

Manage assets

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Add an Instagram Account to your business portfolio in Meta Business Suite

Add an Instagram Account to your business portfolio in Meta Business Suite

Add your business's Instagram account to your [business portfolio](#) to efficiently manage its activity and online presence in Meta Business Suite . If you want to add your Instagram account on the mobile app, [follow these instructions](#).

Before you begin

- Make sure you have an [Instagram professional account](#) for your business.
- Make sure you have [full control of the business portfolio](#). Learn how to [submit a request to get full control](#) of the business portfolio if no one in your organization currently has full control of the business portfolio.
- Make sure your Instagram account is not linked to another business portfolio. Each Instagram account can only link to one business portfolio. You'll need to remove it from any existing portfolio before linking it to a new one. However, you can allow partners to manage your business assets by [giving access to partners](#) or adding your Instagram account to their business portfolio.

Note: Adding an Instagram account to your business portfolio doesn't automatically link it to a Facebook Page. Learn [how to connect your Instagram account to a Facebook Page](#).

Add an Instagram account to a business portfolio on desktop

To add an Instagram account to your organization's business portfolio:

1. Go to [Meta Business Suite](#).
2. Click **Settings** on the left.
3. Click the arrow next to **Accounts**, and select **Instagram accounts**.
4. Click **+ Add**.
5. Review and check the box to agree to our terms for connecting your Instagram account.
6. Click **Add Instagram account**.
7. A new window will open for you to enter your Instagram username and password. Then click **Log In**.
 - You may be asked whether you want to allow the use of cookies by Instagram. Read more about the types of cookies and how they work. Then click **Decline optional cookies** or **Allow all cookies**.
8. You may be asked whether you want to save your login info if you weren't already logged in. Click **Save info** or **Not now**.
9. You may be asked to set up your professional account if your Instagram is a personal account. Learn more [about professional accounts on Instagram](#).
10. If you use two-factor Authentication, we'll ask you to enter in your security code.
11. Click **Confirm**.

A confirmation message will appear once your Instagram account is successfully added. New campaigns and ad sets will automatically include Instagram as a placement, and you can link new ads to this account.

If your Instagram account is not successfully added, [troubleshoot possible connection errors](#).

Note: Only people with access to this Instagram account's ad accounts can use it to advertise.

Remove an Instagram account from your business portfolio

Before removing an Instagram account from your business portfolio, [disconnect the Instagram account from any linked Pages](#).

1. From [Meta Business Suite desktop](#), click **Settings**.
2. Click the arrow next to **Accounts**, and select **Instagram accounts** from the dropdown menu.
3. Click the Instagram account you want to remove.
4. Click **Remove** next to the Instagram account name.
5. Click **Remove** to confirm.

Your Instagram account will be removed from your business portfolio. People with prior access to manage the Instagram account will retain their access.

Learn more

- [Assign business assets to people in your business portfolio](#)
- [Change a person's permissions for a business portfolio or business asset](#)
- [Create an ad on Meta Business Suite desktop](#)



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Add or remove a Threads account in your business portfolio in Meta Business Suite

Add or remove a Threads account in your business portfolio in Meta Business Suite



This feature may not be available to you yet.

You can add a Threads account to your [business portfolio](#) to efficiently manage people access and online presence in Meta Business Suite.

Before you begin

You'll need:

- An [Instagram professional account](#).
- [Full control](#) of the business portfolio. If no one in your business has full control, [submit a request](#).
- A Threads account set to public.

Add a Threads account to your business portfolio

Add an existing Threads account

If your business has been using an existing Threads account created before January 29, 2026 for ads, and its username matches your Instagram account's username:

- Your Threads account will be added automatically to the same business portfolio as the associated Instagram account. You don't need to add it yourself.
- The same user access and permissions from your Instagram account will apply to your Threads account automatically.
Note: Threads accounts don't have their own set of permissions to manage. To update user access and permissions settings, use the associated Instagram account in the business portfolio.
- Any existing ads in Meta Business Suite will continue to be delivered as usual.

Add a new Threads account

For new Threads accounts created after January 29, 2026, you'll need to manually add the Threads account in Meta Business Suite, even if the username matches the username of your associated Instagram account. If this is your first time using Meta Business Suite, you'll need to [create a business portfolio](#) before you add a Threads account.

