

Unlock your organic strategy and get started with Meta technologies

Making sure you’re properly set up across Meta technologies will help you have a strong foundation for building your organic strategy. From setting up your Facebook profile to linking your Instagram account to monitoring your Page and Account status and managing your assets with Business Manager, this guide will help you take full advantage of Meta technologies for your organization.

Creating Facebook and Instagram accounts

Start with a Facebook profile

Set up your personal Facebook presence first to help you reach new audiences and access Facebook tools, connect with your community, and create a Facebook Page.

Create a Facebook Page for your organization

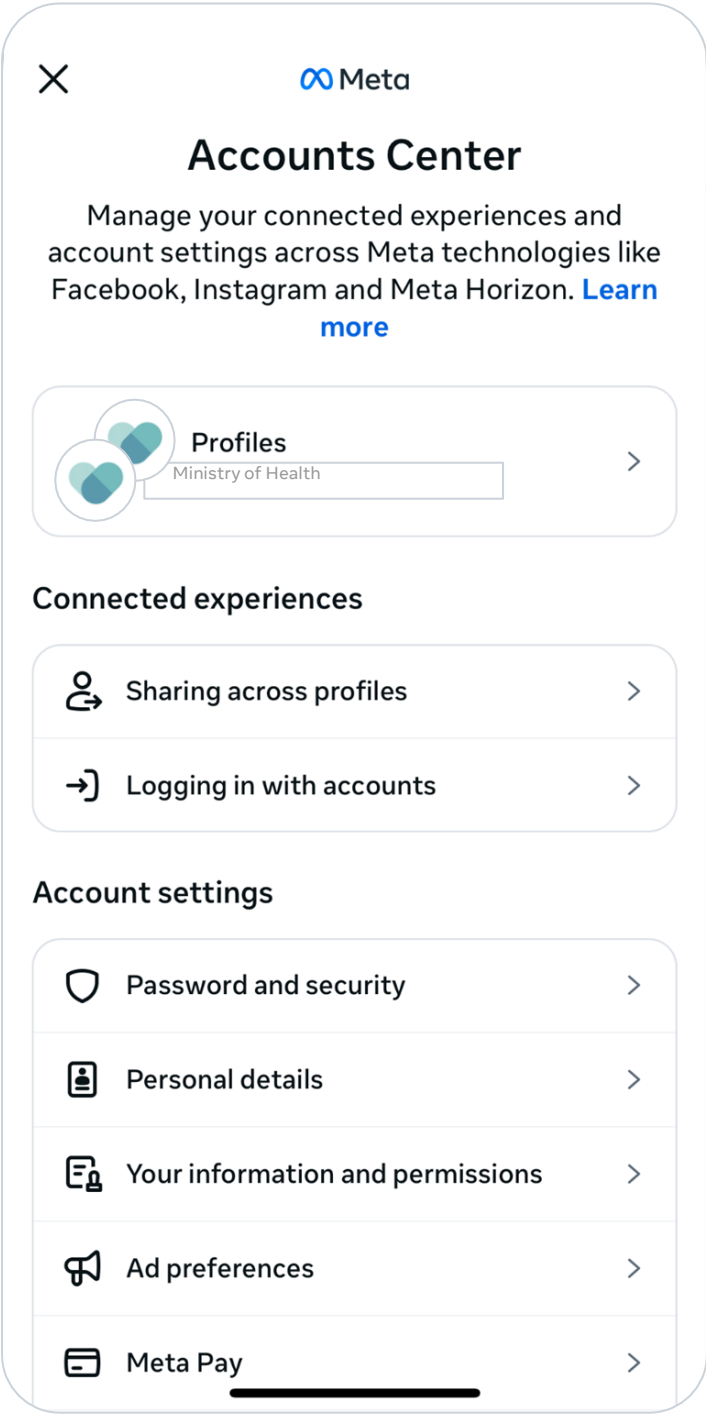
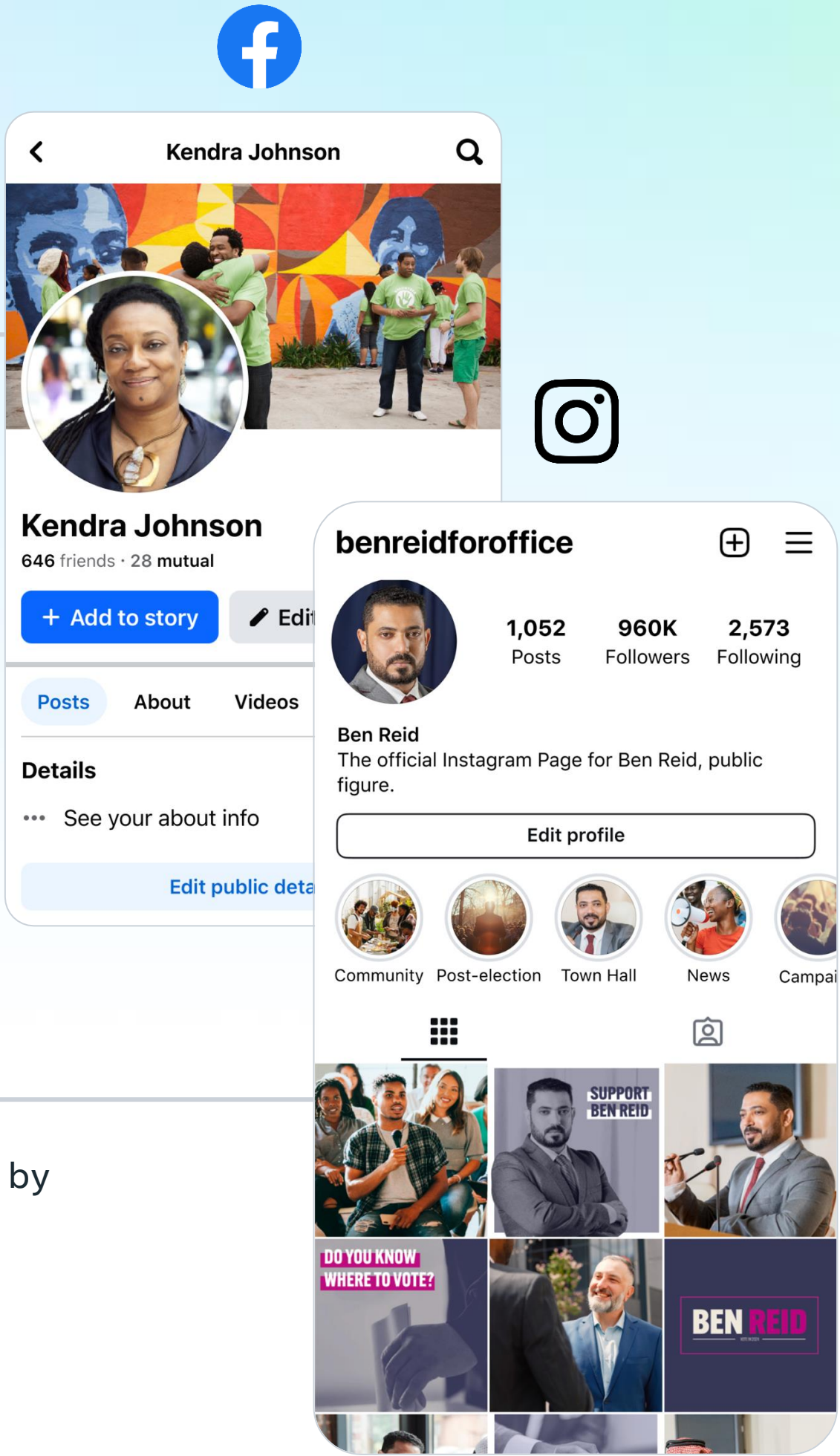
Use a Facebook Page to keep your profile separate by working with a team of admins to manage your organization’s presence.

