

Meta Business Portfolio Setup

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Create a business portfolio

About business portfolios

About business portfolios



Some features may not be available to you yet.

A business portfolio allows organizations to bring their Facebook Pages, Instagram accounts, Threads accounts, ad accounts, catalogs and other business assets together so you can manage them, and the [people who access them](#), from one place using business tools such as Meta Business Suite.

Business portfolios help you:

- View and manage all your business assets, such as commerce accounts, datasets and apps, in one place. Learn more about [how to set up and manage your business portfolio and business assets](#).
- Manage many people's access and permissions to your portfolio and business assets so they only have access to what they need to do their job. Learn more about [business portfolio access](#) and [business assets permissions](#).
- Run ads for your business across Facebook, Instagram and Threads.
- Create and manage [Shops](#) on Facebook and Instagram.
- Collaborate with business [partners, agencies and consultants](#).
- Add [system users](#) and access [Meta Business Tools](#) and other APIs.
- Analyze insights across your Pages, Instagram accounts and Threads accounts.
- Identify security risks and how you can address them. [Learn more about Security Center](#).
- View and manage requests and notifications about your business, accounts and assets.

Additionally, you need a business portfolio to do the following:

- Use Meta Business Suite.
- Enroll in [monthly invoicing](#).
- Run [ads about social issues, elections or politics](#).
- [Verify your domain](#).

- Create a [publisher block list](#).

To create a business portfolio, [follow the instructions in this article](#).

Learn more

- [Create a business portfolio](#)
- [How Meta Business Suite works](#)
- [About users in your business portfolio](#)

Common support topics

[About advertising restrictions](#)

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Business Help Center

Business portfolio assets and their task-based permissions

Business portfolio assets and their task-based permissions



Some features may not be available to you yet.

When someone is added to a business portfolio, they must be assigned the Facebook Page, ad account, catalog or business assets that you want them to manage before they can access them. You can give them partial access or full control of an asset. If you assign partial access, you must choose the specific permissions to give them based on the tasks you want them to work on.

Learn more about how to [add people to a business portfolio and assign a business asset](#). You can [change someone's permissions for a business asset](#) at any time.

Permissions available for each business asset

Select a business asset to see the permissions available. This will help you assign only the permissions someone needs to do their work.

	Partial access						Full control	Full control with partner access
	Content	Community activity	Messages and calls	Ads	Insights	Revenue	Everything	Everything except sensitive actions
Create, manage or delete posts, stories and more as the Page	✓						✓	✓
Protect your copyrighted content	✓						✓	✓
Review and respond to comments		✓					✓	✓
Remove unwanted content		✓					✓	✓
Report activity on the Page		✓					✓	✓
Send and respond to messages and calls as the Page			✓				✓	✓
Create, manage and delete ads for the Page				✓			✓	✓
See how the Page, content and ads perform.					✓		✓	✓

	Partial access						Full control	Full control with partner access
Switch into the Page to manage everything directly on Facebook, and by using tools like Meta Business Suite							✓	✓
Give access to others, remove anyone from the Page, including yourself							✓	✓
Perform sensitive tasks							✓	

[Learn more about Page access.](#)

[Learn more about how to give someone access to a Page.](#)

[Learn more about Page access for partners.](#)

Ad account

	Partial access			Full control
	Manage campaigns	View performance	Manage Creative Hub mockups	Manage ad accounts
View ads	✓	✓		✓
Create and edit ads	✓			✓
Access reports	✓	✓		✓
View, create and edit mockups in Creative Hub			✓	✓

	Partial access			Full control
Control ad account settings, finances and permissions				✓

Instagram account

Note: These permissions also apply to associated Threads accounts with matching usernames in the same business portfolio.

	Partial access					Full control
	Content	Messages	Community activity	Ads	Insights	Everything
Create, manage or delete posts, stories and more as the Instagram account	✓					✓
View posts from other Instagram accounts that this account follows	✓					✓
Send and respond to direct messages as the Instagram account		✓				✓
Review and respond to comments			✓			✓
Remove unwanted content and report activity			✓			✓
Create, manage and delete ads for the Instagram account				✓		✓

	Partial access					Full control
See how the Instagram account, content and ads perform					✓	✓
Give access to others and remove it, except for the person who created the Instagram account						✓
Manage everything, including the payment method to run ads						✓

Note: Full control of an Instagram account will not be available to assign to a partner business or when it’s in a business asset group.

Threads account

You can only manage your Threads account’s permissions from the associated Instagram account in your business portfolio. Review the full list of permissions in the Instagram account section in this article.

App

	Partial access			Full control
	Develop app	View insights	Test app	Manage app
Change app settings	✓			✓
View app analytics	✓	✓		✓
Test the app	✓		✓	✓
Change app settings	✓			✓
Manage roles				✓

Dataset

	Partial access	Full control
	Use events dataset	Manage events dataset
View data	✓	✓
View analytics	✓	✓
Create conversion ads with this dataset	✓	✓
Control all settings, add or remove events, edit user access and create audiences		✓

Commerce account

	Partial access	Full control
	Shops on Facebook and Instagram	Manage commerce account
View shop insights and manage shops and promotions	✓	✓
Control commerce account settings and sales channels		✓

[Learn more about how to assign commerce account permissions.](#)

Catalog

	Partial access	Full control
	Create ads	Manage catalog
View products and data sources	✓	✓
Create, edit and delete product sets	✓	✓
Select the catalog and product sets when creating an ad	✓	✓
View events and catalog match rate	✓	✓
Add, edit and delete products and data sources		✓
Connect the catalog to a Meta Pixel, app SDK or another type of business asset Note: You also need full control of the pixel, SDK or other asset		✓

	Partial access	Full control
Manage catalog settings or delete the catalog		✓

Learn more about how to [assign catalog permissions](#).

WhatsApp account

	Partial access					Full control
	Message templates (view only)	Message templates (view and manage)	Phone numbers (view only)	(Phone numbers (view and manage)	Manage phone numbers and message templates	Manage WhatsApp business accounts
View and use message templates	✓	✓			✓	✓
Create, edit and delete message templates		✓			✓	✓
View phone numbers and profiles			✓		✓	✓
Add and delete phone numbers				✓	✓	✓
Manage phone number names, profiles, registrations and settings				✓	✓	✓
Assign users						✓
View payment information						✓

Custom conversion

	Partial access	Full control
	Optimization and ads reporting	Optimization, ads reporting and Events Manager
Can use this custom conversion's data in their ad campaigns	✓	✓

	Partial access	Full control
View conversions attributed to ads in Ads Manager	✓	✓
Allow partner to view all custom conversion fires, including those not attributed to ads, in Events Manager		✓

Offline event set

	Partial access			Full control
	Upload Offline Conversions	Assign Ad Accounts	View Offline Event Set	Manage Offline Event Set
Upload data to this offline event set	✓			✓
Assign ad accounts to the offline event set and use it for advertising		✓		✓
View data and analytics for this offline event set.			✓	✓
Control settings for the offline event set and use it for advertising				✓

Business asset group

	Partial access	Full control
	View reporting data	Manage reporting data
View insights, performance and reports for assets in the group	✓	✓
Create, edit and view dashboards and reports in Facebook Analytics for assets in the group		✓

Publisher block list

	Partial access	Full control
	Apply publisher block list	Manage publisher block list

	Partial access	Full control
View the publisher block list, and apply it to one or more ad accounts in a business depending on the user's role in that business	✓	✓
View and update the publisher block list		✓

Property

	Partial access	Full control
	Integrate property	Manage property
View non-revenue metrics	✓	✓
Add platforms	✓	✓
Create Ad Spaces and placements	✓	✓
View all metrics		✓
Perform any action		✓

Learn more

- [About connected business assets](#)
- [Set up and manage your business portfolio and business assets](#)
- [About business portfolio access](#)



Create a business portfolio in Meta Business Suite

Create a business portfolio in Meta Business Suite

You can create a [business portfolio](#) to bring together and manage your organization's business assets – such as Facebook Pages, Instagram accounts and ad accounts – in one place with business tools such as Meta Business Suite.

