



Linking Instagram to your Meta Business Suite



If you have an Instagram business account and a Facebook business account you can link them both in Facebook's Meta Business Suite. This allows you to schedule content, view insights, create ads and reply to comments/messages in the one central place. Here is how to do it.

1

Login to your Facebook business account. Go to Meta Business Suite, which is in the sidebar on the left of the screen, under Ad Centre.

2

In the Meta Business Suite tabs on the left, select 'All tools' which will appear toward the bottom of the list.

3

Click 'Page settings', over on the right hand side under 'Manage' column. This option manages page roles, Instagram and WhatsApp connections and more info associated with your page.

4

Next select 'Linked Accounts' in the lefthand sidebar. There will be both an Instagram and WhatsApp option.

5

On the Instagram tab, select 'Connect Account'. It will open up the Instagram window, which you select 'Connect'.

6

On the Instagram tab, select 'Connect Account'. It will open up the Instagram window, which you select 'Connect'.

7

You need to confirm that you allow Instagram to connect with your inbox and login to your Instagram account.

8

A pop up window will confirm your account is now connected, select 'done' to close the box.

9

Once complete head back the main Meta Business Suite page and click refresh to confirm it is done. Well done you have connected your accounts! You'll see both Facebook and Instagram icons appear under your cover photo and next to your page name.

10

You can now go to **Planner** and start scheduling your posts for both Instagram and Facebook; **Ads** to organise advertising, and utilise **Insights** to see how you are tracking.

