



Get started with Meta Business Suite

Meta Business Suite is a free tool that enables you to manage all your business activity across Facebook, Instagram and Messenger from one place.



Get started with Meta Business Suite

To use Meta Business Suite to manage both your Facebook and Instagram accounts, you'll need to connect your Facebook Page to your Instagram business account. Learn how to do that from your [Facebook Page](#) or your [Instagram business account](#).

Once you've linked your account, log into the Facebook account associated with your business. Then, if you're eligible, you'll automatically be redirected to Meta Business Suite when you visit business.facebook.com on desktop.

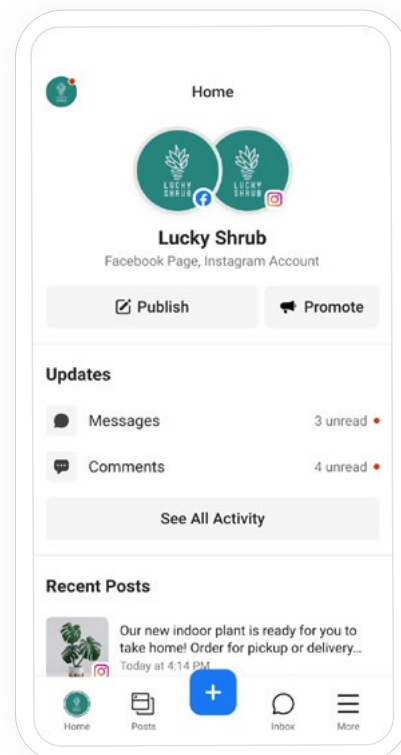
→ You can also download Meta Business Suite from the [Apple App Store](#) or the [Google Play Store](#).



For
Android



For
iOS



Create and schedule posts to save time

When you share content frequently, customers will think of your business when they're ready to make a purchase. Meta Business Suite enables you to create and schedule posts so you can stay connected with your community.

POST CONSISTENTLY

Plan and schedule content

When you take photos and videos on your phone, you can share and schedule them from Meta Business Suite on desktop and mobile.

Preview what your posts will look like

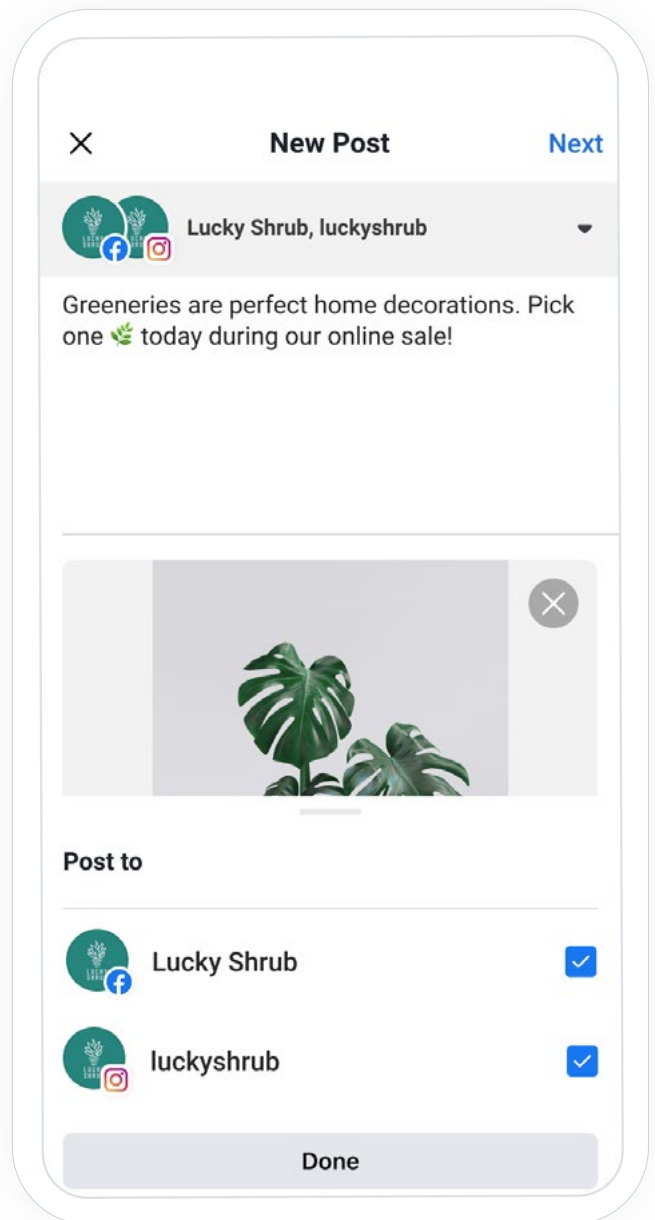
See how many people view your posts on Facebook desktop, Facebook mobile Feed and Instagram mobile feed, and optimize your post for the most popular format.