Before you begin

- You must have access to Meta Business Suite, using either your Facebook profile or a managed Meta account.
- If you have a managed Meta account, you must have organization management permissions in [Organization Manager](#). If you click the link and you are redirected to **Home** in Meta Business Suite, this means you do not have access to Organization Manager. If you have people migration and/or IT settings access in Organization Manager, but not organization management permissions, then you will not be able to create a business portfolio.
- To keep our platform safe from harm and to prevent advertising abuse, we only grant access to some features when an advertiser has met certain requirements. This means when you create a new business portfolio or ad account, you may not have access to all advertising features. You can see what features you currently have access to, and find out what actions you may need to take to access additional features in [Business Support Home](#).

Create a business portfolio

To create a business portfolio for your organization:

1. Go to business.facebook.com and log in using your Facebook profile or managed Meta account.
2. Click the dropdown menu below **Home** in the top left.
3. Click **Create a business portfolio**.
4. Enter a name for the business portfolio. This should match the public name of your business or organization because it will be visible across Meta. The name of your business portfolio cannot contain special characters.
5. If you're logged into business.facebook.com with your Facebook profile, then you need to enter your first and last name and your business email. Meta will use this email to contact you about your business. It won't be visible to your customers.
 - If you're logged in with a managed Meta account, then you don't need to do this.
6. Click **Create** or **Create portfolio**. If you're creating a business portfolio using your Facebook profile, then you'll get an email asking you to confirm your business email address.

Note: You can personally create up to 2 business portfolios. There is no limit on the number of portfolios you can belong to.

After creating a business portfolio

After you've created your business portfolio, you get [full control](#) of it and you can add business assets, such as:

- [A Facebook Page](#)
- [An Instagram account](#)
- [An ad account](#)
- [An app owned by your organization](#)
- [A Meta Pixel](#)

Business assets can only belong to 1 business portfolio.

You can also [add people in your organization to join your business portfolio and assign them assets](#) to work on. You can also [add partners](#), such as people who work at an agency your organization works with. Your contact information will be visible to people who are added to the business portfolio.

Learn more

- [About business portfolio access](#)
- [Best practices for making a business portfolio more secure](#)
- [Set up and manage your business portfolio and business assets](#)

Create a business asset group in Meta Business Suite

Create a business asset group in Meta Business Suite

Use business asset groups to organize your assets and assign them to people and partners in Meta Business Suite. You can use business asset groups to manage assets for multiple brands, lines of business or regions.

Note: If you use the [Business Management APIs](#), you can edit and manage business asset groups in the API, but you'll need to create business asset groups using your business portfolio.

Create a business asset group

To create a business asset group:

1. Go to [Settings](#) in Meta Business Suite.
2. Below **Accounts**, click **Business asset groups**.
3. Click **Create Business asset group** in Meta Business Suite.
4. Decide how you'd like to organize your assets. For example, you can group them by brand, line, region, agency or something else.
5. Enter a **Business asset group name** and click **Create**.
6. Select the assets you'd like to include and click **Add assets**.
7. (Optional) Select the people who need to work on those assets and assign permissions for each asset type.
8. Use the toggles to set permissions for assets in the business asset group.
 - If you have selected individual people in step 7, note that these permissions will apply to their access as well.
9. Click **Done**.

Confirmation that you've created your business asset group will appear on your screen.

Now you can add, remove or edit the assets in the business asset group. When you add a new asset, everyone added to the business asset group will be able to access that asset based on the permissions you defined for them.

You can also add, remove or edit the people and partners you share this business asset group with. Any permissions you have previously set to assets in the business asset group will also apply to newly added people or partners.

Learn more

- [About business asset groups](#)
- [Share a business asset group with a partner](#)
- [Add people to a business asset group](#)

Basics

[About accounts in your business portfolio](#)[About business asset groups in your business portfolio](#)

[About advertising on behalf of another business](#)

Set Up

[Add a Facebook Page to your organization's business portfolio in Meta Business Suite](#)[Add apps to your business portfolio](#)[Advertise on behalf of another business in Meta Business Suite](#)

Create

[Create a business asset group in Meta Business Suite](#)

Manage

[Request access to a Page in Meta Business Suite](#)[Assign Pages to people in your business portfolio](#)

[Remove a Page from your business portfolio](#)[Remove someone's access to a Page that's in a business portfolio](#)[Close an ad account that's in a business portfolio](#)[Best Practices for Page management in Meta Business Suite](#)

Troubleshoot

[Troubleshoot ad account creation issues](#)

About connected business assets

About connected business assets

You can connect your organization's [business assets](#) – such as Facebook Pages, [Instagram professional accounts](#) and WhatsApp Business accounts – by adding them to the same [business portfolio](#) or by directly connecting them to each other.

Adding assets to the same portfolio doesn't automatically connect them directly to each other. To enable [certain features](#) like cross-posting or centralized management of transactions and analytics, a direct connection between assets may be needed.

Connecting business assets lets you access professional features and manage your online presence in one place. Here are some things you can do with connected business assets:

- Promote your content across multiple platforms more easily by crossposting to Facebook, Instagram and Threads, using Meta Business Suite.
- Manage your comments and messages from a centralized place using [Inbox](#) in Meta Business Suite.
- Run ads for your business across Facebook, Instagram and Threads.
- Create and manage [Shops](#) on Facebook and Instagram.
- Analyze insights across your Pages, Instagram accounts and Threads accounts.
- Bundle your [Meta Verified business subscription](#).
- Enroll in [monthly invoicing](#).
- View and manage all your business assets and the people who access them from [Settings in Meta Business Suite](#).

Learn more about connecting and disconnecting business assets, and how we use information across connected business assets below.

How to connect business assets

Connect business assets directly to each other:

- [Connect your Instagram account and Facebook Page](#)
- [Connect your Facebook Page and WhatsApp account](#)
- [Connect your Instagram account and WhatsApp account](#)

If you're connecting an Instagram account to another business asset, then it must be an Instagram [professional account](#).

Connect business assets by adding them to the same business portfolio:

- [Add a Facebook Page to your business portfolio](#)
- [Add an Instagram account to your business portfolio](#)
- [Add a Threads account to your business portfolio](#)
- [Add a Whatsapp account to your business portfolio](#)
- [Add business assets to a business portfolio](#)

Business assets need to be in the same business portfolio to be connected.

- If neither business asset you're connecting is in a business portfolio, then Meta will create a new business portfolio for you.
- If one of the business assets you're connecting is in a business portfolio, then the other business asset will be added to that business portfolio.

[Business portfolios](#) help businesses manage their business assets across Meta and gives them access to more functionality, such as [Meta Verified for businesses](#). Learn more about [setting up and managing your business portfolio and business assets](#).

How to disconnect business assets

Disconnect directly-connected business assets:

- [Disconnect your Instagram account and Facebook Page](#)
- [Disconnect your Facebook Page and WhatsApp account](#)
- [Disconnect your Instagram account and WhatsApp account](#)

Disconnect assets by removing them from a business portfolio:

- [Remove a Page from your business portfolio](#)
- [Remove an Instagram account from your business portfolio](#)
- [Remove a Threads account from your business portfolio](#)
- [Remove a Whatsapp account from your business portfolio](#)
- [Remove business assets from a business portfolio](#)

Other ways to disconnect business assets:

- [Switch back to a personal Instagram account](#)
- [Switch a Threads account to private](#)
- [Delete your business portfolio](#)

Note: You may also need to separately turn off certain features that are enabled via connected business assets, such as multi-placement [ads](#) and [Meta Verified](#).

How information may be shared between connected business assets

In addition to how we use your information as described in the [Privacy Policy](#), we'll also use information across your connected business assets to:

- Personalize content, suggestions, and marketing communications across your connected business assets.
- Deliver your ads to more relevant audiences and provide unified performance insights.
- Consolidate payments and manage transactions across profiles for Shops and other commerce features.
- Provide enhanced business tools, like centralized management and cross-posting in Meta Business Suite, and analytics by combining information from all connected assets.

