Facebook Business Extension Best Practices

BEFORE YOU GET STARTED CHECKLIST

- ☐ **Make sure it is the right Business Manager Account**
- ☐ **Gain Admin Access for Business Manager Account**
- ☐ **Gain Admin Access for Facebook Business Page**
- ☐ **Link Facebook Business Page to Business Manager**
- ☐ **Link Instagram Business Profile to Business Manager**
- ☐ **Determine if your business needs to be verified**

Facebook Business Extension

∞ Meta

FREQUENTLY ASKED QUESTIONS

How do I add Facebook Business Extension (FBE)?

1. Navigate to the Apps panel and click on the name of the app you'd like to configure to load App Dashboard. Or if you haven't yet, create a Facebook app selecting Business as its type.

2. Once in the App Dashboard, click on 'Add Product.'

3. In the list of products, find 'Facebook Business Extension.'

4. On the product card, click 'Set Up.'

5. Now the FBE Developer Panel has been added to the left column of your App dashboard. By navigating in its tabs, you should see a checklist of action items and setup steps that need to be completed, the requirements, setting up catalog, selecting features, and so on.

6. Start the Pre-Work steps and then click the Setup tab (accessible from the menu on the left) to fill out the rest of your information.

7. You can submit your integration for review as soon as you complete all items. Please use the Integration Review tab in the FBE Developer Panel. Once your integration is approved, you will be able to access the Launch tab, where you will be able to launch your application to public users. Learn more about the Integration Review process.

How do I set up a Business Manager Account in order to use FBE?

1. Go to business.facebook.com/overview.

2. Click Create Account.

3. Enter a name for your business, your name and work email address and click Next.

4. Enter your business details and click Submit.

FREQUENTLY ASKED QUESTIONS

Is my Facebook Business Page linked to my Business Manager Account?

1. Go to Business Settings.

2. In the Business Assets section, click Accounts. Then, click Pages.

3. Click Add in the dropdown menu.

4. Select Add a Page.

5. Enter the Facebook Page name or URL.

6. Click Add Page. You should see your Page on the next screen. From here you can add people to manage this Page.

How do I link my Instagram Business Profile to the Business Manager?

1. Go to Business Settings.

2. Click Accounts.

3. Click Instagram Accounts.

4. Click the blue Add button.

5. Click Connect Your Instagram Account.

6. Enter your Instagram username and password. Note: We may send you a security code to the email or phone number associated with the account to verify your identity.

7. You'll have the option to select the ad accounts and Pages you'd like to assign on the next screen. Click Finish. You can also click the X skip this step.

FREQUENTLY ASKED QUESTIONS

How do I gain admin access to a Business Manager account?

1. Go to Business Settings.

2. Click People.

3. Click Add.

4. Enter the work email address of the person you want to add.

5. Select the role you'd like to assign them. Be sure to read the description for each role. Choose either Employee access or Admin access. You can also select Show Advanced Options to choose Finance analyst or Finance editor.

6. Click Next.

7. Select the asset and the task access you want to assign the person.

8. Click Invite.

9. The person will get an invitation to join your Business Manager in their email inbox.

How do I gain admin access to a Facebook Business Page?

1. Go to your business page.

2. Click on the Settings button in the top right corner.

3. Click Page Roles.

4. Scroll to "Assign a New Page Role" and type in the name or email address associated with their Facebook account.

5. Select a role. Default is Editor.

6. Click Add.

FREQUENTLY ASKED QUESTIONS

What are the instructions to verify my business?

1. Go to Security Center in Business Manager.

2. Click Start Verification.

3. Enter your business details and click Next. The business information you provide during the business verification process will become publicly visible if your Page has a large US audience or runs ads about social issues, elections or politics in the US.

4. Select the correct business from the list, or select None of these match if you don't see your business on the list.

5. Confirm your business details.

6. Choose to get a verification code on your business phone number via a text message or phone, or via email.

7. Note that the phone number option may not be available in all countries.

8. If you don't get the verification code, you can request to receive another code. If you're still having problems getting your verification code, learn more about how to troubleshoot phone call issues.

9. (Optional) If your domain is already verified, you can click Verify us... at step 5. If not, complete the domain verification process. Then return to the Security Center and click Continue. Learn when to use domain verification to verify your business.

10. Enter your verification code (not applicable if you use domain verification).

11. Click Submit.

What if my business is blocked from onboarding due to user permissions on the Business Manager?

*   Make sure you have admin access in the Facebook Business Manager associated with the current FBE connection

*   (In addition to admin access to your Facebook business page or Instagram business profile).

Where can I find support if I have further questions?

*   Common support topics outlined here.

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