developers.

## Third-Party Aggregator APIs

For developers who need to manage multiple platforms simultaneously, third-party solutions offer a unified API, simplifying integration.

**Phyllo:** Offers a single API to fetch detailed creator data, engagement metrics, and audience stats across platforms like Instagram, YouTube, TikTok, and LinkedIn.

**Ayrshare:** Provides one API to post content, schedule, and get analytics across multiple networks like Facebook, X, Instagram, LinkedIn, and more, saving significant development time.

**Brandwatch / Sprout Social:** These provide enterprise-grade APIs primarily for social listening, analytics, and managing large-scale brand presence.

Integrating these APIs requires registering for an API key on the platform's developer portal (e.g., Meta for Developers) and following specific documentation for authentication (typically OAuth).

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