



# Grant Access to Facebook Business Manager

Last Updated / Reviewed: Jan 30th, 2023

Execution Time: ~10 mins



**Goal:** To grant Facebook Business Manager access to agency, contractor, or employees so they can help manage your Facebook page or ads.

**Ideal Outcome:** Your agency, contractor, or employees will have access (but not ownership) to your Facebook Business Manager account.

**Pre-requisites or requirements:**

- You need a Business Manager Account;
  - If you don't have one yet (or have not heard of Facebook Business Manager) you can follow the "Create a Business Manager Account" chapter of SOP 010 ([web version](#));
- This guide will also need your Facebook Page and Ads Manager to be managed by a Facebook Business Manager account, NOT from a personal account. If you haven't done so, please refer to SOP 114 ([web version](#)) to Migrate Facebook Assets from personal to Facebook Business Manager

**Why this is important:** If your assets aren't properly accounted for and managed, you can easily lose track who has access to what.

**Where this is done:** Inside Facebook Business Manager.

**When this is done:** Every time you start to work with somebody else on a Facebook Asset.

**Who does this:** Business owner who has admin access to Facebook Business Manager.



## **Migrating Facebook Page and Ads Manager from a personal account to Business Manager**

You will need to complete this step if you are NOT currently using Meta Business Manager to manage your Facebook Page and Ads Manager. If you've already done this, you can [click here to skip to the next step](#).

We recommend always using Meta Business Manager to manage your Facebook assets regardless of whether you're an agency managing campaigns for clients or companies granting access to employees or agencies.

- If you don't have a Business Manager account yet, you can follow the "[Create a Business Manager Account](#)" chapter of [SOP 010](#).

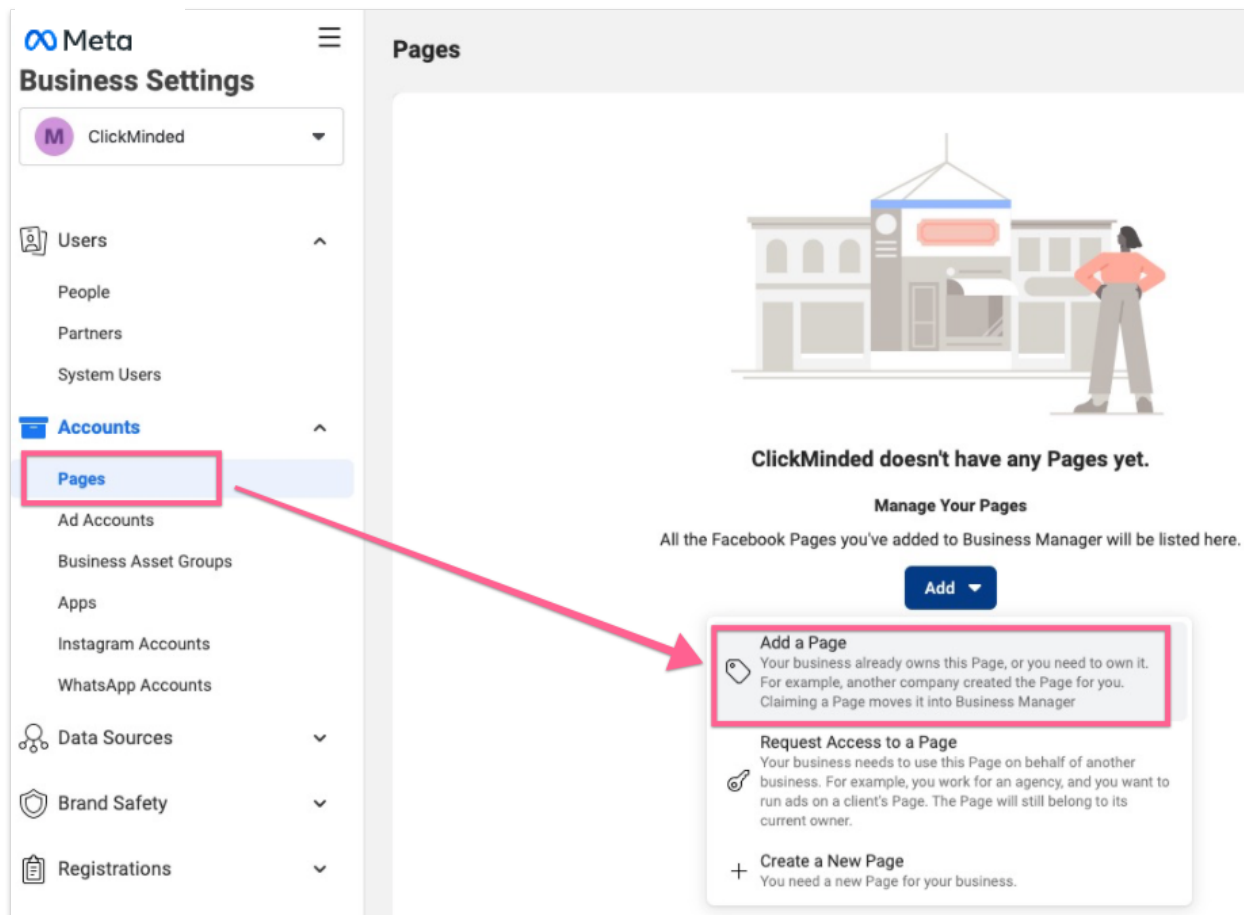
This chapter of the SOP will walk you through the steps to claim access to assets outside of Business Manager (i.e., with a personal Facebook account).

