

System users

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About system users in Meta Business Suite

About system users in Meta Business Suite

System users represent servers or software that make API calls to assets managed by a business portfolio in Meta Business Suite.

There are 2 types of system users:

- **Admin system user:** An admin system user can create system users, add accounts, assign permissions and more.
- **Regular system user:** Regular system users can only access the assets they have permission for.

Create one system user for each type of access you need. Give system users access to assets and use them for most API calls.

Use the admin system user to maintain the right roles programmatically. That way, if a system user token is compromised, it has limited scope and can't compromise more permissions.

Limit using admin system user for administrative actions such as assigning permission. Because it has the most permissions, carefully safeguard the admin system user token.

Learn more

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- [Developer documentation: System users](#)

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Add system users to your business portfolio

Add system users to your business portfolio

System users represent servers or software that make API calls to assets owned or managed by a business portfolio.

Note: Not all businesses have access to system users.

Before you begin

You must own a Facebook app that's associated with your business portfolio to add system users. Learn how to [add an app](#) to your business portfolio.

Add system users

To add a new system user:

1. Go to [Settings](#) in Meta Business Suite.
2. In the **Users** tab in the left sidebar, select **System users**.
3. Click **Add new system user**.
4. Give a name to the system user and click **Create system user**.
5. Assign assets such as your Pages, ad accounts and catalogs.
6. Click **Generate new token**.
7. Select your app and your permissions, then click **Generate token**.
8. Copy and save your token.

Remember, you can only share a token once. Each new system user requires a new generated token.

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WHOOPS

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