Professional mode for Facebook profiles (if applicable)

Consider turning on professional mode for your profile if you plan to build a public presence while maintaining personal friend and family connections as an individual. When turning on professional mode, you can build a public following and grow a global community.

Create an Instagram account for your organization

Instagram accounts allow you to create and share photos and videos with your followers. Start by creating an account and consider transitioning to an Instagram professional account.

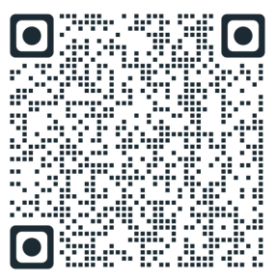


Manage your profiles with Accounts Center

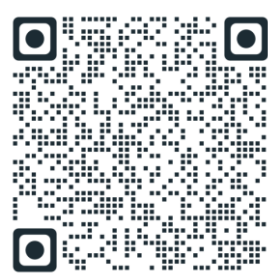
Visit the [Accounts Center](#) to manage connected experiences across Facebook, Instagram and WhatsApp. On Accounts Center, you can [add and remove accounts](#) in order to change account settings like your contact information, ad preferences and payments across your accounts.



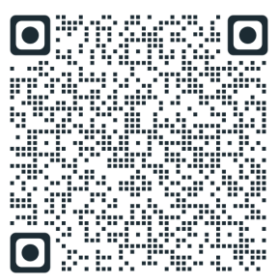
Scan here for help on creating a Facebook account.



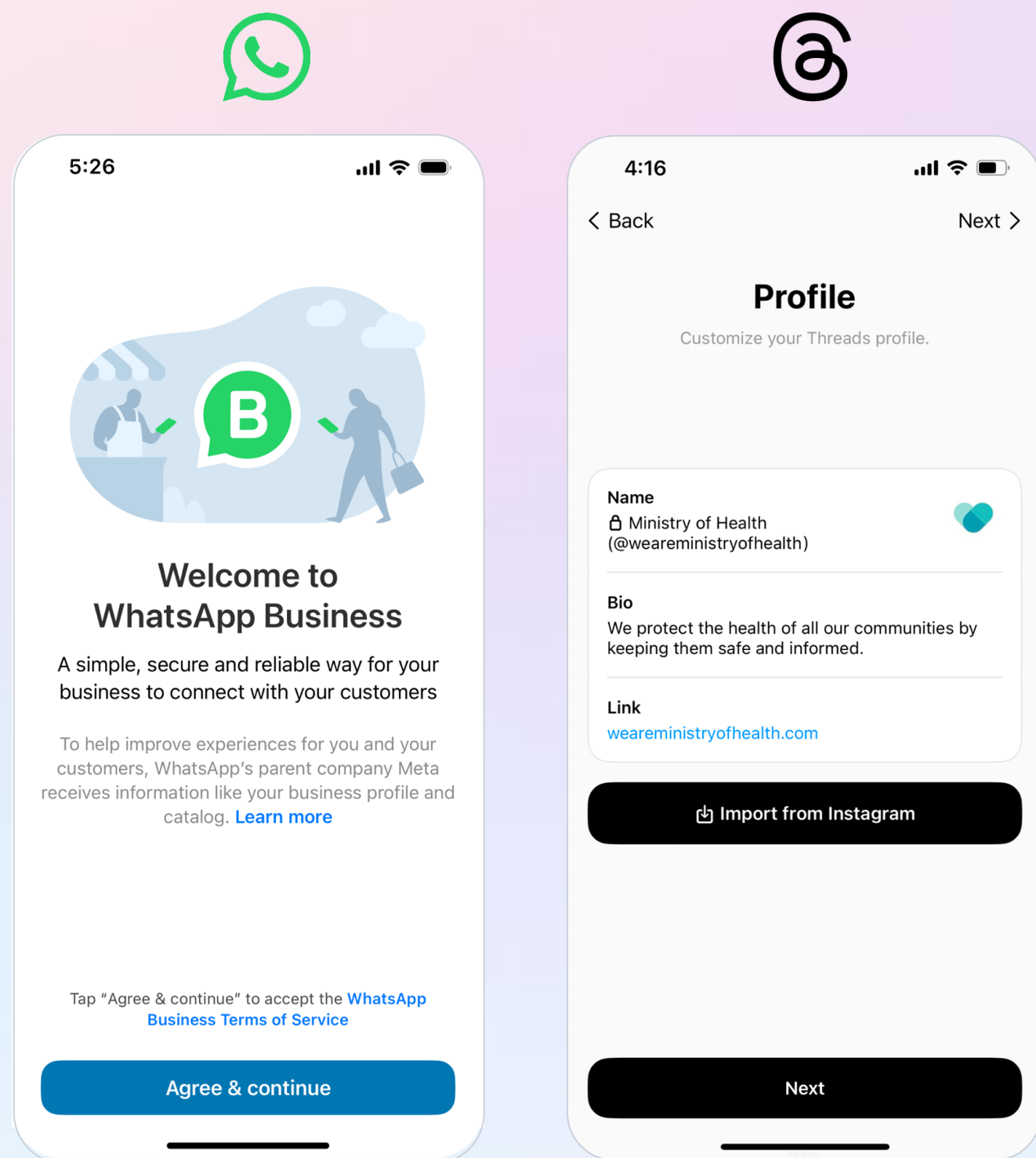
Scan this QR Code for more information on creating a Page.



Already have a Facebook Page? Learn how to create an Instagram account from a Facebook account.



Add or change the Facebook Page linked to your Instagram professional account.