Make changes to published posts

To edit or delete a recently published post, select it from the home tab and make any changes you'd like.

See how your posts perform

Track metrics including reach, engagement and reactions or likes. You can also select a specific post to view more detailed insights about it.



Connect with more customers

Stay updated and prioritize and respond to your customers with all of your messages, comments and notifications in one place.

USE INBOX TO MANAGE YOUR COMMUNICATIONS

Respond to people promptly

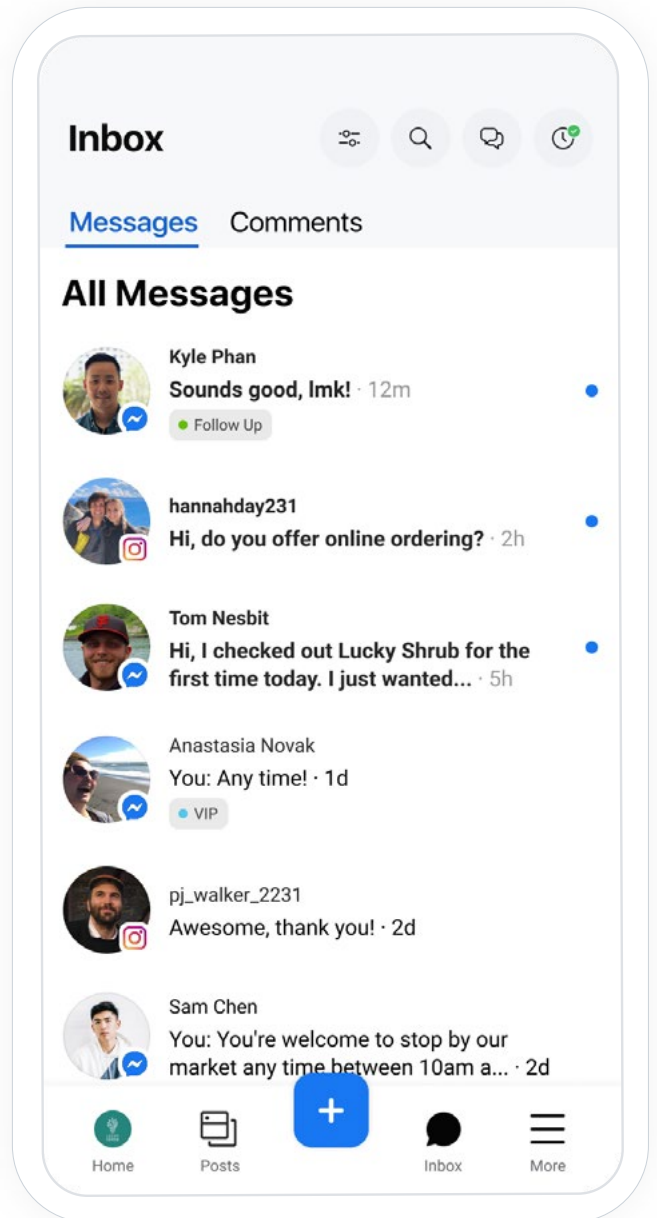
Monitor all the messages and comments you receive on Facebook, Instagram and Messenger. This can help you respond to people quickly, strengthen relationships with existing customers and connect with new ones. Even when you're on the move, you can reply to messages and comments in a timely fashion with Inbox on mobile.