In addition to what's outlined above, we'll use information about your connected business assets to provide commercial services and comprehensive customer support, and for internal management and planning of partnerships and sales teams.

Learn more

- [About connecting your professional Instagram account to a Facebook Page](#)

- [About linking WhatsApp Business with Facebook and Instagram](#)
- [About business portfolios](#)

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Business Help Center

Troubleshoot why you can't add or connect business assets to your business portfolio in Meta Business Suite

Troubleshoot why you can't add or connect business assets to your business portfolio in Meta Business Suite



Some features may not be available to you yet.

Read our troubleshooting advice if you're having issues [adding or connecting business assets](#) to your organization's business portfolio.

Note: You need to have [full control](#) of the business portfolio to add [business assets](#). 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.

Troubleshoot adding a Facebook Page to your business portfolio

Click the dropdowns below to troubleshoot issues you may be having when trying to [add a Facebook Page to your business portfolio](#).

Page is in a different business portfolio than the one selected.

This means the Page you're trying to connect is in a different business portfolio. Each Page can only be in 1 business portfolio.

In this scenario, you can [request shared access to a Facebook Page](#). You could also be [added as a partner](#) to the other business portfolio.

Note: To request access to a Page, your business must not be [restricted from advertising](#) by Meta.

Page is not connected to the Commerce Manager account.

You can [connect business assets in Commerce Manager](#).

Learn how to [troubleshoot issues with business assets for your shops](#).

You can't log in

Find out how to [recover your Facebook account](#).

Troubleshoot adding an Instagram account to your business portfolio

Find out how to [troubleshoot Instagram and business portfolio connection errors in Meta Business Suite](#).

Troubleshoot adding a Threads account to your business portfolio

Find out how to [troubleshoot Threads and business portfolio connection errors in Meta Business Suite](#).

Troubleshoot adding an ad account to your business portfolio

Click the dropdowns below to troubleshoot issues you may be having when trying to [add an ad account to your business portfolio](#).

Learn what to do if you're having issues [creating a new ad account in your business portfolio](#).

Ad account is in a different business portfolio than the one selected.

This means the ad account you're trying to connect is in a different business portfolio. Each ad account can only be in 1 business portfolio.

In this scenario, you can [request shared access to an ad account](#). You could also be [added as a partner](#) to the other business portfolio.

Your business portfolio is not associated with this ad account.

This means the ad account you're trying to connect is linked to a different business portfolio.

Ad accounts that have already been linked to a business portfolio can't be moved to another one. If your ad account is owned by another business portfolio, then you can [request access to the ad account or create a new ad account](#) in your business portfolio.

It may be worth checking if the ad account has been added to any other business portfolios in your organization, if applicable. To do this, go to [Home](#) in Meta Business Suite, click the dropdown in the top left, then select any other business portfolio that may have been added to your organization. Then, go to [Ad accounts](#) in Settings for that business portfolio. If you can't access this, then you may not have full control of this business portfolio.

Learn how to [troubleshoot unrecognized activity on your ad account](#).

Personal ad account can't be added to your business portfolio. Please select another ad account or create a new one.

Personal ad accounts can only be added to a business portfolio if they meet [certain conditions](#). If necessary you can [create a new ad account](#) in your business portfolio.

Accounts with payment methods managed by a third party can't be moved.

The ad account you've chosen is managed by a third party. Ad accounts managed by third parties can't be moved by Meta. You'll need to [create a new ad account](#).

Troubleshoot adding a catalog to your business portfolio

Click the dropdowns below to troubleshoot issues you may be having when trying to add a catalog to your business portfolio.

Catalog is in a different business portfolio than the one selected.

This means the catalog you're trying to connect is in a different business portfolio.

Learn how to [request to transfer a catalog into your business portfolio](#).

You can also request access to a catalog by going to [Catalogs](#) in Meta Business Suite Settings (if you can't see this, then you may not have full control of the business portfolio), clicking **Add**, selecting **Request access to a catalog** and then following on-screen instructions.

You could also be [added as a partner](#) to the other business portfolio.

Catalog is not associated with the shop tied to your Page or Instagram Account.

Learn how to [check which catalog is connected to your shop in Commerce Manager](#).

Catalog is already associated with a shop tied to a different Page or Instagram Account.

Learn how to [check which catalog is connected to your shop in Commerce Manager](#).

If your business portfolio is not eligible for advertising

You may need to [update your payment method](#).

If your payment method is up to date, then your business portfolio has been disabled because it doesn't comply with our [Advertising Standards](#). You can [request a review](#) of this decision.

Learn more

- [Set up your Meta Pixel with a business portfolio](#)
- [Troubleshooting Meta Pixel error and warning messages](#)
- [Assign business assets to people in your business portfolio in Meta Business Suite](#)

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[What to do if you can't add or connect your business asset](#)[How to troubleshoot Meta Pixel error and warning messages in Meta Events Manager](#)

Navigate your business portfolio

About Settings in Meta Business Suite

About Settings in Meta Business Suite

Once you create a business portfolio in Meta Business Suite, you can add people and assign business assets in **Settings**.

Within [Settings](#), you can find the following:

- **Users:** Manage people, partners and system users.
- **Accounts:** Manage Pages, ad accounts, business asset groups, apps, Instagram accounts, Threads accounts, commerce accounts, Meta Pixels and WhatsApp accounts.
- **Data sources:** Manage catalogs, Meta Pixels, offline event sets, datasets, custom conversions, properties, event source groups, shared audiences, Page Structures and Business Creative Folders.
- **Brand safety:** Manage domains and block lists.
- **Registrations:** Manage news Pages.
- **Integrations:** Manage compatible third-party integrations.
- **Payments:** Manage payment methods and credit lines.
- **Security center:** Manage the two-factor authentication requirement, add a second person with full control of the business portfolio, start the business verification process, manage trusted email domains
- **Requests:** Manage invitations you've sent and see invitations from others.
- **Notifications:** Manage your notification settings.
- **Business info:** Manage your general business info.

Learn more

- [About users](#)

- [About accounts](#)
- [About data sources](#)
- [About Security Center](#)
- [About brand safety](#)

Edit your information in Meta Business Suite

Edit your information in Meta Business Suite

In Meta Business Suite, you can update your name and the email address you use for a business portfolio.

Your email notifications from your business portfolio are sent to the email address you use. You can change your [notification settings](#) in **Settings**. **Note:** Updating your business portfolio with a work email address will not change your personal Facebook account's email address.

Update your information

To edit your information in Meta Business Suite:

1. Go to [Business portfolio info](#).
2. In the **My info** section, click **Edit**.
3. Update your name or email address.
4. Click **Save**.
5. To finish updating your email address, verify the change via the confirmation email sent to you. If you can't find it, check your spam folder. To resend the confirmation email, go to **My info** and click **Resend email**.

Note: If you have a verified business, learn how [editing your business details will affect your verification status](#).

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Business Help Center

Available Business Apps for Meta Business Suite Desktop

Available Business Apps for Meta Business Suite Desktop



We're gradually introducing this feature to our partners. Some apps may not be available to you right now.

Business Apps let you to [connect](#) your business portfolio to a third-party platform on Meta Business Suite desktop. You can connect to a partner platform you're already using, or discover a partner service that solves business challenges. You can also connect and set up features like Meta Pixel and catalog. To [get started](#):

1. Go to [Meta Business Suite desktop](#).
2. Click **All tools** in the left menu and select **Business Apps**.
3. Select your Business App in the relevant category or find it in the search bar.
4. Click **Connect**.

You can access the third-party app from within Meta Business Suite desktop or from the third-party website. [Learn more about connecting to Business Apps](#)

The different types of Business Apps for Meta Business Suite include:

Appointments

Allow customers to schedule appointments directly on Facebook and Instagram by connecting to these partner platforms. Examples include Appointments for Square and Acquity Scheduling. See all available [appointments platforms in Business Apps](#).

