

Connect your Facebook Page to WhatsApp

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This article is intended for business owners using WhatsApp Business app. Understand the [differences between the WhatsApp Business Platform and WhatsApp Business app](#).



Explore our [help content library](#) to find answers and troubleshoot issues.



We are rolling out a new **recommended setup** experience to the **Traffic, Awareness** and **Engagement** objectives which is similar to the [Advantage+ campaign setup](#) for the **Sales, App promotion** and **Leads** objectives.

You may see a [campaign score](#) of 100 and **Advantage+ on** for some options. Manual options are still available.

This means you may see slightly different steps to those described here for some objectives. [Learn more](#).

[Special ad category](#) campaigns and pharmaceuticals campaigns may not have access to all Advantage+ features, or may see a different experience.

You can connect your Facebook Page to your WhatsApp to run ads that click to WhatsApp. These ads let you connect with customers when they click on a **Send message** button on your Facebook, Instagram or WhatsApp ads to start a conversation in WhatsApp.

You can [connect multiple WhatsApp numbers to your Facebook Page](#) to manage communications and run ads using different numbers for better customer engagement.

This article also covers how to disconnect your Facebook Page from WhatsApp.

Before you begin

- [Download the WhatsApp Business app](#).
- You have to [create a Facebook Page for your business](#). You can't find **WhatsApp** in your personal Facebook profile and proceed with the steps in this article.

Note: If you use the WhatsApp Business Platform, don't follow the steps in this article. Learn how to [request to connect your Facebook Page to a WhatsApp Business Platform phone number](#) instead.

Connect a Facebook Page to your WhatsApp

You can connect a Facebook Page to your WhatsApp from your Page settings, from Ads Manager, or from the WhatsApp Business app.

To connect your Facebook Page to WhatsApp from the WhatsApp Business app, visit this [WhatsApp help center article](#).

To connect from your Facebook Page settings:

1. Go to your Facebook Page.
2. Click on your profile picture in the top right.
3. Click on **See all profiles** and choose your desired Page.
4. Click on the Facebook Page profile picture in the top right.
5. Click **Settings**.
6. Under **Permissions**, click **Linked accounts**.
7. Click **WhatsApp**.
8. Choose your country code and enter your WhatsApp Business phone number.
9. Click **Send Whatsapp code**.
10. Input the confirmation code that you receive.
11. Click **Confirm**.

To connect from Ads Manager:

1. Go to Ads Manager.
2. Click **Create** and select an objective that supports WhatsApp (such as Messages, Conversions or Traffic).
3. Choose the business Page you want to use.
4. Go to the Ad set level and find **WhatsApp** under **Message destinations**.
5. Click **Connect account**.
6. Enter your WhatsApp Business phone number and follow the verification steps.

You've connected your Facebook Page to your WhatsApp.

If you receive a “WhatsApp number is linked to another Facebook business” error message, this may be because your WhatsApp phone number is already linked to another Facebook business. In this case, you'll have to [remove your WhatsApp phone number](#) as a business asset.

Disconnect your Page and WhatsApp account

To disconnect your Page and WhatsApp account:

1. Go to Facebook.
2. Click your profile photo in the top right.
3. Click **See all profiles**, then select the Page you want to switch into.
4. Click your Page's profile picture in the top right of Facebook.
5. Click **Settings & privacy**, then click **Settings**.
6. In the left menu under **Permissions**, click **Linked accounts**.
7. Click **WhatsApp**.
8. Click **Remove**, then click **Remove** to confirm.

Learn more

- [Troubleshoot connecting your WhatsApp Business account With your Facebook Page](#)
- [Differences between the WhatsApp Business Platform and WhatsApp Business app](#)
- [Create ads that click to WhatsApp in Meta Ads Manager](#)
- [Create ads that click to WhatsApp with your Page](#)
- [About connected business assets](#)

Basics

[About WhatsApp business accounts](#)[Connect your phone number](#)

Create

[Create a WhatsApp business account](#)[Create a WhatsApp account with Business Solution Providers](#)

[Create message templates](#)

Manage

[Delete message templates](#)[Connect your Facebook Page](#)[Set up a line of credit](#)

Advertise

[Create ads that click to WhatsApp](#)[Create a new template for ads](#)[Select an existing template for ads](#)

Results

[About billing](#)[View your invoices](#)[Insights](#)

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