

About connected business assets

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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](#)

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

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