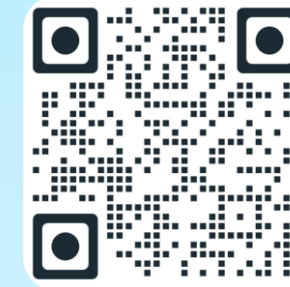
Getting started with WhatsApp and Threads

Establish a presence on WhatsApp Business app

WhatsApp provides an end-to-end encrypted call and chat experience for people around the world, no matter the location, device or connection quality. Get started by [downloading the WhatsApp Business app](#), [registering a phone number](#) and [building a business profile](#).



Scan here to learn how to download the WhatsApp Business app.



Download Threads to get started today.

Get started on Threads by logging in with your Instagram account

Use single sign-on to log into [Threads using your Instagram account](#) and easily switch between multiple accounts.

Managing Facebook and Instagram accounts



Linking Facebook and Instagram accounts

[Connect your accounts](#) for additional benefits, such as the ability to manage your posts, comments and permissions.

Apply for verification on Facebook and Instagram

A blue checkmark [verified badge](#) helps people easily recognize governments, organizations, and public figures that they want to support because Meta has confirmed an authentic presence.

Share Facebook Page access

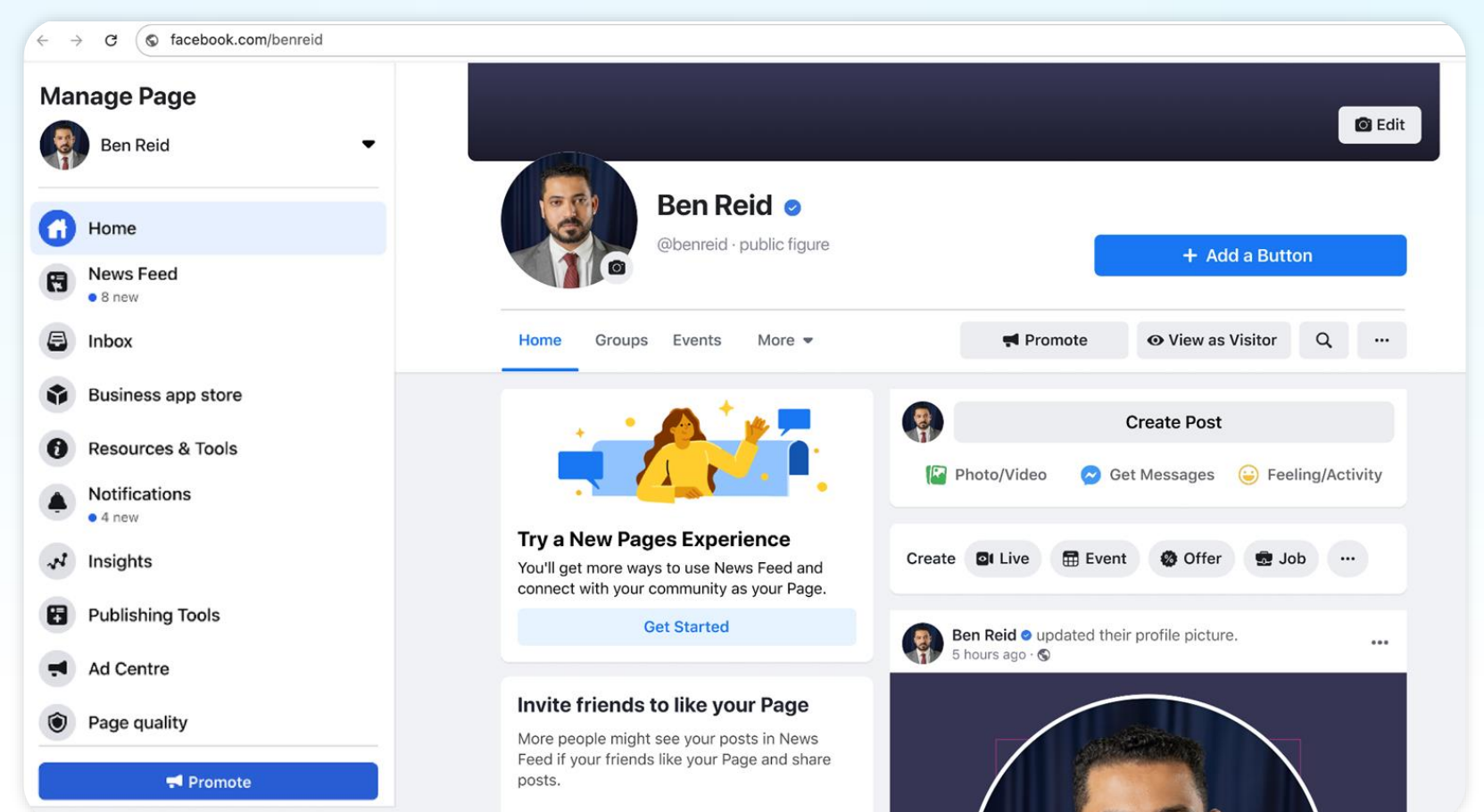
[Give trusted people](#) at your organization [access to your Facebook Page](#) to help manage your Page. [People can have Facebook access](#) with **full control** or **partial control**. They can switch into the Page and manage it on Facebook or by using other tools from Facebook.