Reservations

Allow customers to make reservations on Facebook and Instagram by connecting to these partner platforms. Examples include OpenTable and Resy. See all available [reservations platforms in Business Apps](#).

Ecommerce

Sell products on Facebook and Instagram by connecting to these partner platforms. Examples include WooCommerce Integration and Cafe24. See all available [ecommerce platforms in Business Apps](#).

Creative

Design Facebook and Instagram ads and posts by connecting to these partner platforms. Examples include Canva and Animoto. See all available [creative platforms in Business Apps](#).

Measurement and optimization

Understand how customers interact with your ads and optimize conversions by connecting to these partner platforms. Examples include Airtable Conversions Sync by Zapier Inc. and MailChimp Conversions Sync by LeadsBridge. See all available [measurement and optimization platforms in Business Apps](#).

Lead ads

Sync contact information from your CRM by connecting to these partner platforms. Examples include Asana by Zapier Inc. and Emma Lead Ads Sync by LeadsBridge. See all available [lead ads platforms in Business Apps](#).

Ads targeting

Deliver your ads to the right customers by connecting to these partner platforms. Examples include Pardot lead Ads Sync by LeadsBridge and Airtable Custom Audiences by Zapier Inc. See all available [ad targeting platforms in Business Apps](#).

Food ordering

Showcase your menu and manage online orders by connecting to these partner platforms. Examples include BentoBox and Ambassador. See all available [food ordering platforms in Business Apps](#).

Learn more

- [About Business Apps in Meta Business Suite Desktop](#)
- [Connect to Business Apps in Meta Business Suite Desktop](#)
- [Disconnect Business Apps in Meta Business Suite Desktop](#)

Basics

[About Business Apps in Meta Business Suite desktop](#)[Available Business Apps for Meta Business Suite desktop](#)[About Meta Pixel](#)[About catalogs in Commerce Manager](#)[About shopping on Instagram](#)

Set Up

[Connect to Business Apps in Meta Business Suite desktop](#)

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[Disconnect Business Apps in Meta Business Suite desktop](#)[About business portfolio access](#)

Troubleshoot

[What to do if you can't add or connect your business asset](#)[How to troubleshoot Meta Pixel error and warning messages in Meta Events Manager](#)

Connect to Business Apps in Meta Business Suite desktop

Connect to Business Apps in Meta Business Suite desktop



We're gradually introducing this feature to our partners. Some apps may not be available to you right now.

Business Apps in Meta Business Suite has free and paid apps that you can connect to your business portfolio. You can connect to a third-party app you're already using, or discover a partner service that helps address your business challenges. To connect a Business App to your business portfolio on Meta Business Suite desktop, follow the steps below.

1. Go to [Meta Business Suite desktop](#).
2. Click **All tools** in the left menu and select **Business Apps**.
3. Select your Business App in the relevant category or find it in the search bar.
4. Click **Connect**.
5. Follow the prompts to connect your Business App.
6. Once connected, you'll be prompted to create or confirm the following features depending on what is required for the selected Business App:
 1. **Ad account:** Select the account you use to advertise on Facebook or Instagram from Meta.
 2. **Facebook Page:** Choose or create a Page where people can discover your products and services.
 3. **Instagram account:** Confirm or select an Instagram account you already connected to your business portfolio.
 4. **Meta Pixel:** Choose or create a [Meta Pixel](#) to measure your ad's results and reach new [people](#).
 5. **Catalog:** [Upload your inventory](#) to create and deliver ads that feature your products and services.
7. After you confirm your details, click **Finish**.

Once your Business App is connected, you can find it in the **Connected apps** section of Meta Business Suite.

Learn more

- [About Business Apps in Meta Business Suite desktop](#)
- [Available Business Apps for Meta Business Suite desktop](#)
- [Disconnect Business Apps in Meta Business Suite desktop](#)

Common support topics

[About advertising restrictions](#)

Business Help Center

[Troubleshoot a disabled or restricted account](#)

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[What to do if you can't add or connect your business asset](#)[How to troubleshoot Meta Pixel error and warning messages in Meta Events Manager](#)

Navigate your business portfolio

About Meta Business Support Home

About Meta Business Support Home

[Meta Business Support Home](#) provides a centralized way to monitor and resolve issues you might encounter around compliance with our [Meta Advertising Standards](#), [Commerce Policies](#) and [other policies and terms](#). These terms and policies help protect against negative and potentially harmful experiences and ensure our platforms are a trustworthy place for people, organizations, and businesses.

What you can do in Business Support Home

In [Business Support Home](#), you can:

- Review the status of your business portfolios, ad accounts, commerce accounts, catalogs and Pages.
- Address issues that may need attention due to not complying with our Advertising Standards, Commerce Policies, or other policies and terms.
- Learn what actions you can take if your [account or Page has been disabled or restricted](#).
- [Request a review of ads or assets](#) that you believe may have been incorrectly rejected.
- View and track the status of any rejected ads or items from your product catalog.
- Review your [feedback score](#).
- Contact support.

See if your account has advertising restrictions

In the account overview of [Business Support Home](#), you can see whether your accounts or business portfolios are disabled or have any advertising restrictions.

To see your account overview:

1. Go to [Business Support Home](#).
2. Select the dates you want to review by clicking on the calendar icon at the top right of the page. You can choose from the last 14, 30, or 90 days.
3. Select the **Outstanding** tab in the **Recent account issues** section of your Account status overview to see current issues and actions you can take.
4. Select **Resolved** to see issues that have been resolved. You can then click on an account for further detail.

In your account overview, you can also confirm the validity of any emails, text messages, or phone calls you may get saying your business accounts have issues from someone who claims to be a Meta representative. Learn more about what to do if you [get contacted by someone who says they're a Meta representative](#).

What your account status means

- **Facebook account:** The status of your Facebook account impacts your personal ad account and access to certain features for managing advertising assets.
- **Business portfolio(s):** This is the central location for your business assets, such as Facebook Pages, Instagram accounts, ad accounts and product catalogs that you can manage together as a unified online business. The status of your business portfolios impacts the ad accounts, shops and business assets they own.

Learn more about [advertising restrictions for Facebook accounts, Pages and business portfolios](#).

Learn more

- [Troubleshoot a rejected ad](#)
- [Troubleshoot a disabled or restricted account](#)
- [How to troubleshoot a disabled ad account due to payment failure](#)

- [About Advertising Restrictions](#)
- [About Page and professional profile demonetization](#)

Business portfolio settings

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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[Troubleshoot a disabled or restricted account](#)

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[About Meta Business Support Home](#)

Business Help Center

[Fix a failed payment issue on Meta](#)

Business Help Center

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](#)

Common support topics

[About advertising restrictions](#)

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[Troubleshoot a disabled or restricted account](#)

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[About Meta Business Support Home](#)

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[Fix a failed payment issue on Meta](#)

Business Help Center

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

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

- [About Page access](#)

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](#)

[About advertising restrictions](#)

Business Help Center

[Troubleshoot a disabled or restricted account](#)

Business Help Center

[About Meta Business Support Home](#)

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[Fix a failed payment issue on Meta](#)

Business Help Center

Manage people and partners

Add people to a business portfolio and assign a business asset

Add people to a business portfolio and assign a business asset

This article covers how to add people to a business portfolio and assign business assets, as well as some troubleshooting advice.

You can add people to your organization's [business portfolio](#) and assign [business assets](#) – such as an ad account, Facebook Page or Instagram account – in Meta Business Suite.

This is different to [adding partners](#) to your business portfolio.

Note: When people join a business portfolio, their name, work email address and the business assets they're assigned will be visible to people with full control of the portfolio and to the people with full control of the assigned assets.

Before you begin

- You need to have [full control](#) of a business portfolio to add people to the business portfolio and assign business assets.
 - 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.