Organize messages and comments

View messages and comments from Facebook, Instagram and Messenger together. Filter your inbox to see unread messages and comments and mark messages and comments to move them out of the main inbox. You can mark messages and comments to follow up, mark them as complete or move them to your spam folder.

Use automated messaging features

With an instant reply, you can customize and automate a greeting to appear on Messenger when someone starts a conversation with your business. When you're unavailable, you can turn on an away message to let customers know that you'll respond soon.



Understand results across Facebook and Instagram

Insights in Meta Business Suite help you understand the results of your organic and paid social media efforts across Facebook and Instagram. With Insights, you can see metrics, trends and visual reports that can help you optimize the way you spend your time and resources.

SEE WHAT'S WORKING

Get insights on posts and ads

See how your posts are performing in the **Insights** section of the home tab. You can also get insights on your ads and track metrics such as reach, engagement, cost per click and more.

Learn what each community likes

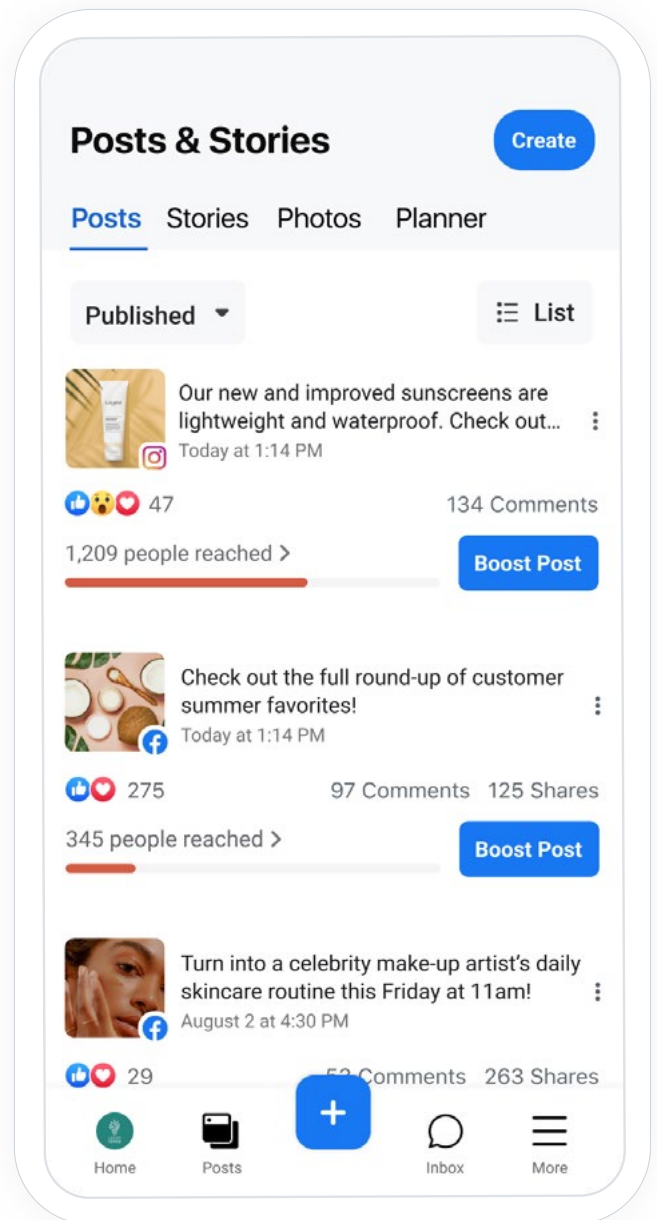
Understand which photos and videos perform best on Facebook and Instagram. Use what you learn to customize future content to succeed on each platform.