Manage Facebook Page task access

Give trusted people task access to a Page to manage specific features through [Business Manager](#) and [Meta Business Suite](#). [People with task access can manage the Page](#) from other tools but can't switch into the Page or manage it on Facebook.

Monitor Page Status and Account Status

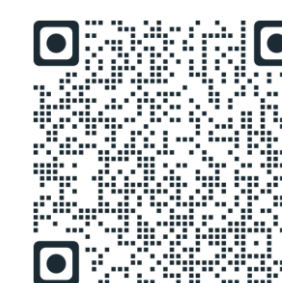
Facebook Pages and Instagram accounts must follow [Community Standards](#) which apply to everyone all around the world and to all types of content. Meta uses technology and review teams to detect, [review and take action](#) on millions of pieces of content every day on Facebook and Instagram.



Actions	Full Control	Partial Control	Task Access
Manage Page account settings	X		
Manage Page account access	X		
Respond to and delete comments	X	X	
Add, manage or remove linked accounts	X	X	
Create, edit and delete events	X	X	
Remove or ban people	X	X	
Create, manage or delete content	X	X	X
Respond to direct messages	X	X	X
Create, manage and delete ads	X	X	X
Use and analyze insights	X	X	X



Visit Meta Support Pros to apply for a verified badge.



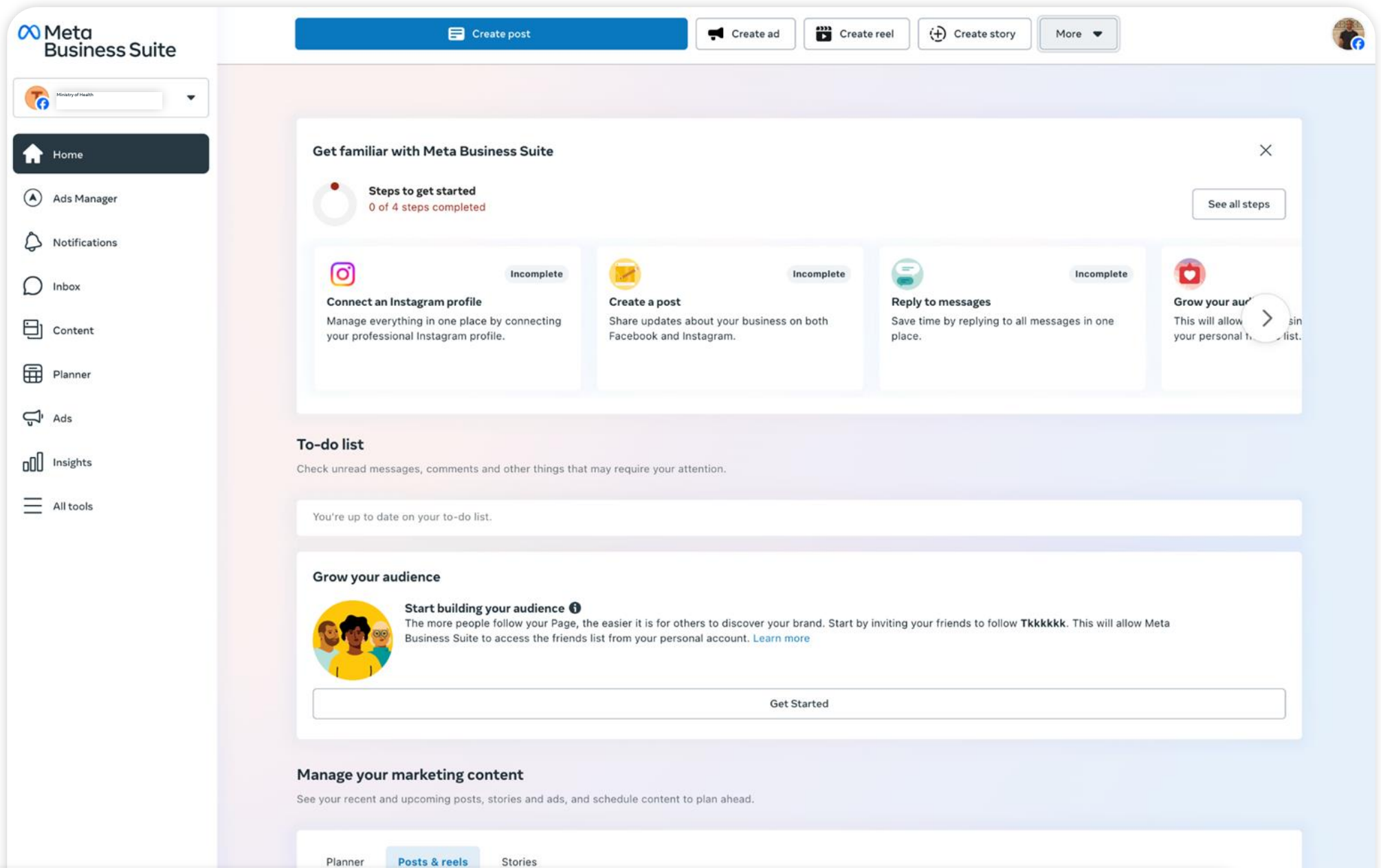
Scan to learn more about Facebook Page Access.



