

Meta Advertising Account Setup

For UK trades and small businesses. Done on a computer, inside your own Business Portfolio.

Own it yourself: create the ad account inside your own Business Portfolio, not inside an agency's. I get access to it later through Meta's partner system (see the Secure Meta Access Guide). You never share your password.

Before you start and stay safe

- Never send anyone your Facebook or Instagram password, a two-factor code or a login approval code.
- Do not create your ad account inside an agency's Business Portfolio, and do not agree to 'transfer ownership' without checking exactly what is being asked.
- Give staff, freelancers and agencies access permissions, not ownership. Keep at least two trusted people with full control of the portfolio.
- Turn on two-factor authentication for everyone with business access.

Fake support: Meta does not fix advertising problems by asking for your password, remote-control software or payment through a message. Open Meta Business Suite yourself.

Which option do you need?

When you click Add under Ad accounts, Meta offers three choices:

- Create a new ad account: for your own first account. This is the normal choice.
- Add an ad account: only for an account your own business already owns, by its ID. Never use it to grab a client's, former employer's or agency's account.
- Request access to an ad account: to work on an account owned by another business. For my client work, the better route is you giving my Business Portfolio partner access (see the Secure Meta Access Guide).

Step 1: Check for an existing ad account (on a computer)

- Open business.facebook.com, sign in, and pick the correct business.
- Go to Settings > Accounts > Ad accounts.
- If none is listed, create one. If the correct account is already owned by this business, skip to assigning the Page. If it is owned by another portfolio, use Request access, not Add. Do not close an old account before checking its billing and campaign history.

Step 2: Create a new ad account

1. In Settings > Accounts > Ad accounts, click Add > Create a new ad account.
2. Name it clearly, like 'Smith Roofing - UK Ads', using the real trading name.
3. Choose the UK time zone (Europe/London or GMT+00:00 London).
4. Choose the currency GBP - British Pound.
5. Before you click Next, confirm all three: correct name, London time zone and GBP. Fixing these later can force a replacement account.
6. When asked, choose My business, review, and click Create ad account.

If the business already owns an account elsewhere

Only for an account your own business owns: open Ads Manager, note the numerical ad account ID (it appears as act_ then digits in the address), then Settings > Accounts > Ad accounts > Add > Add an ad account, paste the ID and confirm.

Step 3: Connect the Page and set access

- An ad account and a Page are separate assets. Both must be available to whoever makes the ads.
- Check the correct Page under Settings > Accounts > Pages.
- Under Users > People or Partners, give the person or partner only the Page and ad account tasks they need. Do not give full control unless it is genuinely required.

Step 4: Record the ID and test

- Record the ad account ID: Settings > Accounts > Ad accounts, click the account, and note its name and ID.
- Test in Ads Manager: open adsmanager.facebook.com, select the new account, open Campaigns and confirm it is the right account. You can go as far as the Identity screen to check the Page is available, then discard. Do not add payment details or publish here.

On your phone

The Meta Business Suite app can show your ad accounts and let you check things, but create the account, set currency and time zone, and manage access on a computer.

Recommended settings (UK trade)

Setting	Recommended	Why
Account name	Business name - UK Ads	Easy to recognise in reports
Currency	GBP	Correct UK billing
Time zone	London (Europe/London)	Correct dates and totals
Owner	Your own Business Portfolio	You keep control
Access for others	Tasks only, not full control	Least privilege
Two-factor	On for all users	Protects the account

Check it works

- ☐ The ad account sits inside your own Business Portfolio.
- ☐ The name is clear and uses the real trading name.
- ☐ Currency is GBP and the time zone is London.
- ☐ The correct Facebook Page is assigned.
- ☐ Access for others is tasks only, not full control.
- ☐ The account opens correctly in Ads Manager.
- ☐ The ad account ID is recorded.
- ☐ Two-factor authentication is on.
- ☐ No password or code has been shared.

If you get stuck

I only see options for another business. You are in the wrong business. Pick your own Business Portfolio in the selector, then Settings > Accounts > Ad accounts.

I picked the wrong currency or time zone. Stop before running ads and message me. Changing them later can force a new account.

The ad account will not appear in Ads Manager. Check you are on the right Facebook profile and that the account is assigned to you under Ad accounts. Do not create another.

The Page is not available when making an ad. The Page is a separate asset. Assign the correct Page and ad account tasks under Users.

Meta asks me to verify my business. Follow the verification Meta shows, using accurate business details. Message me if you are unsure.

A 'Meta' message asks for a password or payment via a link. It is phishing. Do not click. Open Business Suite yourself.

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

Send me these when it is done

- The ad account name and ID.
- Confirmation that it is owned by your own Business Portfolio.
- Confirmation that the currency is GBP and the time zone is London.
- The correct Facebook Page name.

Send to dana@socialgrowthsystems.co.uk.

Never send your password, a two-factor or login code, or card details.
I will never ask for them.

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