

# Business portfolio settings

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# About business portfolio and business asset permissions

## About business portfolio and business asset permissions

A [business portfolio](#) allows organizations to bring together Facebook Pages, Instagram accounts and other business assets so they can manage them in one place. It also allows them to manage the access and permissions of people who work on these assets.

In Meta Business Suite, there are 2 levels of access: full control and partial access. These levels apply to both business portfolios and business assets in a portfolio, such as Facebook Pages, Instagram accounts and ad accounts.

- **Full control:** This is the highest level of access people can have.
- **Partial access:** People's permissions are limited to working only on the assets or tasks they've been assigned.

Giving people only the permissions they need to do their work helps keep business portfolios and business assets more [secure](#). You can [change someone's permissions](#) for a business portfolio or business asset at any time.

For detailed descriptions of what having full control of or partial access to a portfolio or asset entails, refer to the sections below.

## Business portfolio permissions

People in your business portfolio can have full control or partial access. They can also be assigned advanced options for finance access.

### Full control

People with full control (formerly the business admin role) can manage everything in the business portfolio. This includes settings, people, tools and business assets. They can claim or remove assets or people from the portfolio, manage access to shared assets and see all the assets in the portfolio. They can also delete the business portfolio and assign themselves an advanced option (advanced options aren't included by default).

People with full control can be automatically assigned access to any business asset in the portfolio to allow them to complete a task, such as publishing an ad or updating payment information.

### **Partial access**

- **Basic:** People with basic access (formerly the employee role) can work only on the business assets they're assigned. This is the default access given when people are added to a business portfolio. People with basic access can view which people have full control of the business portfolio.
- **Apps and integrations:** People with apps and integrations permissions (formerly the developer role) can set up the Conversions API, monitor events, edit applications and create access tokens.

### **Advanced options**

People can be given finance access in addition to their full control or partial access permissions.

People with finance access can either view or manage financial information for the business portfolio, such as transactions, invoices, account spend and payment methods.

### **Temporary access**

You can choose to give people temporary access when adding them to a business portfolio.

Temporary access provides only basic access for a minimum of 3 days and a maximum of 75 days. Permissions will be automatically revoked when the access expires and the person will be removed from the business portfolio and any assigned business assets.

## **Business asset permissions**

People can have full control of or partial access to a business asset. **Note:** They can have full control of a business asset without having full control of the business portfolio.

[Learn more about business assets and their permissions.](#)

### **Full control**

People with full control of a business asset have all permissions available for that asset, including the ability to delete it. They can manage the access of people who are already assigned to the

asset. And for certain assets (Pages, Instagram profiles, WhatsApp accounts, commerce accounts and catalogs), they can give access to people already in the portfolio, even without full control of the portfolio.

**Note:** People with [full control of a Page \(business tools and Facebook\)](#) can manage Page access through the business portfolio in Meta Business Suite and also [switch into the Page](#) to [manage access](#) on Facebook.

## Partial access

People with partial access can complete specific tasks they've been assigned to work on, such as creating content, managing ads and responding to messages. You can assign or remove their permissions as needed.

**Note:** If you work for a [partner business](#) and have partial access to a shared asset, then you can only assign permissions for the specific tasks your business was assigned to people in your organization's business portfolio.

# Learn more

- [Add people to a business portfolio and assign a business asset](#)
- [Assign business assets to people in your business portfolio](#)
- [Change a person's permissions for a business portfolio or business asset](#)
- [Remove people from a business portfolio](#)
- [Connect or disconnect your Instagram account and Facebook Page](#)

Common support topics

## [About advertising restrictions](#)

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## [About Meta Business Support Home](#)

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# About Page access

## About Page access



This article is for Pages that are part of a business portfolio. If your Page is not part of a business portfolio, [your access levels are different](#).