- Assign only the level of access that people need to complete their work. By default, people are given [basic access](#) when they're added to a business portfolio.
 - Learn more [best practices for making a business portfolio more secure](#).
- If you want to assign someone an Instagram account, then make sure you're logged into the account. Go to Meta Business Suite [Settings](#), click **Instagram accounts** in the left menu, then select the Instagram account and log in.
- Business portfolio [permissions](#) override all others.
- Consider [enabling two-factor authentication](#) to help protect your business portfolio and assets from unauthorized access.

Add people to your business portfolio and assign business assets

To add people to your business portfolio and assign business assets:

1. Go to [Settings](#) in Meta Business Suite for your business portfolio.
2. Click **People** in the left menu.
 - If you cannot see **People**, then you may not have full control of the business portfolio.
3. Click **Invite people** in the top right.
4. Then:
 - If you're inviting someone using their Facebook account, then enter their email address. This email address must match [the one used](#) for their Facebook account.
 - If you're adding someone who has a [managed Meta account](#) with your organization, then you can search for and select the account. Migration to managed Meta accounts is not currently available for all organizations.
5. Click **Next**.
6. Select business portfolio [permissions](#) for the person you're adding, then click **Next**.
7. Select business assets and [permissions](#) for the person you're adding, then click **Invite**.

The person you're adding will need to [accept your invitation](#). When people join a portfolio, it can take a few days before all features become available to them.

Note: If a partner (example: an agency you work with) [shares a business asset](#) with your organization, then you're limited to the specific permissions that your partner assigned. This may prevent you from giving someone full control of that particular business asset.

Change someone's access and permissions

Learn how to [change someone's access and permissions to a business portfolio or business asset](#).

Troubleshoot problems with adding someone to a business portfolio

If you're having problems adding someone to a business portfolio, then try the below troubleshooting tips.

- You may not have full control of the business portfolio. Only people with [full control](#) of a business portfolio can add people.
 - 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 may need to confirm your email address before you can add people. Go to [Business info](#) in Meta Business Suite's Settings, then scroll down to see if there's a request to confirm your email address. Follow on-screen instructions to confirm your email address.
- Neither you nor the person you're adding can have a disabled or restricted account. Learn how to [troubleshoot a disabled or restricted account](#).
- If someone else with full control of the business portfolio needs to approve your request to add someone, then they can do this in [Requests](#) in Meta Business Suite's Settings.
- If your organization has migrated to managed Meta accounts but you're having problems with adding someone with their Facebook account, then it may be because invitations to join a business portfolio can only be sent to managed Meta accounts. This setting can be changed in [Security](#) in Organization Manager.

Learn more

- [Troubleshoot Instagram and Meta Business Suite business portfolio connection errors](#)
- [Add partners to your business portfolio](#)
- [Best practices for keeping your business portfolio more secure](#)
- [Change someone's access and permissions to a business portfolio or business asset](#)

Assign business assets to people in your business portfolio in Meta Business Suite

Assign business assets to people in your business portfolio in Meta Business Suite

This article covers how to give people permissions to manage or complete specific tasks for business assets – such as Pages, Instagram accounts and ad accounts – that have been added to a [business portfolio](#).

You can assign assets when [adding someone to a business portfolio](#). The below instructions cover assigning business assets to people who are already [in the business portfolio](#).

Note: If a partner (example: an agency you work with) [shares a business asset](#) with your organization, then you're limited to the specific permissions that your partner assigned. This may prevent you from giving someone full control of that particular business asset.

Before you begin

- To assign most business assets you need to have [full control](#) of the business portfolio.

- For Pages, Instagram accounts, WhatsApp accounts, Commerce accounts and catalogs, you can assign people already in the portfolio access if you have full control of the asset.
- You need to add the business assets to your business portfolio before you can assign access. Learn how to add a [Page](#), an [ad account](#), an [Instagram account](#) or an [app](#).
- Consider [enabling two-factor authentication](#) to help protect your business portfolio and assets from unauthorized access.
- **Note:** If your organization needs to regain full control of a business portfolio, you can [submit a request](#).

Assign business assets in Meta Business Suite

There are 2 ways to assign business assets in Meta Business Suite.

- **Assign assets:** First choose a person, then assign them one or more assets. (You might do this after a new person joins your portfolio.)
- **Assign people:** First choose an asset, then assign people access to it. (You might do this after you add a new asset to your portfolio.)

To assign business assets to people in your business portfolio:

1. Go to [Settings](#) in Meta Business Suite.
2. Click **People** in the left menu.
 - If you cannot see **People**, then you may not have full control of the business portfolio.
3. Click the name of the person you want to assign assets to.
4. Click **Assign assets** near the top right.
5. Select the asset you want to assign.
6. Assign the person's permissions.
 - Assign only the [level of access](#) that people need to complete their work.
7. Click **Assign assets** to grant access.

To assign people access to a business asset in your business portfolio:

1. Go to [Settings](#) in Meta Business Suite.
2. Select the type of business asset you want to assign from the left menu. Locate the specific asset you want to assign and select it.
3. Click **Assign people**.
4. Select the people you want to assign the asset to.
5. Assign the person's permissions.

- Assign only the level of access that people need to complete their work.
6. Click **Assign**. Then click **Done**.

Change someone's access to a business asset

Learn how to [change or remove someone's access to a business asset](#).

Learn more

- [Create a business portfolio](#)
- [Add people to a business portfolio and assign a business asset](#)
- [About business asset groups](#)
- [Add people to business asset groups](#)

Basics

[About users in your business portfolio](#)[About partners in Meta Business Suite](#)[About system users in Meta Business Suite](#)

Set Up

[Add people to a business portfolio and assign a business asset](#)[Assign business assets to people in your business portfolio](#)[Give a partner access to business assets in your business portfolio](#)[Ask a partner to share assets with your business](#)[Add system users to your business portfolio](#)

Manage

[Best practices for giving people access to your Page in Meta Business Suite](#)[Remove people from your business portfolio](#)[Remove partners from your business portfolio](#)

Change a person's permissions for a business portfolio or business asset in Meta Business Suite

Change a person's permissions for a business portfolio or business asset in Meta Business Suite

You can edit the [permissions](#) that people have to a business portfolio or business asset (examples: Facebook Page, Instagram account, ad account), provided you have [full control](#) of the business portfolio.

You can't edit people's permissions in Meta Business Suite if you have full control of a business asset but not the business portfolio.

Note: People with [full control \(business tools and Facebook\) of a Facebook Page](#) can [switch into the Page on Facebook](#) to manage access – this is different from managing access in the business portfolio in Meta Business Suite.

Before you begin

- You 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.
- The person whose permissions you want to change (for either the business portfolio or the business asset) must be [in the business portfolio](#).

Edit someone's permissions for a business portfolio or business asset

To change a person's permissions for a business portfolio in Meta Business Suite:

1. Go to [Settings](#) in Meta Business Suite for your business portfolio.
2. Click **People** in the left menu.
 - If you cannot see **People**, then you may not have full control of the business portfolio.
3. Click the name of the person whose permissions you want to change.
4. From here, you can:
 - Click **Manage** in the **Business portfolio access** section, make changes to the person's permissions, then click **Save**.
 - Click **Remove**, then confirm you want to remove the person from the business portfolio.
 - Click **Manage** to the right of the business asset you want to change the person's permissions for. Then, you can either make changes and click **Save**, or click **Remove access** and confirm you want to remove this person from the business asset.

You can also edit someone's permissions to a business asset in the **Accounts** section in the left menu of [Settings](#).

Note: If a partner (example: an agency you work with) [shares a business asset](#) with your organization, then you're limited to the specific permissions that your partner assigned. This may prevent you from giving someone full control of that particular business asset.

Learn more

- [About business portfolio and business asset permissions](#)
- [Add people to a business portfolio and assign business assets in Meta Business Suite](#)
- [Add partners to your business portfolio](#)



Remove people from your business portfolio in Meta Business Suite

Remove people from your business portfolio in Meta Business Suite

You can remove someone from a [business portfolio](#), provided you have [full control](#) of the business portfolio.

Removing a person revokes their access to the business portfolio and any [business assets](#) (examples: Facebook Page, Instagram account, ad account) they have access to.