Using business tools

Manage your organization with Meta Business Suite

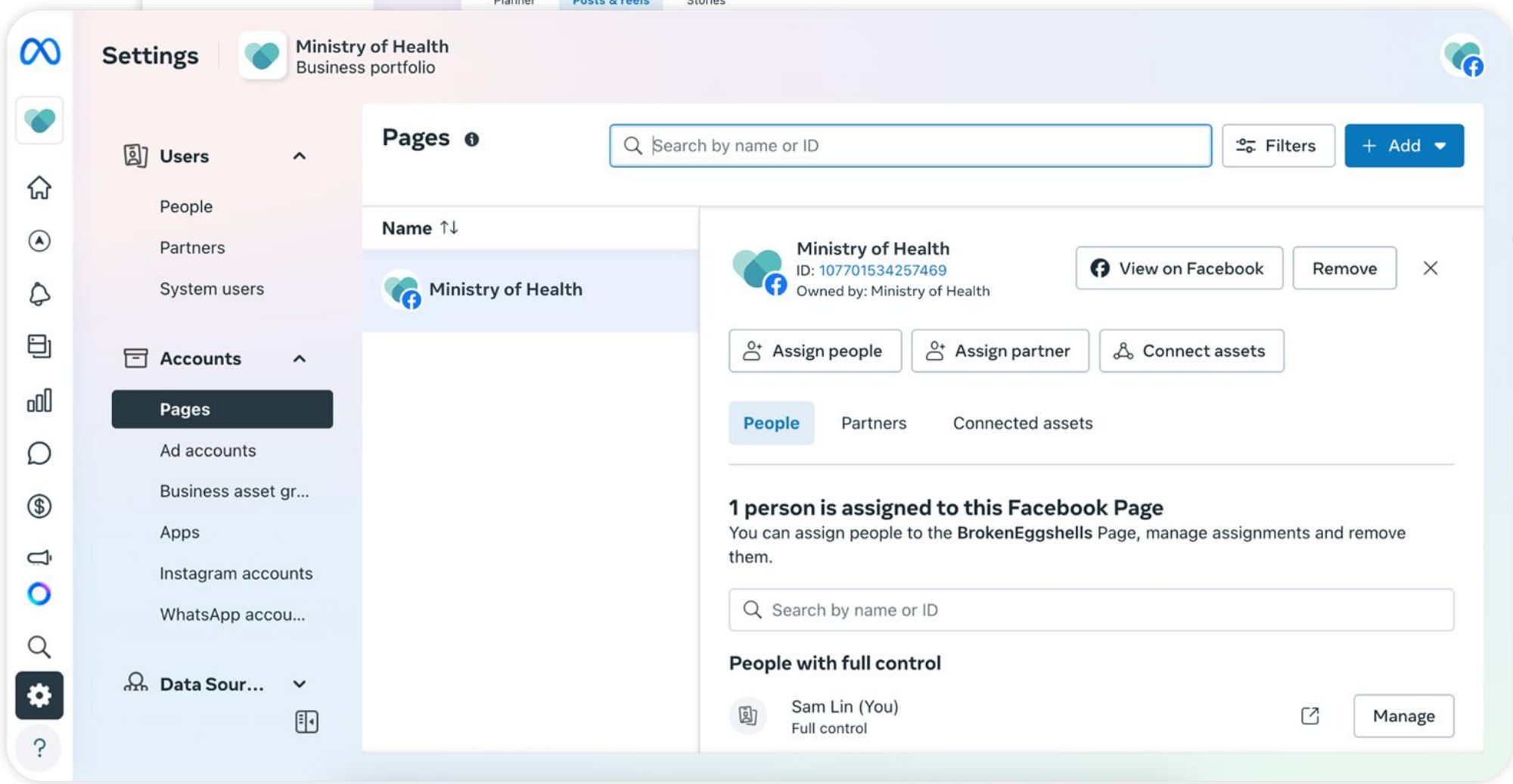
[Meta Business Suite](#) is a centralized hub for managing your organization’s activities, such as organic posts across Facebook and Instagram. Meta Business Suite offers [tools](#) on desktop and mobile.



