

Meta Business Suite Inbox: Messages and Comments

For UK trades and small businesses. Reply on your phone or a computer.

Your Inbox is where all your Facebook and Instagram messages and comments arrive in one place. This guide shows you how to open it, reply well, handle comments, and set up a simple automatic reply so no enquiry slips through. A quick reply is often the difference between winning a job and losing it to the next trade on the list.

What lands in your Inbox: Facebook Messenger and Instagram direct messages, plus comments on your Facebook and Instagram posts (and WhatsApp, if connected). You read, reply, and move finished ones to Done.

Before you start

- Access to the correct Business Portfolio and Page, and Instagram if you use it.
- Messaging turned on: as the Page, go to Settings > How people find and contact you > Allow people to message your Page.
- About 15 minutes.

Stay safe and protect customer privacy

- Never share your Facebook or Instagram password or a login code with anyone, including me. Keep two-factor authentication on.
- Treat any message saying your Page will be deleted as a scam. Open Meta yourself and check.
- Do not ask customers to send bank details, ID or medical information through social media.
- Use customer details only for their enquiry. Replying is not the same as consent to marketing.

UK data protection: someone asking for a quote has not agreed to marketing. Answer their enquiry, and only add them to a marketing list once they clearly opt in.

Open your Inbox

- On a computer: open business.facebook.com, sign in, pick the correct business (top left), then click Inbox in the left menu. Choose Inbox, not Notifications.
- Check the correct Page and Instagram account are selected before you reply.
- Use All messages for everything, or the Messenger and Instagram tabs to check one channel. If the Inbox looks empty, a filter is probably on.

Reply to messages

- Open the newest unread conversation and read the whole thread before replying.
- A good enquiry reply: thank them, confirm the job, ask only for what you need next (postcode, job type, a photo, a preferred date), explain the next step, and give a realistic reply time.
- Avoid one-word replies like 'Hi' that do not move things forward.
- Attachments: use the attachment icon for an approved photo or PDF, and check the file name first so you do not send another customer's quote. For big or formal quotes, email may be safer.

Handle comments

- In the Inbox, open Facebook comments or Instagram comments. Enquiries often hide in comments, so do not check only messages.
- Reply publicly to general questions (it shows you are active and helpful), but never post addresses, phone numbers or private quote prices in a public comment.
- Move the detail to a private message: 'Thanks, I can help. Please send me a private message with your postcode and a photo of the job.'
- Moderating: answer genuine questions; take fair complaints private and calm; hide, delete or report obvious spam; do not argue with abuse (save evidence, block or report, and call the police for a credible threat); reply factually to a fair negative review rather than deleting it.

Never fake it: do not create fake comments, fake reviews or fake conversations. It misleads customers and can damage the business.

Set up an automatic first reply (on a computer)

An instant reply is an automatic first message that confirms you got the enquiry. It is not a replacement for a real reply.

- In Inbox, click Automations > Create automation > Greet people > Instant reply.
- Choose only the channels you actually monitor (Messenger, Instagram).
- Write a realistic message, for example: 'Thanks for contacting [Business Name]. I have got your message. Please send your postcode, the type of work and any photos. I normally reply within one working day.' Do not promise 'immediately' unless it is true.
- Turn it on, Save, then test by messaging from an account that has not messaged you before.
- Away message: for evenings, weekends or holidays, set an Away message that says when you will reply. Instant replies are not sent while your status is Away, so do not rely on both at once. Update holiday messages when the holiday ends.

Keep automations simple: start with one instant reply and one away message. Add FAQs or keyword replies only when you can name the exact problem each one solves. Broad triggers like 'price' fire on the wrong messages.

Saved replies

Saved replies are reusable templates. Check every one before sending, swap in the real name, date and price, and never let a saved or suggested reply invent availability, prices or guarantees.

On your phone

- Open the Meta Business Suite app, pick the correct business (it may open the last one used), and tap Inbox (not Notifications).
- Tap a conversation, read the full thread, reply and Send. If you use voice-to-text, check it for wrong words, names or prices before sending.
- You can edit automations at the three-dot menu > Automations, but the first setup is easier on a computer.

A simple daily routine

- Start of day: check Unread, Follow up, and Facebook and Instagram comments.
- During the day: reply, or mark Follow up when you need to quote or check something.
- After sending a quote: mark it so it does not get lost.
- When a job is booked: move the conversation to Done.
- End of day: check unread again and set your Away status if you use one.

Check it works

- ☐ The correct business and Page are selected.
- ☐ Messenger messages appear in the Inbox.
- ☐ Instagram messages appear, if connected.
- ☐ Facebook and Instagram comments appear.
- ☐ You can reply to a test message and a test comment.
- ☐ The instant reply sends once to a brand-new conversation.
- ☐ The away message works when your status is Away.
- ☐ The Meta Business Suite app opens the correct business.
- ☐ Two-factor authentication is on, and no password or code has been shared.

If you get stuck

The Inbox is empty. Wrong business selected, or a filter is on. Check the business selector, clear all filters, and check Messenger and Instagram separately.

Instagram messages do not appear. Message access may be off, or the account is not professional or connected. Open the Instagram tab and follow any prompt, and check the connection (see the Instagram guide).

I can read messages but cannot reply. You may not have the right access. Ask the owner to check your access in Business settings. Never share passwords.

The instant reply is not sent. It only sends to a brand-new conversation, and not while your status is Away. Test from an account that has not messaged you before.

A customer got two automatic replies. Two automations overlap. Review Your automations, turn off the extra one, and test one at a time.

A 'Meta' warning in the Inbox asks for a code. It is phishing. Do not click or share a code. Open Facebook yourself and check Support Inbox and Account status.

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

Send me these when it is done

- Your Facebook Page link.
- Your Instagram profile link, if connected.
- Your Business Portfolio name.
- Confirmation that messages and comments appear in the Inbox.
- The device you used (Windows, Mac, Android or iPhone).

Send to dana@socialgrowthsystems.co.uk.

Never send your Facebook or Instagram password, a two-factor or recovery code, or payment information. I will never ask for them.

Verified against Meta's official help on 27 July 2026. Menus vary between accounts and between iPhone and Android, so a label may move or be renamed. If your screen looks very different, message me.