***Important:*** You should claim the Facebook Page and Ads Manager if you are the **owner** (with admin access). Do not claim those assets if you are an agency, freelancer, or employee working on another company/person's assets (Pages, Ad Accounts, etc.). Instead, you can simply be assigned the role that you need by following the next chapters of this SOP.

- Access required:** Admin
- Typical scenario:** In the early stages of your business, you or an employee created an Ad Account or a Facebook Page using a personal profile. Your business should now use Business Manager to manage your assets. It will also allow you to easily control grant and revoke access to your assets to your employees or when working with freelancers, agencies, or consultants.
- Who performs this action:** The Admin of the Business Manager account who wants to claim the assets. (This could be the business owner, a CEO, or other stable members of the organization)

## ■ Migrating Facebook Page to your Business Manager:

1. Log in to your Business Manager Settings [here](#)
2. On the sidebar, click “Pages” → “Add” → “Add a Page”




The screenshot shows the Meta Business Settings interface. On the left, the 'Business Settings' sidebar is visible, with the 'Accounts' section expanded. The 'Pages' option is highlighted with a red box. A red arrow points from this box to the 'Add a Page' option in the 'Add' dropdown menu. The main content area shows the 'Pages' section for the business 'ClickMinded', which currently has no pages. The 'Add' button is highlighted with a blue box, and the 'Add a Page' option is highlighted with a red box. The 'Add a Page' option includes a key icon and text: 'Your business already owns this Page, or you need to own it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager'. Below it are 'Request Access to a Page' and 'Create a New Page' options.

4. Search for your Page's name, or paste your page URL → Click "Add Page":

### Add a Facebook Page ×

Add a Facebook Page if your business already owns the Page. If you work for an agency, you should request your client's Pages.


Adding a Page means you'll see it in your Business Manager. To add a Page, you must already be an admin of that Page.

 **ClickMinded**  
facebook.com/322482311233997

If you're given permission to access this Facebook Page, you agree to [Facebook's Terms](#) and [Pages Terms](#).

Cancel Add Page

5. That's it! You've added your page to your Business Manager. Your request is immediately approved if you are already an Admin of the page.