Manage assets with Business Manager

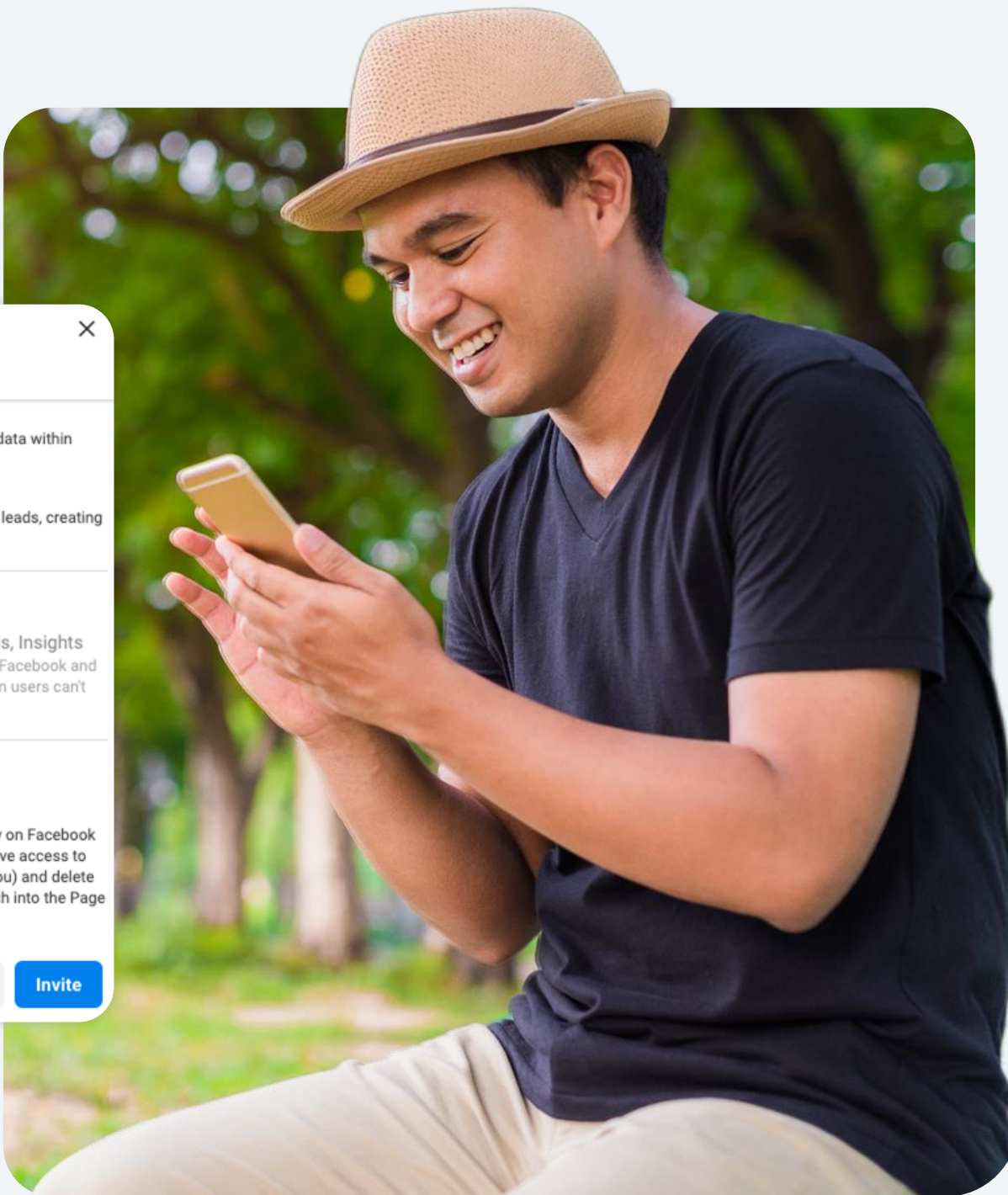
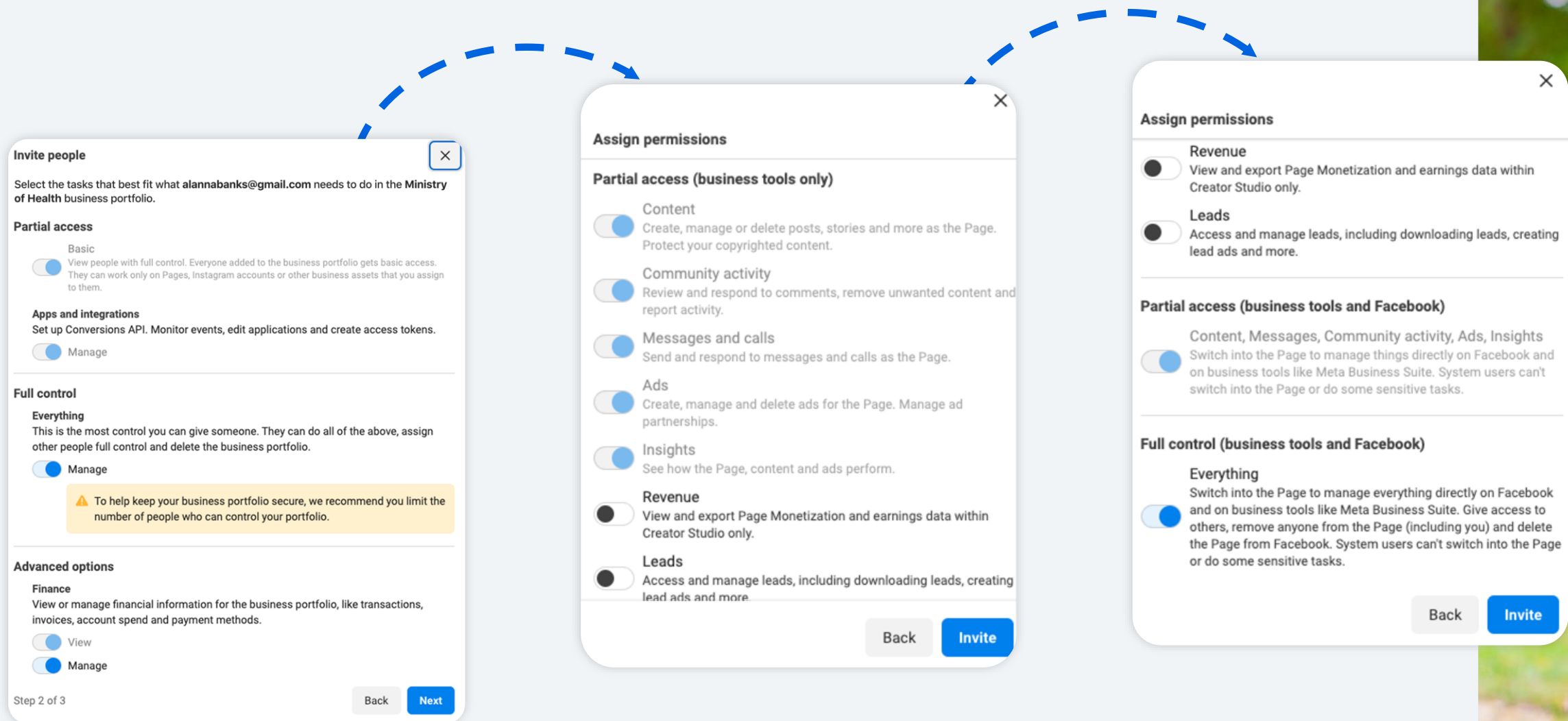
[Business Manager](#) is a central operations hub that allows organizations to professionally manage a [business portfolio, together with Meta Business Suite](#).

Business Manager allows you to [grant access to outside partners](#) to help you operate your strategy, while allowing your organization to maintain ownership of assets and [secure your organization](#).



Add people to your business portfolio

[Enable multiple people to manage](#) multiple assets across your organization, i.e. your business portfolio, by managing access through Meta Business Suite and Business Manager. Business Manager also allows you to request access to assets in other business portfolios, such as Pages or ad accounts.



**Every connection is an opportunity.
It's Your World.**