To add a new Threads account to your business portfolio on desktop:

1. Go to [Meta Business Suite](#) and click **Settings** on the left.
2. Below **Accounts**, click **Threads accounts**.
3. Click **+ Add**.
4. Review the notification about matching your Threads and Instagram usernames, agree to our terms, then click **Add Threads account**.
5. Enter your Threads username and password, then click **Log in**.
6. When you see the confirmation message, click **Done**.

If your Threads account isn't successfully added, learn about [possible errors and troubleshooting steps](#).

Remove a Threads account from your business portfolio

To remove a Threads account from your business portfolio on desktop:

1. Go to [Meta Business Suite](#) and click **Settings** on the left.
2. Below **Accounts**, click **Threads accounts**.
3. Click the Threads account you want to remove.
4. (Optional) Click **View on Threads** to check the Threads account.
5. Click **Remove**.
6. Review the notification about removing Threads account from your business portfolio, then click **Remove** to confirm.
7. When you see the confirmation message, click **Done**.

After removal, people in the business portfolio will no longer have access to manage the Threads account.


Make sure your Threads and Instagram usernames match

Once your Threads account has been added in your business portfolio, make sure your Threads and Instagram usernames match in order to:

- Run ads on Threads in Ads Manager using your Threads account.
- Cross-post to Threads in Meta Business Suite.
- Manage access and permissions for your Threads account.

Note: You can only update the user access and permissions settings for your Threads account in the associated Instagram account in the business portfolio.

If the usernames don't match, any existing Threads ads will be paused and cross-posting to Threads will be disabled.

You can see if your usernames match in the Instagram and Threads apps. If they don't match, you can [update your Instagram username](#) . When your usernames match, your ads will start again automatically and cross-posting will be available.

Learn more

- [Troubleshoot Threads and Meta Business Suite business portfolio connection issues](#)
- [Assign business assets to people in your business portfolio](#)
- [Change a person's permissions for a business portfolio or business asset](#)

Common support topics

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Add an app to your business portfolio in Meta Business Suite

Add an app to your business portfolio in Meta Business Suite

This article explains how to add an app owned by your organization on Meta for Developers to your business portfolio, as well as how to request access to an app ID that's owned by another organization. This is different to [connecting a third-party app](#) to your business portfolio.

You can add an app to your business portfolio and manage its activity, including advertising settings, in Meta Business Suite provided you have full control of the business portfolio.

If the app is owned by a partner (example: an agency you work with), then you can also [ask your partner to share it](#) with your organization.

Before you begin

- You need to have [full control of the business portfolio](#).
 - Learn how to [submit a request to get full control of a business portfolio](#) if no one in your organization currently has full control of the business portfolio.
- You need the App ID for the app you want to add. This is found in the [Basic settings page](#) of the App Dashboard on <https://developers.facebook.com>.

Add apps to your business portfolio

To add an app to your business portfolio in Meta Business Suite:

1. Go to [Settings](#) in Meta Business Suite for your business portfolio.
2. Click **Apps** below **Accounts** in the left menu.
 - If you can't see this, then you may not have [full control](#) of the business portfolio.
3. Click **Add**.
4. From here, you can click:
 - **Create a new app ID**: If you click this, then you are taken to Meta for Developers to [create an app](#). If you cannot click **Create a new app ID**, then you will be prompted to sign up for Meta for Developers first.
 - **Connect an app ID**: If you click this, then you need to add the App ID (found in the [Basic settings page](#) of the App Dashboard on <https://developers.facebook.com>) and then click **Add app**.
 - **Request access to an app ID**: If you click this, then you need to add the App ID and then click **Request app**. Since you're requesting access to an app ID that's owned by another organization, you may need to ask this organization for the app ID.

If you connect or request access to an app ID, a request will be sent to the app owner to give your business portfolio ownership or access.

Learn more

- [Assign business assets to people in your business portfolio](#)
- [Available Business Apps for Meta Business Suite Desktop](#)
- [What to do if you can't add or connect your business asset](#)



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Add an ad account to your business portfolio in Meta Business Suite

Add an ad account to your business portfolio in Meta Business Suite

If you want to add an ad account to your business portfolio in Meta Business Suite, you have 3 options.

- **Create a new ad account:** Use this option if you need a new ad account for your business.
- **Claim an existing ad account:** Use this option to claim an existing ad account and move it into your business portfolio.
- **Request to share an ad account:** Use this option if your business needs to use an ad account on behalf of another business. For example, you work for an agency, and the ad account belongs to a client. The account will remain in their portfolio, but access will be shared with your portfolio.

