

Meta Business Suite: Set-Up Guide

For UK trades and small businesses. This one is best done on a computer.

Meta Business Suite is the free control panel where you manage your business on Facebook and Instagram. Inside it sits your Business Portfolio: the secure folder that holds your Page and other business assets and controls who can work on them. This guide sets that up safely, so your Page is owned by your business and protected. Do it on a computer, because some of these settings do not appear in the phone app.

What this does not cover: giving me access, connecting Instagram, setting up an ad account, or billing. Those come in the next guide.

Before you start

You will need these, and about 20 to 30 minutes on a computer:

- Your own real personal Facebook profile that manages the business Page.
- Full access to your business Facebook Page.
- Your business trading name, a business email you check, your phone number and your website (if you have one).
- Your business or working address. If you work from home, decide carefully whether you want it shown anywhere public.

A few words you will see

Word	What it means
Meta Business Suite	Meta's free business control panel for content, messages, insights and settings.
Business Portfolio	The secure container that holds your Pages, Instagram, ad accounts, people and partners.
Business asset	A Page, Instagram account, ad account, pixel or catalogue owned by the business.
Full control	The highest permission level. It can change access, remove people and transfer assets.
Business ID	A unique number Meta gives your Business Portfolio. It is not a password, and not your Page ID.

Stay safe

- I will never need your Facebook password. When I need access later, you add me through Meta's own permission system.
- Never share a password or a login code with anyone, ever.
- Turn on two-factor authentication, ideally with an authenticator app, and save your backup codes.
- Do not click links in messages saying your Page will be deleted. Open Business Suite yourself and check.
- Review the People list and remove anyone who no longer needs access.

I will never ask for your password. If anyone does, it is not me.

Set it up (on a computer)

First check whether a Business Portfolio already exists. Duplicates are the most common and the hardest mistake to fix.

1. Open Meta Business Suite. Go to business.facebook.com and sign in with your real personal Facebook profile, the one that manages your Page. Do not create a separate business profile.
2. Check what already exists. Click the business selector at the top left. If your business is already there under Business portfolios and you recognise the Page inside it, use that one. Also open Settings > Accounts > Pages and confirm the correct Page name and image.

Do not create a second portfolio just because an existing one has an old or slightly different name. Duplicates split your Page, Instagram and ads across different places.

3. Create a Business Portfolio only if none exists. Click Create business portfolio. Enter your trading name (for example, Smith and Son Decorating), your name and a business email you control. Then open Settings > Business portfolio info and confirm a Business ID appears.
4. Confirm your business email. Open that inbox, find the message from Meta and click to confirm. Refresh Business Suite and check the email shows as verified.
5. Open Settings and check your business information. Click Settings (bottom left; in some layouts, All tools then Business settings). Open Business portfolio info and add or check your legal name, trading name, email, phone, website and address. Match your website and records.
6. Add your existing Facebook Page. Settings > Accounts > Pages > Add > Add an existing Facebook Page. Enter the Page name or paste its link. Choose Add, not Request access, for your own Page.
7. Approve the Page request if Meta asks. Open the Page, then Settings > Page setup > Page access, and approve only the request that shows your correct portfolio name.
8. Check ownership and the People list. In Settings > Accounts > Pages, confirm your portfolio is connected to the Page and you still have full access. In Settings > People, keep only people who need access. Do not invite me yet; that is the next guide.

Do not remove the only person with full control, and do not remove old agencies or staff until you are sure who owns each asset and that your own access works. Removing the wrong owner can lock you out.

9. Require two-factor authentication, and secure your own login. In Settings > Security Centre, set two-factor authentication to Everyone. Then set it up on your own account: profile picture > Settings and privacy > Settings > Accounts Centre > Password and security > Two-factor authentication. Use an authenticator app and save your backup codes.
10. Set notifications and check requests. In Settings > Notifications, keep security alerts, access changes and account restrictions on. In Settings > Requests, approve only requests you recognise and investigate anything unknown.
11. Confirm the Page shows in Business Suite. On the home screen, use the asset selector to open your Page. Check that Content shows your existing posts. Do not publish a test post unless you mean it to be public.
12. Record your details, then sign out and test. In Settings > Business portfolio info, write down the exact portfolio name and Business ID and keep them safe. Save your recovery methods, sign out, then sign back in at business.facebook.com and confirm everything still opens.

On your phone

The Meta Business Suite app is good for daily work: checking messages, comments and notifications. But do the setup above on a computer. Ownership, People and Security settings may not all appear in the app.

Recommended settings

Setting	Recommended	Why
Portfolio name	Exact trading name customers know	Stops confusion across Pages and businesses
Business email	A monitored business email	Security and verification messages must reach you
Business info	Match your website and records	Makes verification and recovery easier
Facebook Page	Add your own Page as an existing Page	Keeps ownership and management together
People	Only current, trusted people	Reduces security risk
Full control	Owner and one recovery person only	Full control can change access and ownership
Two-factor	Require it for everyone	Protects against stolen passwords
Security alerts	Keep on	Restrictions and access changes need fast action
Mobile app	Daily work only, not ownership setup	Desktop shows clearer, fuller settings

Check it works

- ☐ Business Suite opens with the correct Facebook profile.
- ☐ Only one correct Business Portfolio is used for this business.
- ☐ The portfolio name is clear and correct.
- ☐ The business email is confirmed.
- ☐ Business information matches your website and records.
- ☐ The correct Page appears under Settings > Accounts > Pages.
- ☐ There is no unexplained pending Page request.
- ☐ The Page appears on the home screen, and existing posts show under Content.
- ☐ The People list contains only people you recognise.
- ☐ Two-factor authentication is required for everyone.
- ☐ Your own Facebook two-factor authentication works.
- ☐ Security notifications are on.
- ☐ The portfolio name and Business ID are recorded safely.
- ☐ You can sign out, sign back in and reopen the correct portfolio.

If you get stuck

I cannot find Meta Business Suite. Open business.facebook.com directly, confirm you are on the Facebook profile that manages the Page, try a desktop browser and turn off extensions for a moment.

I see several Business Portfolios. Open each and check Business info, Pages, People and Business ID. Do not delete anything until you know what each one holds and who owns it.

My Page is already owned by another portfolio. Check Page access and who is shown as owner. Ask the real owner to release or transfer the Page. Meta may allow an ownership release request when you have full Facebook access.

I cannot add the Page. Check Page setup > Page access and confirm you have full Facebook access. Use Add an existing Facebook Page for your own Page, not Request access.

The Page shows but posts or messages are missing. Use the asset selector, refresh, sign out and back in, and check Page access.

I got a message saying my Page will be deleted. Do not click the link. Open Business Suite yourself and check alerts and Account Status. Report and delete the message.

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 public Facebook Page link.
- Your Facebook Page name.
- Your Business Portfolio name.
- Your Business ID.
- Whether the Page is connected: confirmed, pending or blocked.
- Whether you have full control.

Send to dana@socialgrowthsystems.co.uk.

Never send your Facebook or email password, an authenticator or SMS code, a backup code, or ID. I will never ask for them.

Verified against Meta's official help pages on 27 July 2026. Meta changes its layout often, so a menu may move or be renamed (for example, Business settings may show as Settings). If your screen looks very different, stop before creating a duplicate portfolio or changing ownership, and message me.