You can give trusted people access to your Page to help manage it. There are 3 levels of access:

### Partial access (business tools only)

People with partial access to a Page for business tools only can't switch into the Page on Facebook, but they can use Meta Business Suite and Ads Manager to manage the features you give them access to. You can give people access to manage:

- **Content:** Create, manage or delete posts, any content on the Page. Protect your copyright content.
- **Community activity:** Review and respond to comments, remove unwanted comments and report activity.
- **Messages and calls:** Send and respond to messages and calls as the Page.
- **Ads:** Create, manage and delete ads for the Page.
- **Insights:** See how the Page, content and ads perform.
- **Leads:** Access and manage leads, including downloading leads, creating lead ads and more.

### Partial access (business tools and Facebook)

People with partial access to a Page for business tools and Facebook can switch into the Page and manage it from Facebook, Meta Business Suite and Ads Manager. You can give people access to manage:

- **Content:** Create, manage or delete posts, any content on the Page. Protect your copyright content.

- **Community activity:** Review and respond to comments, remove unwanted comments and report activity.
- **Messages and calls:** Send and respond to messages and calls as the Page.
- **Ads:** Create, manage and delete ads for the Page.
- **Insights:** See how the Page, content and ads perform.
- **Leads:** Access and manage leads, including downloading leads, creating lead ads and more.

## Full control (business tools and Facebook)

Only people with full control can switch into the Page to manage everything, including:

- **Settings:** Manage and edit all settings, like Page info and the ability to delete the Page.
- **Access:** Give or remove people's access to the Page or linked Instagram account, including others with full control.

At least one person must have full control over a Page for it to remain active. If there is no longer anyone with full control over a Page, it will be automatically deactivated and scheduled for deletion.

**Note:** If you don't have the right Page access or Instagram account permissions, you may see error messages that prevent you from creating or editing ads in Ads Manager. Learn more about [ad account permissions](#).

## Learn more

- [How to give someone access to a Page](#)
- [How to remove someone's Page access](#)

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## Basics

[About likes and follows for new Pages](#)[About ads from new Pages](#)

## Set Up

[Set up a new Page](#)[Give Facebook access to new Pages](#)

## Manage

[View new Page's management history](#)[About location in new Pages](#)[Manage blocking for new Pages](#)

[Manage Top Fans for new Pages](#)

# About setting up and managing your business portfolio and business assets

## About setting up and managing your business portfolio and business assets



Some features may not be available to you yet.

The below articles may be a helpful starting point for setting up or managing your organization's business portfolio, including adding business assets such as Facebook Pages, ad accounts, Instagram accounts, apps and data sources.

## About business portfolios and business assets

- [About business portfolios](#)
- [Business portfolio assets and their task-based permissions](#)

## Create and manage a business portfolio

- [Create a business portfolio in Meta Business Suite](#)
- [About Settings in Meta Business Suite](#)

- [Edit your information in Meta Business Suite](#)
- [Delete your business portfolio](#)
- [About Meta Business Support Home](#)

## Add business assets (example: Facebook Page) to a business portfolio

- [Add an Instagram account](#)
- [Add a Threads account](#)
- [Add an app](#)
- [Add an ad account](#)
- [Create a WhatsApp Business account on the WhatsApp Business Platform as a Solution Partner](#)
- [Create a catalog](#)
- [Set up your Meta Pixel with a business portfolio](#)
- [About data sources in your business portfolio](#)
- [Create a business asset group in Meta Business Suite](#)
- [Troubleshoot why you can't add or connect business assets to your business portfolio in Meta Business Suite](#)

## Connect business assets

- [About connected business assets](#)

## People management

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# Partner management

- [Add partners to your business portfolio](#)
- [Share your domain with a partner](#)

# Business apps

- [Available Business Apps for Meta Business Suite Desktop](#)
- [Connect to Business Apps](#)

# Billing and payments

- [Add a payment method](#)
- [About monthly invoicing](#)
- [Apply for monthly invoicing](#)
- [View and manage monthly invoices](#)

# Safety and security

- [About brand suitability on Facebook, Instagram, WhatsApp and Meta Audience Network](#)
- [About block lists](#)
- [About inventory filter](#)

# Organization verification

- [When to verify your organization](#)
- [Verify your organization](#)

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