Note: Removing people from a business portfolio is different to [removing partners](#).

Before you begin

- You 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.
- The person you're removing is [in your organization's business portfolio](#). If you want to remove someone from a business asset that isn't part of your organization's business portfolio, learn how to:
 - [Remove someone from a Facebook Page](#)
 - [Manage shared access on Instagram](#)

- [Remove someone from your ad account in Meta Ads Manager](#)

- Learn other [best practices](#) for keeping your business portfolio secure.

Remove someone from your business portfolio

To remove someone from your business portfolio in Meta Business Suite:

1. Go to [Settings](#) in Meta Business Suite for your business portfolio.
2. Click **People** in the left menu.
 - If you cannot see **People**, then you may not have full control of the business portfolio.
3. Click the name of the person you want to remove.
4. Click **Remove**, then confirm you want to remove the person from the business portfolio.

Note: If someone else with full control of the business portfolio needs to approve the removal of this person, then they can do this in [Requests](#) in Meta Business Suite's Settings.

Add partners to your business portfolio

Add partners to your business portfolio

You can add partners (example: an agency you work with) to your organization's business portfolio in Meta Business Suite by either:

- [Giving the partner access to your organization's business assets](#) (example: Facebook Page)
- [Asking a partner to share assets with your organization](#)

Basics

[About users in your business portfolio](#)[About partners in Meta Business Suite](#)[About system users in Meta Business Suite](#)

Set Up

[Add people to a business portfolio and assign a business asset](#)[Assign business assets to people in your business portfolio](#)[Give a partner access to business assets in your business portfolio](#)[Ask a partner to share assets with your business](#)[Add system users to your business portfolio](#)

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[Best practices for giving people access to your Page in Meta Business Suite](#)[Remove people from your business portfolio](#)[Remove partners from your business portfolio](#)

Manage assets

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](#)



Basics

[About Business Account settings in 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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[About accounts in your business portfolio](#)[About business asset groups in your business portfolio](#)

[About advertising on behalf of another business](#)

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[Add a Facebook Page to your organization's business portfolio in Meta Business Suite](#)[Add apps to your business portfolio](#)[Advertise on behalf of another business in Meta Business Suite](#)

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[Request access to a Page in Meta Business Suite](#) [Assign Pages to people in your business portfolio](#)

[Remove a Page from your business portfolio](#) [Remove someone's access to a Page that's in a business portfolio](#) [Close an ad account that's in a business portfolio](#) [Best Practices for Page management in Meta Business Suite](#)

Troubleshoot

[Troubleshoot ad account creation issues](#)

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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[Request access to a Page in Meta Business Suite](#)[Assign Pages to people in your business portfolio](#)

[Remove a Page from your business portfolio](#)[Remove someone's access to a Page that's in a business portfolio](#)[Close an ad account that's in a business portfolio](#)[Best Practices for Page management in Meta Business Suite](#)

Troubleshoot

[Troubleshoot ad account creation issues](#)

Business information and verification

About business verification in Meta Business Suite

About business verification in Meta Business Suite

To access certain product and features, you may need to verify your business in Meta Business Suite to help us confirm that your business portfolio belongs to a legitimate business or organization.

Verifying your business helps:

- Ensure your business is a legal entity. Your business needs to be registered with local authorities and you'll need an official phone number or mailing address for your business.
- Demonstrate you're an authorized representation of your business. You'll need to be able to receive a verification code sent to the phone number or email address of your business, or [verify your business portfolio's domain](#).

Verifying your business may also give you access to select advertising, developer, billing or spending options.

Note: Verifying your business in Meta Business Suite is different from [Meta Verified for businesses](#) and won't give you a verified badge.

When to verify your business

Not all businesses need to or have the option to complete verification.

Go to [Security Center](#) in Meta Business Suite for your business. You'll see either **Start verification** or **Ineligible for verification**.

However, depending on the product or feature you want to access that requires you to verify your business, you may be emailed or notified from a platform other than Security Center to complete the verification process.

Use the dropdowns below to learn more about some common products or features you may want to use that may require verification. This may not be an exhaustive list.

Daily spending limit

Meta may allow some advertisers to increase their [daily spending limit](#) more quickly by completing verification.

Eligible developer features

Verification is required to obtain [Advanced Access](#) for any permission on Meta for Developers.

Meta Quest developers can also [verify their organization](#) from the Developer Dashboard.

Meta Business Partners (MBPs)

If you want your business to be a badged [Meta Business Partner \(MBP\)](#), then you must complete verification.

News Page index

Publishers who want to register their Facebook Page in the [News Page Index](#) must complete verification.

WhatsApp Business Platform

Businesses using the WhatsApp Business Platform may need to complete verification to access [certain features](#).

Page transparency

Businesses that have a large audience in the United States or runs [ads about social issues, elections or politics](#) in the United States need to complete verification and [claim responsibility for](#)

[their Page](#). Learn more about [Page transparency](#).

Agencies based in China

If you want to access accounts shared with your business portfolio, you'll need to complete business verification. Learn more about [business verification agencies based in China](#).

Shops

If you have a shop on Facebook or Instagram, you may be required to [confirm your business identity in Commerce Manager](#).

Financial services Advertisers

Find out about [verification requirements that may impact financial services advertisers](#).

Note: If you provide false or misleading information during your verification process, attempt to claim and verify a business you aren't authorized to represent, or otherwise attempt to circumvent our verification review systems, Meta may prevent your business from being verified, remove your business's verification status or take additional action on the account.

Learn more

- [Verify your business in Meta Business Suite](#)
- [Troubleshoot issues with verifying your business in Meta Business Suite](#)

Common support topics

[About advertising restrictions](#)

Business Help Center

[Troubleshoot a disabled or restricted account](#)

Business Help Center

[About Meta Business Support Home](#)

Business Help Center

[Fix a failed payment issue on Meta](#)

Business Help Center

Verify your business in Meta Business Suite

Verify your business in Meta Business Suite

You may need to verify your business in Meta Business Suite to access certain advertising, developer, billing or spending options. Learn more about [when you may need to verify your organization](#).

Before you begin

- You can only start the verification process if your business portfolio is [eligible](#) for verification.
- You must have [full control](#) of the [business portfolio](#).
- Depending on the product or feature you want to access that requires you to verify your business, you may be emailed or notified from a platform other than [Security Center](#) to complete the verification process. In this case, refer to that email or notification for instructions.
- If you use [monthly invoicing](#) to pay for ads, then you don't need to submit documentation for business verification. When you start the business verification process, you can fill out the form with your credit line information and submit it. If you don't see that option, make sure that the business portfolio you're trying to verify is linked to a credit line that you own, not one that is shared with another business.
- If you provide false or misleading information during the verification process, attempt to claim and verify a business you're not authorized to represent, or otherwise attempt to circumvent Meta's verification review system, Meta may prevent your business from being verified, remove your business's verified status or take additional action on the account.

- Verifying your business in Meta Business Suite is different from [Meta Verified for businesses](#) and won't give you a verified badge.

Verify your business in Meta Business Suite

To verify your business in Meta Business Suite:

1. Go to [Security Center](#) in Meta Business Suite.
 - If you cannot access this, then you may not have [full control](#) of the business portfolio.
2. Click **Start verification**.
 - If you see **Ineligible for verification**, then you don't need to complete verification in Security Center. However, depending on the product or feature you want to access that requires you to verify your business, you may be emailed or notified from a platform other than [Security Center](#) to complete the verification process. In this case, refer to that email or notification for instructions.
3. Provide your business details, including the legal business name, address, phone number and website. Check that the details you enter exactly match the details of your legal business entity. Also make sure your business website loads and is HTTPS compliant.
4. Confirm your business details. If no matching record is found, then you can select **My business isn't listed** or **None of these match**. In this case, you may be asked to upload [official documents](#), such as a business license or articles of incorporation, to confirm the details you entered.
5. Choose a method (email, phone, text message, WhatsApp message or domain verification) to confirm your connection. To confirm via domain verification, follow [these steps](#).
 - Learn how to [edit your business details](#) such as business phone number.
6. Confirm your connection, then click **Done**.