Once an ad account has been added to a business portfolio, you'll only be able to assign people access to manage the ad account through that portfolio. This can be done in [Settings](#) using either the [Ad accounts](#) tab or [People](#) tab. **Note:** Permissions assigned at the portfolio level override asset-level permissions.

Create a new ad account

If you create a new ad account in a business portfolio, it will permanently be a part of that portfolio. This means the ad account can't be deleted or transferred from the portfolio.

Notes:

- [Closing an ad account](#) doesn't delete the ad account from your business portfolio. A closed ad account still counts toward your ad account limit. Ad accounts can be shared.
- New business portfolios can only create one ad account. This goes up to 3 when a campaign delivers and a payment is made.

To create a new ad account in Meta Business Suite:

1. Go to [Settings](#).
2. Select the **Accounts** tab from the sidebar menu. Then select **Ad accounts**.
3. Click the **Add** dropdown menu.
4. Select **Create a new ad account**.
5. Enter your ad account info: ad account name, time zone and the currency you will use. Click **Next**.
6. Choose the business portfolio you want to add the ad account to.
 - Select **My business** if you plan to use the ad account with your business.
 - Select **Another business or client** if you plan to use the ad account on behalf of a partner's business. [Learn more about advertising on behalf of another business](#).
7. Confirm that you want to create the account and add it to the business portfolio shown. Check the box indicating you agree to [Meta Terms of Service](#) and [Advertising Standards](#) on behalf of your business portfolio. Click **Create ad account**
8. To add a payment method and other billing information, click **Add payment info**. If you want to do it later, click **Done**.

Note: You can add your payment info using the [Payment methods](#) tab in **Billing & payments**.

Claim an existing ad account

Adding an existing ad account to a business portfolio may permanently move it into the portfolio, meaning it can't be deleted or transferred to another portfolio.

Notes:

- [Closing an ad account](#) doesn't delete the ad account from your business portfolio. A closed ad account still counts toward your ad account limit. Ad accounts can be shared.
- If you want to add a prepaid ad account, it cannot have any prepaid balance.

Before you begin:

You can't add an ad account to a business portfolio if:

- You don't have full control of the business portfolio.
- The ad account is in another business portfolio. An ad account can only be in one business portfolio. You can request access to that ad account instead.
- You've reached the [ad account limit](#) for your business portfolio. Your ad account limit increases based on your advertising spend. [Learn how to view your business portfolio's ad account limit.](#)

To add an ad account to a business portfolio in Meta Business Suite:

1. Go to [Settings](#).
2. In the sidebar menu, go to **Accounts**. Then click **Ad accounts**.
3. Click the **Add** dropdown menu.
4. Select **Add an ad account**.
5. Enter the ad account ID. [Learn where to find the account ID.](#)
6. Confirm that you want to claim the account and add it to the business portfolio shown.
Check the box indicating you agree to [Meta Terms of Service](#) and [Advertising Standards](#) on behalf of your business portfolio.
7. Click **Claim ad account**. **Note:** If the ad account is owned by another person, they must approve the request to add it to your business portfolio before you can access or use it. If you are the owner, no approval is required.

Request to share an ad account

If you want to work on an ad account that is owned by another person or in another business portfolio, you can request access to it.

To request access to an ad account in Meta Business Suite:

1. Go to [Settings](#).
2. In the sidebar menu, go to **Accounts**. Then click **Ad accounts**.
3. Click the **Add** dropdown menu.
4. Select **Request to share an ad account**.
5. Enter the ad account ID.
6. Choose the level of access you want to request: partial access or full control. If requesting partial access, select the tasks you want permission to work on.
7. Click **Confirm** to send the request. You can access and use the ad account once your request is approved by the ad account owner or someone with full control of the business portfolio the ad account is in. **Note:** Approval is not required if you own the ad account or have full control of the business portfolio the ad account is in.

As an alternative, if the ad account is in a business portfolio, you can contact someone with full control of the portfolio to request that they share access with your business portfolio. Ask them to go to the **Ad Accounts** tab, click **Assign Partner**, and enter your business portfolio ID. [Learn](#)

[more about how to find your business portfolio ID.](#)

Learn more

- [Close an ad account that's in a business portfolio](#)
- [Troubleshoot ad account creation issues](#)
- [Make a closed ad account active in Meta Business Suite](#)

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