Spot trends in your reach

See insights on the performance of your Facebook Page and Instagram business profile, like trends in reach.

Determine who your audience is

Access demographic and geographic summaries of people who like your Page and follow your Instagram business account so you can consider them when you create content.



Boost posts that perform well

When your posts perform well, you can boost them to turn them into ads and get more people to view and engage with them. Here's how to do it:

Step 1. Choose a post to boost

Open the **Posts & Stories** tab to select a post you'd like to boost. Think about your business goal and which posts can help you achieve it. You can also edit the caption of an existing post to prompt people to take a specific action. Select **Boost Post** on the post you want to turn into an ad.

Step 2. Select an ad objective

Your ad objective determines where people who click on your ad will go, so choose one that aligns with your business goal.

Step 3. Create an audience

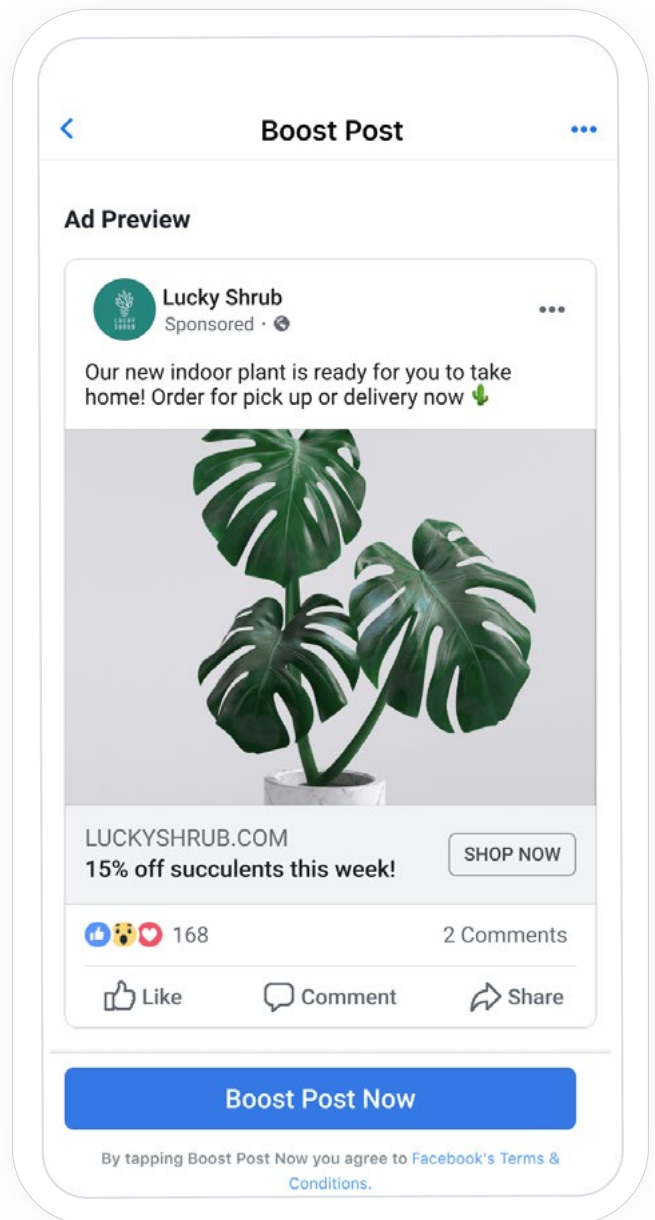
Determine who you want to see your ads. Use what you know about the people you want to reach, like their age, location and other details that best represent your audience.

Step 4. Decide where to run the ad

Next, choose where you want to run your ad: Facebook, Instagram or Messenger. Choose automatic placements to help you make the most of your budget.

Step 5. Set a duration and budget

Select your budget and how long you want your ad to run for. Meta will optimize your ad to spend an average amount of your total budget selected over the period of time you specify.



➔ Learn more about [managing your online presence with Meta Business Suite here.](#)