

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

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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](#)ⁱ. 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

[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

Basics

[About Business Account settings in Business Suite desktop](#)

Create

[Create and schedule posts](#)[Create an ad](#)

Manage

[Assign conversations in Inbox](#)[Set up Automated Responses in Inbox](#)[Connect your Instagram account](#)

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