

Connect Instagram to Facebook and Meta Business Suite

For UK trades and small businesses. Some steps are on your phone, some on a computer.

This guide connects your business Instagram to your Facebook Page and your Meta Business Portfolio, so you can manage both in one place: post to both, handle messages in one inbox, and keep everything owned by your business. You do the Instagram parts on your phone, then confirm ownership in Meta Business Suite on a computer.

There are three connections to make: Instagram set to Business; Instagram linked to your Facebook Page; and Instagram added to your Business Portfolio. A Page can look connected in the app while the account is still missing from your portfolio, so do and test all three.

Before you start

You will need these, and about 20 to 40 minutes:

- Your own real personal Facebook login, and full control of the correct business Facebook Page.
- The Instagram username and password, held by the owner. You type it yourself, never me.
- Access to the email and phone number on the Instagram account.
- A phone with the latest Instagram app, and Meta Business Suite open on a computer.
- The correct Business Portfolio from the previous guide.

Do not start if: you do not know who owns the Instagram account, it belongs to a former employee, you cannot access its email or phone, or the Page is controlled by another business. Sort ownership first.

Stay safe

- Never send your Facebook or Instagram password to me. You type it yourself, into Instagram or Meta.
- Never send a login code or backup code to anyone, and do not approve a login you did not start.
- Turn on two-factor authentication, ideally with an authenticator app, and keep backup codes offline.
- Check the email and phone on Instagram belong to the owner.
- Treat any message saying your account will be deleted as a scam. Open Meta yourself and check.

I will never ask for your password or a code. You type them yourself.

Step 1: Make Instagram a Business account (on your phone)

Check first: open the Instagram app, tap your profile picture, then the three-line menu. If you see Business tools and controls, it is already a Business account, so skip to Step 2. If you only see Switch to professional account, carry on.

- Tap the three-line menu, then Account type and tools, then Switch to professional account.

- Tap Continue through the feature screens. Choose the closest category (Plumber, Electrician, Roofer, and so on), not a vague one like Entrepreneur.
- When asked, choose Business (not Creator), then Next.
- In Edit profile, add your business email and phone. Add an address only if customers visit you.

Note: professional Instagram accounts are public. If the account was private, check your old posts before switching.

Step 2: Link Instagram to your Facebook Page (on your phone)

- In the Instagram app, tap Edit profile, scroll to Public business information and tap Page.
- Choose your correct existing Facebook Page. Do not create a new Page. If Facebook asks, log in with the owner's own Facebook account.
- Check it: open Facebook and confirm the Page shows the Instagram account under Linked accounts.

If your Page does not appear, stop. It usually means you are on the wrong Facebook profile or do not have full control of the Page. Do not create a duplicate Page.

On a computer instead: switch into the Page at facebook.com, then Settings and privacy > Settings > Permissions > Linked accounts > Instagram > Connect account. Only type your Instagram login into the official Meta window.

Step 3: Add Instagram to Meta Business Suite (on a computer)

- Open business.facebook.com and pick the correct Business Portfolio (top left).
- Go to Settings > Accounts > Instagram accounts > Add.
- Click Connect and let the owner type the Instagram username and password in the official login window, and complete two-factor authentication.
- Select the account, connect the correct Facebook Page, and give people and partners only the access they genuinely need.

If Meta says the account is already in another portfolio, that is an ownership issue, not a password problem. The other portfolio must release it. Do not keep retrying.

No computer? The Meta Business Suite app can do this too: More > Settings > Instagram > Connect. Desktop is clearer for ownership and permissions.

Check it works

- ☐ The Instagram username is correct and the account is a professional Business account.
- ☐ The profile is public and the category is correct.
- ☐ The public email and phone are correct, and no private home address is shown without reason.
- ☐ The correct Facebook Page is connected in Instagram.
- ☐ The correct Instagram account shows under the Facebook Page Linked accounts.
- ☐ The Instagram account appears in the correct Business Portfolio, with the correct Page connected.
- ☐ Only people and partners who need access have it.
- ☐ A test Instagram message reaches the Business Suite Inbox, and a reply from the Suite reaches Instagram.
- ☐ Instagram can be selected when creating content in Business Suite.
- ☐ Two-factor authentication is on, and backup codes are stored safely.

☐ No password or code has been sent to anyone.

Recommended settings

Setting	Recommended	Quick check
Account type	Business	Professional dashboard is visible
Privacy	Public	Open the profile while logged out
Category	Closest accurate trade	Shows correctly in Edit profile
Public email	Business email the owner controls	Tap Email from another account
Telephone	A business number that is answered	Tap Call and check the number
Address	Only a customer-facing location	No private home address shown
Facebook Page	Your existing correct Page	Linked accounts shows the right Page
Messages access	On if you will use the Suite Inbox	Send and reply to a test DM
Two-factor	Authenticator app preferred	Accounts Centre shows 2FA on
Backup codes	Stored securely offline	Codes exist, without sharing them

Fix a wrong connection

Connected the wrong account? On the Facebook Page: Settings and privacy > Settings > Permissions > Linked accounts > Instagram > View > Disconnect account, then confirm. In Business Suite: Settings > Accounts > Instagram accounts, select it, then Remove from business portfolio (Meta may block removal if it is tied to ads or commerce). Disconnecting from the Page is not the same as removing it from the portfolio, so check both places.

If you get stuck

The correct Facebook Page does not appear in Instagram. You are probably on the wrong Facebook profile or do not have full control of the Page. Log out of the wrong account, confirm full control, and do not create a duplicate Page.

Meta says the Instagram account is already in another Business Portfolio. A previous owner or agency added it. Ask that portfolio's admin to release or transfer it, or contact Meta support.

The Instagram account is still personal. In the app: menu > Account type and tools > Switch to professional account > Business.

Instagram messages do not show in Business Suite. Reconnect and approve message access, check the right username is connected, and check your Inbox permission.

The Page is connected in Instagram but missing from Business Suite. Add it: Business Suite > Settings > Accounts > Instagram accounts > Add.

I got a message saying my account will be deleted. Do not click the link. Open Instagram, Facebook or Business Suite yourself and check Account Status.

Anything else, message me: dana@socialgrowthsystems.co.uk

Send me these for the next step

When it is done, send me only (never passwords or codes):

- Your Instagram profile link and username.
- Your Facebook Page link.
- Your Business Portfolio name.
- Confirmation that Instagram shows under Settings > Accounts > Instagram accounts.

-
- Confirmation that the test message worked.

Send to dana@socialgrowthsystems.co.uk.

Never send your Instagram, Facebook or email password, a two-factor or backup code, or a photo of your authenticator app. I will never ask for them.

Verified against official Meta and Instagram help on 27 July 2026. Menus can vary between accounts, devices and regions, so a button may move or be renamed. If your screen looks very different, stop before creating a duplicate or changing ownership, and message me.