



WHAT IS META BUSINESS SUITE?

Meta Business Suite is the free tool provided by Meta (Facebook) to manage your Facebook and Instagram presence from one place. It lets you:

- Manage Pages and Instagram accounts
- View messages, comments, and notifications
- Schedule posts and stories
- Run ads and track insights

STEP-BY-STEP SETUP

STEP 1: Create a Facebook Page

Note: You must already have a personal Facebook profile to create a Page.

1. Visit: <https://www.facebook.com/pages/create>
2. Select your Page Type: **Business/Brand**.
3. Enter:
 - **Page Name**
 - **Category**
 - **Description**
4. Click **Create Page**.
5. Upload:
 - **Profile Photo**
 - **Cover Photo**
6. Save the page.

Important: If you've just created a new Facebook profile, you may encounter an error that says you're account is too new to create a Page yet. This is because Meta restricts new profiles from creating Pages immediately for security reasons. Wait for 24–48 hours and make sure your profile has basic activity (friends added, bio filled) before retrying.



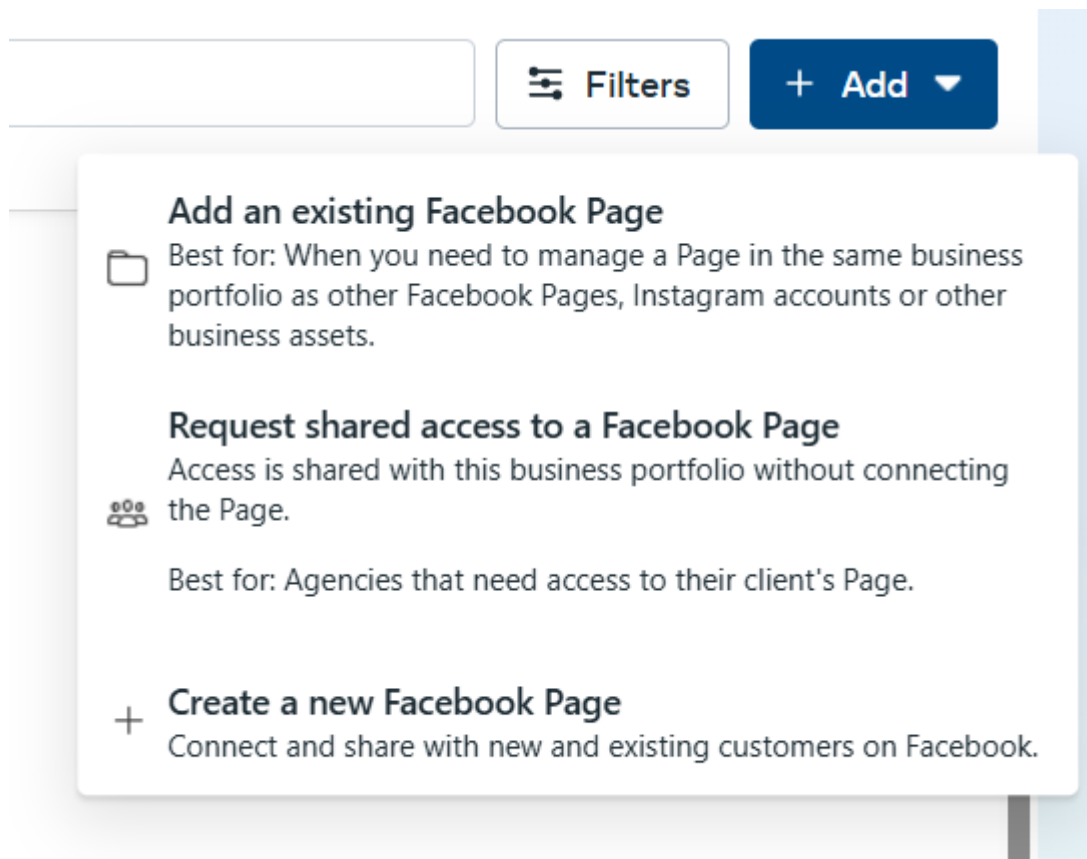
This guide is part of the AI Digital Marketing Training Toolkit – a certified resource provided to all enrolled students under RoVix AI.