A decision on your verification submission may take up to 14 business days. You'll receive a notification when the review is complete. If you receive confirmation that your business is verified, then no further action is needed. Learn [what to do if your application was rejected](#).

Note: If you [edit your business details](#), then you need to complete the verification process again.

Learn more

- [About business verification](#)
- [Troubleshoot issues with verifying your business](#)
- [Edit your business details](#)

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[Fix a failed payment issue on Meta](#)

Business Help Center

Best practices for security

Best practices for making a business portfolio more secure

Best practices for making a business portfolio more secure

To help keep your business portfolio secure and protect your business and accounts from bad actors or unauthorized activity, follow these best practices and recommendations.

Security Center recommendations

If you have full control of the business portfolio, you can go to the [Security Center](#) to see if you've been urged to take action on any of the following security improvements. You can also track the progress of completing these recommended tasks.

Remove inactive users

Bad actors often target inactive accounts in an effort to gain access to a business portfolio. Remove people who haven't logged into the portfolio within the past 90 days, especially those with full control of the portfolio. [Learn more about how to remove people from your business portfolio.](#)

Close or remove inactive ad accounts

Bad actors are more likely to target ad accounts that haven't run ads within the last year. Close or remove ad accounts you no longer need. **Note:** Ad accounts can't be deleted from the portfolio. [Learn more about how to close an ad account that's in a business portfolio.](#)

Remove users without two-factor authentication

People who don't have two-factor authentication set up pose a security risk. Remove them from the portfolio until they have set it up using their Facebook account.

Remove users with public email domains

Bad actors often use public email domains to create email addresses anyone can get in order to gain access to a business portfolio. Remove users whose email addresses aren't related to your business.

Limit number of users with full control of the business portfolio

Having too many users with full control of the business portfolio may pose a security risk. Limit full control to only those who need it, ideally 10 or fewer people.

[Learn more about how to change people's access to a business portfolio.](#)

Add another review of your ads with peer approval

Bad actors often run unauthorized ads, and these ads may be published without requiring a peer review. To require a review by a trusted user before ads are published, set up ad account and domain security in peer approval.

[Learn more about how to add a second review with peer approval](#)

Remove users detected with possible malware

Malware is malicious software that could lead to harmful activity in a business portfolio. Remove people from the portfolio who may have malware on one of their devices.

[Learn more about protecting your accounts from malware.](#)

Review shared credit lines with suspicious activity

Bad actors may gain access to shared credit lines to run their own ads. Review your credit lines and the businesses they're shared with. Remove any that have suspicious or unauthorized activity.

[Learn more about billing and payments.](#)

Other recommendations

Here are some additional actions you can take to help make your business portfolio more secure.

Set up passkeys

Set up passkeys for every Facebook user in your business portfolio, particularly admins. Passkeys are a stronger, more secure two-factor authentication method than SMS codes, helping protect access to your portfolio settings.

[Learn more about how to create a passkey to access your portfolio settings.](#)

Avoid two-factor authentication issues

To avoid login issues with two-factor authentication:

- Use an [authenticator app](#). Remember to back up your authenticator app in case you lose access to, or switch, your device.
- Set up multiple methods, including saving your [recovery codes](#). This way you can still access your business portfolio, even if you lose one of the recovery methods.
- [Update your phone number](#) in your Facebook account settings after changing your mobile phone number to make sure you can receive security codes by text message or SMS.

[Learn more about how two-factor authentication works on Facebook.](#)

Make sure 2 people have full control of the business portfolio

It's recommended (but not required) that 2 active people have full control of a business portfolio. Also known as "second admin approval," this provides additional security by adding a second layer of approval to sensitive actions, such as requests to share credit lines or change the access of someone with full control of the portfolio.

Having more than one person with full control also ensures someone else has top-level access to the portfolio in the event that one of your accounts or business assets shows suspicious activity.

[Learn more about how to change people's access to a business portfolio.](#)

Report suspicious or unauthorized activity

If you notice suspicious or unauthorized activity, [contact our support team](#).

Audit people's level of access

Perform an audit of people in your portfolio to make sure they don't have more permissions than they need. People with full control of the portfolio can export a file with users' permissions from the

People tab in Meta Business Suite's [Settings](#). You'll also find information on when they were last active and whether they have two-factor authentication turned on. **Note:** People who have been invited to join your portfolio but have not yet accepted are not included in this report.

[Learn more about how to download people permissions.](#)

Monitor business portfolio activity

Review your [business history](#), a file of important events that occurred in your portfolio, to look for any unauthorized activity, such as changes to portfolio details, business assets and people. You can download your business history from the **People** tab or **Business info** tab in Meta Business Suite's [Settings](#).

[Learn more about how to download your business history.](#)

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Business Help Center

Turn on the two-factor authentication requirement in your business portfolio

Turn on the two-factor authentication requirement in your business portfolio

Two-factor authentication can help protect your account from unauthorized access.

If you created your business portfolio less than 90 days ago, you can choose to require two-factor authentication for people in your account.

If two-factor authentication is required for your business portfolio, people must also turn on two-factor authentication to access the business portfolio. **Note:** For security reasons, turning on two-factor authentication is required for certain business portfolios that are more than 90 days old.

You can share this article with people in your business portfolio for directions on how [to turn on two-factor authentication for Facebook accounts](#).

Before you begin

Only people with full control of the business portfolio can turn on the two-factor authentication requirement.

Turn on the two-factor authentication requirement

1. Go to [Settings](#) in Meta Business Suite.
2. Click **Business portfolio info**.
3. Scroll down to **Business options**.
4. Click the dropdown menu next to **Two-factor authentication**.
5. Select **Admins only** or **Everyone** to choose who this requirement applies to. To turn off two-factor authentication requirement, choose **No one**.

After you turn on the two-factor authentication requirement, Meta needs to remember your computer and browser info so we recognize it next time you log in. Some browser features block this. If you've turned on private browsing or set up your browser to clear your history every time it closes, you might have to enter a code every time you log in. If you use a third-party app to manage the Pages or ad accounts in your business portfolio, you'll be asked to enter a login code the next time you sign in from the app.

If you've turned on two-factor authentication requirement and get a prompt to enter a code for security purposes, you can generate one from your phone. Learn how to [receive a code for two-factor authentication](#).

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[Manage publisher block lists](#)[Turn on the two-factor authentication requirement in your business portfolio](#)[Receive a code for two-factor authentication on Facebook](#)

Share your domain with a partner

Share your domain with a partner

You can give a partner access to your business's domain in Meta Business Suite. Sharing your domain lets trusted partners run and manage ads for your business.

Sharing your domain doesn't give your partner ownership of managing the domain. You can remove your partner's access at any time.

Before you begin

- You must have a business portfolio
- The intended partner must have a business portfolio.
- You can only share a verified domain. Learn more about how to [verify your domain](#).

Share your domain with a partner

To share your domain with a partner's business portfolio in Meta Business Suite:

1. Go to [Settings](#) in Meta Business Suite.
2. Select the **Brand Safety** tab from the left navigation menu. Then select [Domains](#).
3. Select the verified domain you want to share.
4. Click **Assign partner**.
5. Enter your partner's business portfolio ID. The business portfolio ID can be found in the **Business Info** tab.
6. Select whether you'd like to give your partner **Partial access** or **Full control** of your domain.
7. Click **Next**.

8. Click **Done** to finish.

You should see your partner's information under the **Partners** tab. You can stop sharing your domain with a partner at any time by clicking the trash icon and removing the partner.

Learn more

- [Manage ad link editing permissions](#)

About brand suitability on Meta platforms and Audience Network

About brand suitability on Meta platforms and Audience Network

Brand suitability controls help advertisers control where ads are delivered on Meta platforms and Audience Network. You can use brand suitability controls to help you place ads adjacent to organic content and publishers that are suitable to your brand.

There are controls that can be applied to your entire ad account and to specific ad campaigns.