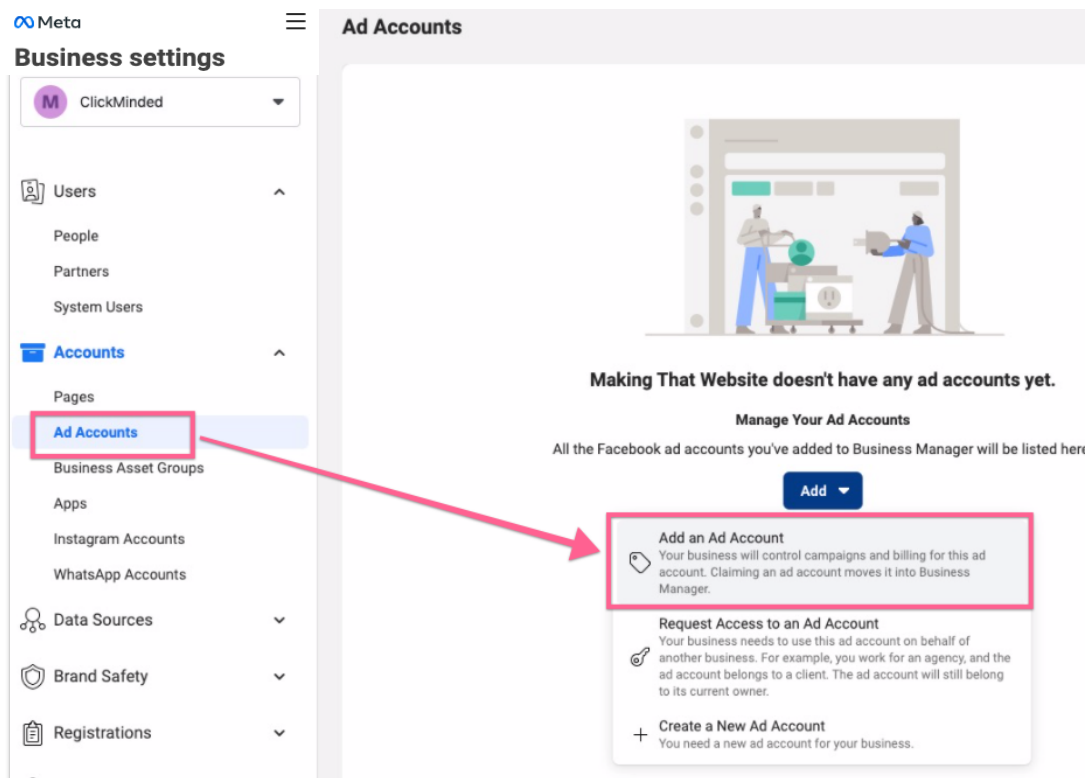
### Add A Page About Emojis

Since you're already Page admin on this Page, your request was approved automatically.

