

Setting Up Your Instagram Business Account and Connecting it to Facebook




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In order to connect both your Facebook and Instagram to Catholic Social Media, your Instagram must be set as a business account and it must be linked to your Facebook page in the Meta Business Suite.

First, to set your Instagram account to a business account, follow these steps...

How to start a business account on Instagram

To set up a business account:

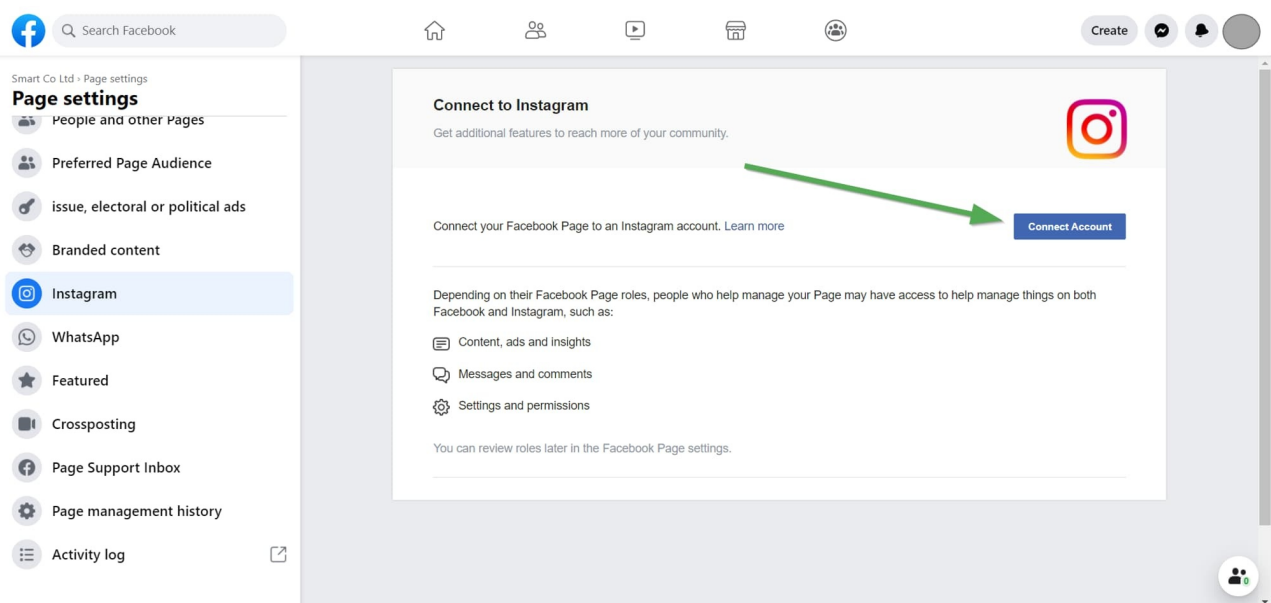
1. Go to your profile and tap  in the upper right corner.
2. Tap  **Settings and privacy**.
 - For some accounts, the **Switch to professional account** option will be listed directly under  **Settings and privacy**.
3. Tap **Account type and tools**.
4. Tap **Switch to professional account**.
5. Tap **Continue**.
6. Select a **Category** for your business and tap **Done**.
7. Tap **OK** to confirm.
8. Tap **Business**.
9. Tap **Next**.
10. Add contact details and tap **Next**. To skip this step, tap **Don't use my contact info**.
11. To share logins using Accounts Center tap **Continue**. You can follow the steps to connect your business account to a Facebook Page associated with your business. This step is optional, and will make it easier to use all of the features available for businesses across Meta. **Note:** At this time, only one Facebook Page can be connected to your business account. To skip this step, tap **Not now**.
12. Set up your professional account by completing the optional steps or tap **X** on the top right corner to return to your profile.
13. To display or hide business information on your profile, go to your profile and tap **Edit profile**. Go to **Profile display** under **Public business information** to choose whether you want to hide or display your category label and contact info. Then, tap **Done**.

Then, connect your Instagram to your Facebook by following these steps...

- Log into Facebook on your desktop www.facebook.com.
- Navigate to one of your Facebook pages you are an admin. This will be the one you want to link with an

Instagram account.

- On the left hand panel under "Manage Page" click "Settings". It usually is at the bottom.
- Under Page Settings click "Instagram".
- The top title will say "Connected Instagram Account" if one is connected. Otherwise you will be able to connect one.



When I try to connect Instagram, I get an error stating that I must have a business account. What do I do next?

Check out the tutorial provided by Ayrshare, the API that Catholic Social Media uses, [here](#). Carefully follow all the steps. If you have done so, and you are still receiving an error, make sure the following are correct:

1. Visit Instagram via a web browser, log in, and make sure that you are viewing your parish's account, not your personal account.
2. Visit Instagram via your phone or tablet and make sure you are viewing your parish's account, not your personal account.

If the problem still persists, do the following:

1. Via the web or the app on your phone:
 - a. Click on your Profile picture
 - b. Click on "Settings"
 - c. Click on "Professional Account" and choose "Switch to Personal Account" (NOTE: This will break the connection between your parish Facebook page and Instagram profile)
 - d. Then, click on "Switch to Professional Account" and follow the prompts to connect your two pages again
2. Then return to Catholic Social Media and connect your Instagram account