

## META BUSINESS SUITE

Meta Business Suite lets small businesses and creators manage all of their connected accounts across Facebook and Instagram in one place. It offers a variety of tools that makes it easier to manage your online presence for free. Meta Business Suite can help you reach more people and stay up to date while you manage your online presence in one place.

**View your business at a glance:** From your home screen, you can see an overview of your Facebook Page and Instagram account. You'll see updates, recent posts and ads, and insights. You can also create a post or promote your business from here.

**View activity:** You'll see new notifications for your Facebook Page and Instagram account.

**Use Inbox:** You can read new messages and comments from your Facebook Page, Messenger and Instagram accounts. You can also create automated responses to help save time when responding to questions people commonly ask.

**Create posts and stories:** You can publish or **schedule** new posts and stories for your Facebook Page and Instagram account.

**Access Commerce Manager:** If your business portfolio has a commerce account, you'll be able to access it from Meta Business Suite desktop. You can also create a new commerce account for your business if you don't have one.

**Create ads:** You can create new ads and place them on Facebook and Instagram, boost your posts and promote your Page.

**View insights:** You can see details about your business's performance, such as trends, activity on the content that you share and more information about your audience.

**Access tools for creators:** If you're a creator, you can access tools such as the ability to go live, create more shareable content and manage your paid partnerships.

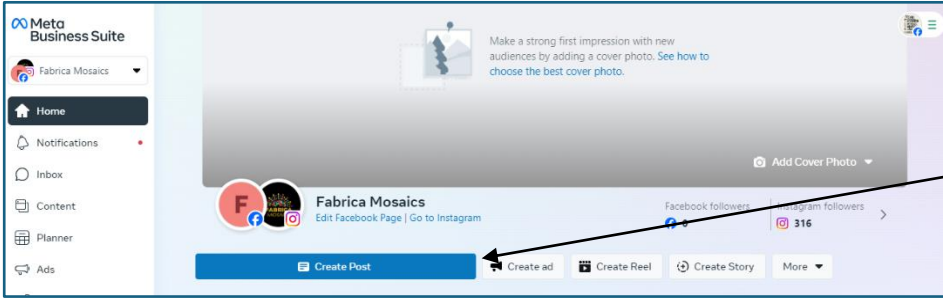
**Access more tools:** On Meta Business Suite desktop, you'll find other Facebook tools and settings that you might use to manage your business presence in the More tools section. This includes other tools, such as Ads Manager, Business settings and Page settings. You can also go to your Facebook Page from here and edit your menu bar to prioritise your favourite creator tools.

One of the most useful features of Meta is that you can schedule content in both Facebook and Instagram. If you are a busy person (like most of us are!), you can pre-plan your social media content for a period of time, add it to the Planner and Meta will push the posts out on the date and time you have chosen. This is really useful when you are going away on holiday or if your work schedule is busy. It will save you from forgetting to post updates and means that you don't have to post to individual social media platforms.

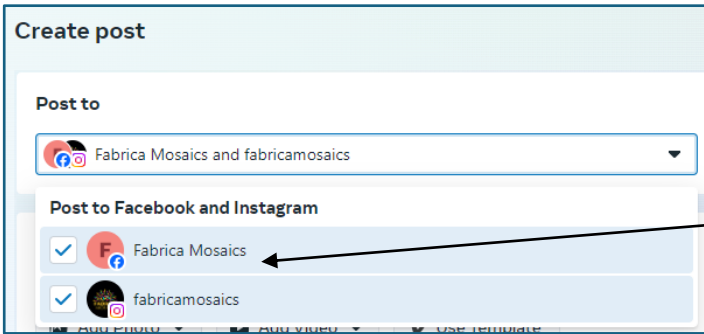


You can access the Meta Business Suite from your Facebook PAGE. See the information sheet provided.

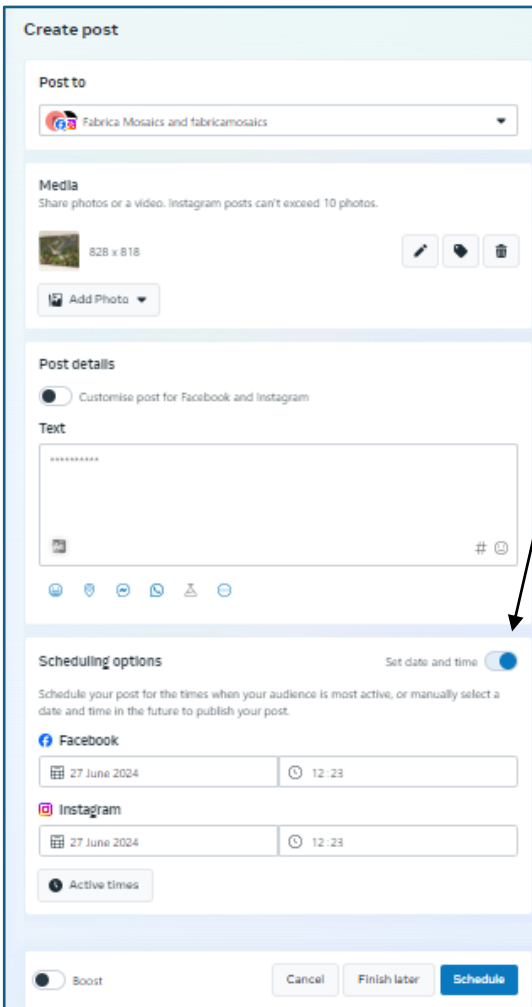
If you have an Instagram account you can connect the two platforms by clicking on the Connect Instagram link.



To create a post, click on the Create Post button.



You can choose to post to both linked FB and IG platforms, or you could select only one. You may like to post different content to FB and IG, in which case you can de-select the platform you don't wish to post to.



To Schedule a post/posts, you must turn on Scheduling options.

You can then choose:

- The required Platform (FB or IG or both)
- An image or images, Instagram posts cannot exceed 10 images.
- The text, tags (@) and hashtags (#) to be included in the post.
- The date and time you would like the content to be posted.
- Click Schedule when finished.

If you wish to make changes to any Scheduled posts, you can click on the Planner icon in the left hand menu where you will see the posts pending. Double click on the post and you can make the required changes.