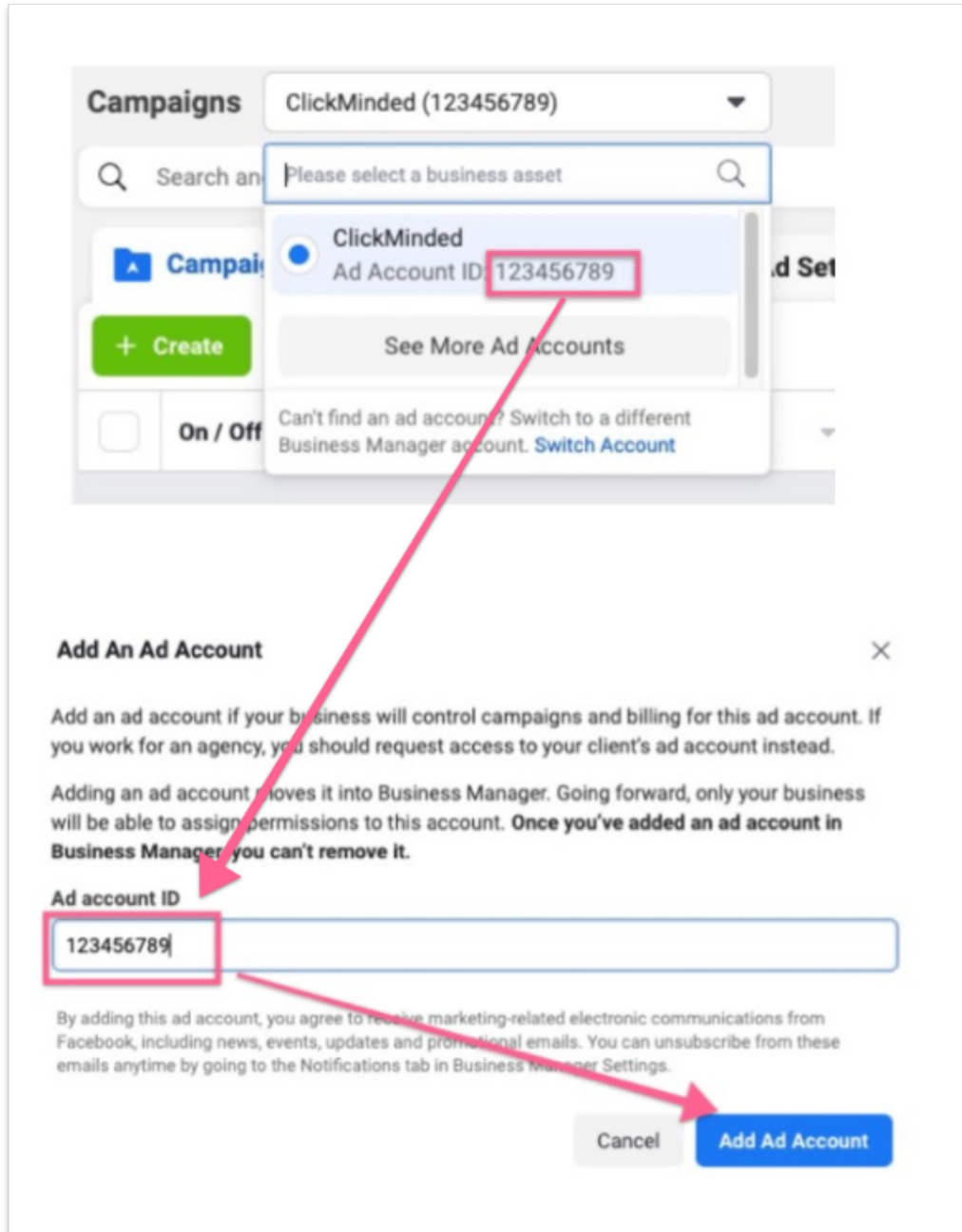
Close

## ■ Migrating Ad Accounts to your Business Manager:

1. Log in to your Business Manager [here](#).
2. On the sidebar, click “Ad Accounts” → “Add” → “Add an Ad Account”.



3. You'll find a field prompting you to enter your “Ad account ID”. You can find your Ad Account ID by opening “[Ads Manager](#)” and clicking on the top-left dropdown. Copy that Ad Account ID over to that field, and click “Add Ad Account”:



**Campaigns** ClickMinded (123456789)

Search and select a business asset

ClickMinded  
Ad Account ID: 123456789

See More Ad Accounts

Can't find an ad account? Switch to a different Business Manager account. [Switch Account](#)

**Add An Ad Account**

Add an ad account if your business will control campaigns and billing for this ad account. If you work for an agency, you should request access to your client's ad account instead.

Adding an ad account moves it into Business Manager. Going forward, only your business will be able to assign permissions to this account. **Once you've added an ad account in Business Manager, you can't remove it.**

Ad account ID

123456789

By adding this ad account, you agree to receive marketing-related electronic communications from Facebook, including news, events, updates and promotional emails. You can unsubscribe from these emails anytime by going to the Notifications tab in Business Manager Settings.

Cancel Add Ad Account

4. That's it, you've claimed your Ad Account, and if you were an Admin before, you now have Admin access to that Ad Account as well.



## Use the links below to jump to the section of this SOP that fits your needs

- I'm the owner of the assets and want to **assign** them to a third party:
  - a. My freelancer or agency told me they're using Business Manager as well: [Assigning Meta Business Manager access to Agency](#)
  - b. My freelancer or agency told me they're not using Business Manager:
    - It's the first time you're working with them: [Granting Meta Business Manager to a personal account](#);
- I'm the owner of the assets and want to **assign** them to an employee:
  - a. It's the first time you're working with that employee: [Granting Meta Business Manager to a personal account](#)