Meta Community Standards

Our goal is to create a safe and welcoming community for the more than 3 billion people who use Meta technologies around the world, across cultures and perspectives. To help achieve this goal, our [Community Standards](#) define what content is and isn't allowed on our technologies. Our policies are based on feedback from our community and the advice of experts in fields such as technology, public safety and human rights.

We have around 40,000 people working on safety and security, which includes removing billions of fake accounts a year. We also invest in technology to reduce the spread of false news and help identify content that violates our policies—often before anyone sees it. And we routinely release the [Community Standards enforcement report](#) to track our progress to make [Facebook and Instagram](#) safe and inclusive.

Monetization Policies

Community Standards apply to everyone and all content on Facebook and Instagram, we also have additional policies to hold creators and [publishers](#) accountable. Our Partner Monetization Policies apply at the account level. Learn more about [Facebook's Partner Monetization Policies](#) and [Instagram's Partner Monetization Policies](#). They include [rules](#) for the content you create, how that content is shared, and how your account receives and makes online payments. Additionally, all content on Facebook and Instagram must comply with our Terms and Community Standards and Guidelines. However, content appropriate for Facebook and other Meta technologies isn't necessarily appropriate for monetization. This content has to follow our [Content Monetization Policies](#)—they include prohibited formats, behaviors and restricted categories. This means that not all content on Facebook and Instagram is monetizable.

There are rigorous brand suitability controls, including publisher and content block lists, inventory filters, live stream exclusions and some recent tools that are both at the publisher and content level to allow advertisers greater control over where their ads may appear.

Brand suitability controls

Controls that allow you to manage brand suitability settings directly within the [Meta Brand Safety and Suitability Center](#). Learn more about our [brand suitability controls](#).

Learn more

- [Making platforms safer for brands and people](#)
- [Best practices for brand suitability](#)



Brand suitability controls, such as inventory filter, help you place ads adjacent to organic content that are suitable for your brand in certain ad placements. We define organic content as content posted without being promoted as an advertisement.

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About publisher and content block lists



To view partner-publisher lists in the [Meta Brand Safety and Suitability Center](#), you need a [business portfolio](#).



Some features are being introduced gradually. They may not be available to you yet.

Block lists can help you prevent your ads from appearing in places you don't consider suitable for your brand. There are two types of block lists:

- **Publisher block list:** Helps prevent your ads from running on specific Pages, profiles or creators that publish content on Meta platforms. This can be applied to apps in Meta Audience Network, Facebook in-stream reels, Facebook profile feed, ads on Facebook Reels, Instagram profile feed and Instagram profile reels. [Learn how to create a publisher block list](#).
- **Content block list:** Helps prevent your ads from appearing near content you don't consider suitable for your brand. They can be applied to Feed ads and Reels feed ads on Facebook and Instagram. This functionality is available through brand safety and suitability Meta Business Partners. To create and apply content block lists, contact your Meta Business Partner of choice. [Learn more about Meta Business Partners](#).

Note: At this time, you can only see content block lists that are applied from the Meta Brand Safety and Suitability Center. To review the actual content that is blocked, contact your Meta Business Partner.

You can also [download](#) and [review our partner-publisher list](#) or get help with your block list strategy from a [Meta Business Partner specializing in brand suitability](#).

Learn more

- [About brand suitability](#)
- [Create a publisher block list](#)
- [About partner-publisher lists](#)

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About inventory filter

About inventory filter



These features are rolling out gradually. You may not see them yet.

Inventory filter allows you to control the sensitivity level of the content your ads appear next to for **Feed ads** (Facebook and Instagram feed ads, Reels feed ads, and ads in Threads feed), **In-content ads** (Facebook in-stream reels and Ads on Facebook Reels) and **Audience Network ads**.

Note:

- If you don't see the option to use inventory filter, contact your Meta account representative for access.

There are three inventory filter settings to choose from. Our policies broadly align with the industry standards on the brand safety floor and suitability framework. Here are the guidelines for what each filter control includes and excludes:

- **Expanded inventory:** Show ads adjacent to content that adheres to our Content Monetization Policies so you get the most reach.
- **Moderate inventory:** Exclude highly sensitive content. This lowers your reach and may increase costs.
- **Limited inventory:** Exclude additional sensitive content and live videos. This lowers reach and can increase costs.

By default, you're opted into **Expanded**. Learn how to [use Inventory filter](#).

On Facebook, Instagram and Thread, filters exclude certain videos and Feed content. On Audience Network, filters exclude apps. See what's included for [in-content ads](#) and [Audience Network](#).

Your ads should only appear in or next to content that is appropriate for advertising. Content that doesn't meet our [Community Standards](#), such as full nudity, excessive violence, terrorist acts or misinformation identified by third-party fact-checkers, is excluded by default. Learn more [about the review process for places where ads could appear](#).

Brand suitability controls are designed to help you place ads adjacent to content and publishers that are more suitable for your brand. However, there is no guarantee that all content and publishers will be compliant or aligned with your unique brand suitability standards.

Note:

- Inventory filter allows you to control the type of content your ad appears next to or in, but it doesn't block publishers. If you want to block publishers for in-content ads, learn more [about publisher block lists](#). If you want to block specific content, [learn more about content block lists](#).
- For the Facebook in-stream reels placement, your ads can appear in partner live streams. For **Limited** inventory, all live videos are excluded by default. For **Moderate** or **Expanded** inventory, you can choose to [exclude all live videos](#) or [videos from publishers that did not sign up for monetization](#).

Inventory filter for Feed ads, such as ads on Facebook and Instagram feed ads, Reels feed ads, and ads in Threads feed, is available in these languages:

Arabic, Assamese, Bengali, Bhojpuri, Chinese, Dutch, English, French, German, Gujarati, Hebrew, Hindi, Indonesian, Italian, Japanese, Kannada, Korean, Malay, Malayalam, Marathi, Oriya, Punjabi, Polish, Portuguese, Romanian, Spanish, Swedish, Tamil, Telugu, Thai, Turkish, Ukrainian, Urdu and Vietnamese

[Inventory Filter for in-content ads is available in these languages](#)

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System users

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

- [Add system users to your business portfolio](#)
- [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.

Learn more

- [About system users](#)
- [Developer documentation: System users](#)

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System users

WHOOOPS

WHOOOPS

That page doesn't exist

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Delete your business
portfolio

Delete your business portfolio

Delete your business portfolio

Once you delete your business portfolio, this action can't be reversed. When you delete a business portfolio, you also delete the content you've created, managed, shared and used.

When you delete a business portfolio, it permanently erases:

- Event source groups
- Asset library
- Projects

Note: Deleting your business portfolio will not delete any connected WhatsApp Business accounts. But you must remove any connected WhatsApp Business accounts from your business portfolio before you can delete the business portfolio. Learn more about [how to remove business assets like a WhatsApp Business account](#) from your business portfolio.

When you delete your business portfolio, Meta also removes any access you have to another business's assets, such as their Pages, ad accounts and Meta Pixels. Any permissions you've shared with another business will also be removed.

- **Pages:** Pages added to your business portfolio can be moved to a different business portfolio or be moved back to the personal profile of the Page owner. For example, if someone shared access to their Page with you, that Page gets reverted to their personal profile. Likewise, if you created the Page yourself, it gets reverted to your personal profile.

Note: Not all business portfolios are eligible for deletion. If you're having issues, [troubleshoot why you can't delete your business portfolio](#).

All people in your business portfolio retain their assigned level of access to each Page and ad account. To continue working on Pages and ad accounts, people should use their personal Facebook account to access them.

Before you begin

You must have full control of the business portfolio you want to delete.

Delete your business portfolio

To delete your business portfolio:

1. Go to [Settings](#) in Meta Business Suite.
2. Click **Business info**.
3. Click **Permanently delete business**, then follow the on-screen instructions.

To ensure the security of every business, your business will be pending deletion for 24 hours. After 24 hours, deleted businesses can't be reopened.

Delete your business portfolio

WHOOOPS

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That page doesn't exist

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