STEP 2: Create Meta Business Suite Account

1. Visit: <https://business.facebook.com/>
2. Click **Create Account**.
3. Fill in:
 - **Business Name**
 - **Your Name**
 - **Business Email**
4. Submit to create your account.

STEP 3: Add Your Facebook Page

1. Inside Business Suite, go to **Settings > Accounts > Pages**.
2. Click **Add > Choose**:
 - **Add a Page** (if you own it)
 - **Request Access** (if client owns it)
3. Select the Facebook Page to connect.



STEP 4: Link Instagram Account

1. In Business Settings > **Accounts** > **Instagram Accounts**
2. Click **Add**
3. Log into your **Instagram Business** account.
4. Grant permissions

STEP 5: Add People & Assign Roles

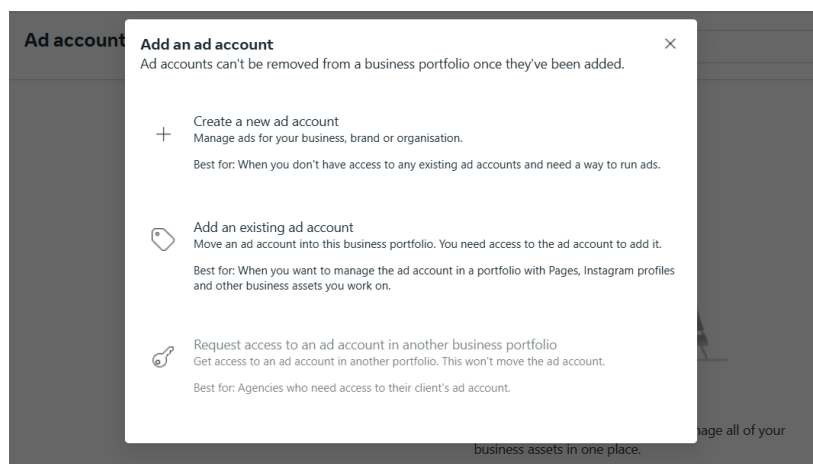
If you want others (like teammates or clients) to help manage your Meta Business Suite, **never share your Facebook password**. Instead, securely assign them access here:

1. Business Settings > **People** > Click **Add**
2. Enter the team member's email address
3. Assign their role (Admin, Employee, etc.) based on how much access they need
4. Choose which assets to give them access to (Pages, Ad Accounts, Instagram, etc.)

This ensures secure access management and keeps your account safe.

STEP 7: Create Ad Account

1. Business Settings > **Accounts** > **Ad Accounts** > Click **Add**
2. Choose **Create a New Ad Account**
3. Fill:
 - Account Name
 - Time Zone
 - Currency
4. Assign access to yourself/team
5. Link Payment Method



COMMON ISSUES

Problem	Cause	Solution
Instagram not connecting	Personal IG, not a business profile	Switch to Professional IG account
Can't add Page	You're not the Page owner	Ask Page Owner to assign Admin Role
Payment failed	Expired card / Mismatched currency	Add new valid card with correct currency
Can't access Meta Business Suite	Page not linked or wrong role	Verify you're listed as Admin of Page and Ad Account
Instagram still not linking	Already linked to another Business Manager	Unlink from previous Business Manager or contact support
Ad Account not showing	You haven't been assigned permission	Ask the Admin to assign Ad Account access in Business Settings
Error creating Page	New FB profile or suspicious activity	Wait 24–48 hours and engage with your profile to gain trust
Business Settings options missing	Logged in with personal account	Ensure you're in Meta Business Suite and not personal profile view
Can't add payment method	Country/currency not supported or restricted card	Use a supported card and verify currency setting matches business location
Instagram profile not switching to Business	Missing Facebook Page or permission	Link it to a Facebook Page first, then switch in IG app settings