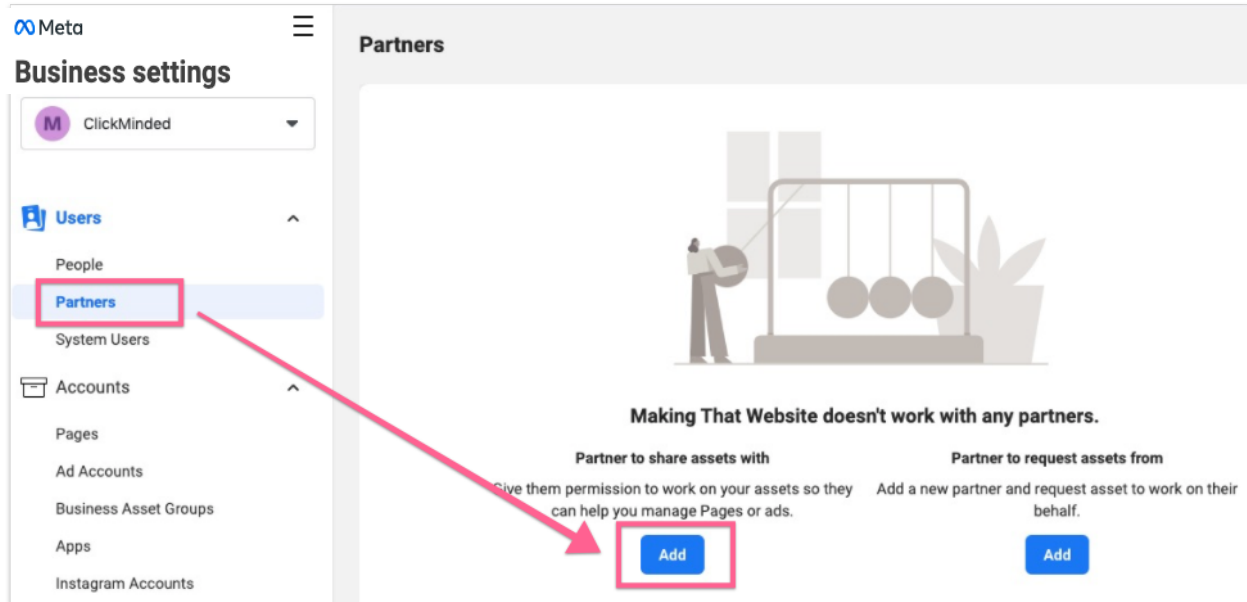
## Granting Meta Business Manager access to an agency or contractor

**Note:** Granting Meta Business Manager access to a third-party agency does NOT transfer ownership to them, and this step only permits them to help you manage Pages or ads.

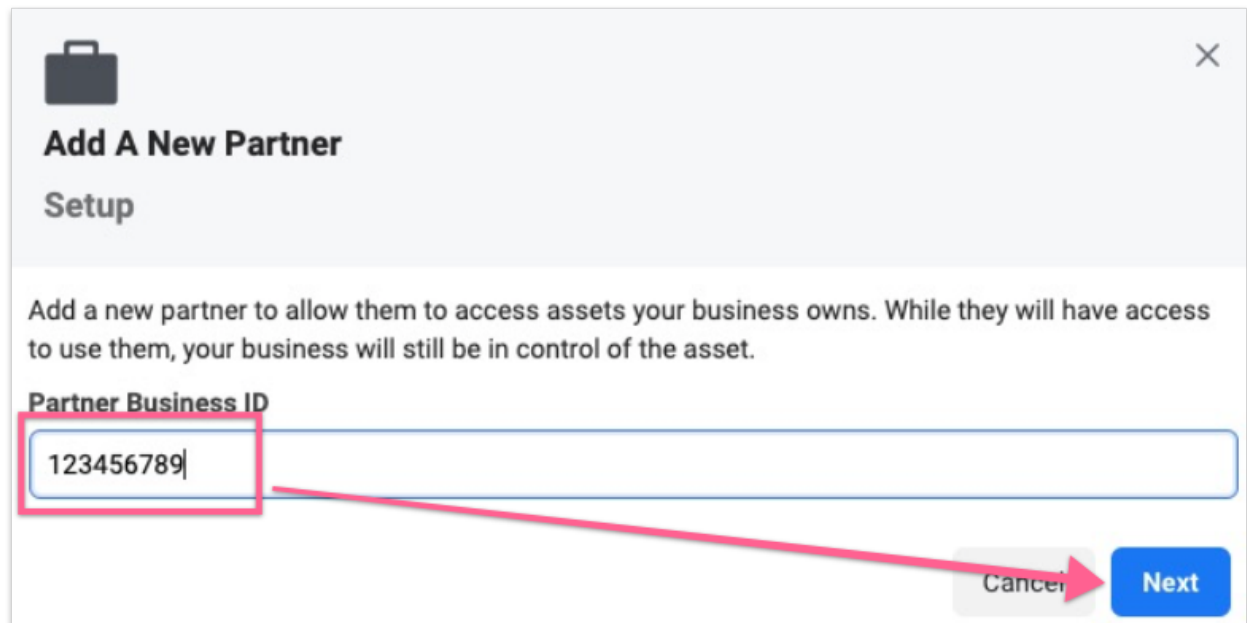
- **Access required:** Multiple
- **Typical scenario:** An agency starts working with a client for the first time and needs access to (client's) Meta Business Manager account.
- **Who performs this action:** The client.
- **Inputs needed:** Your agency or contractor should provide you with their Meta Business ID.

1. Head to your Business Manager settings [here](#).

2. Click “Partners” → “Add” under “Partner to share assets with.”

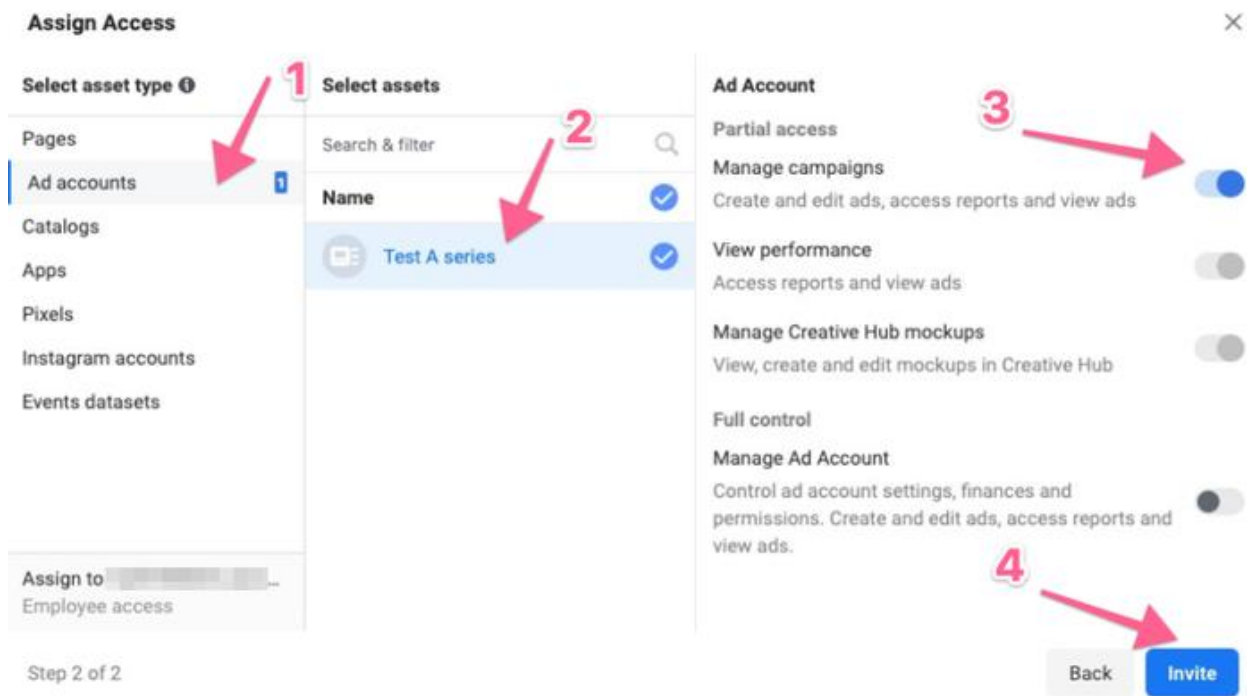


3. Enter your partner’s Business ID (your partner needs to provide you with this) → “Next”;

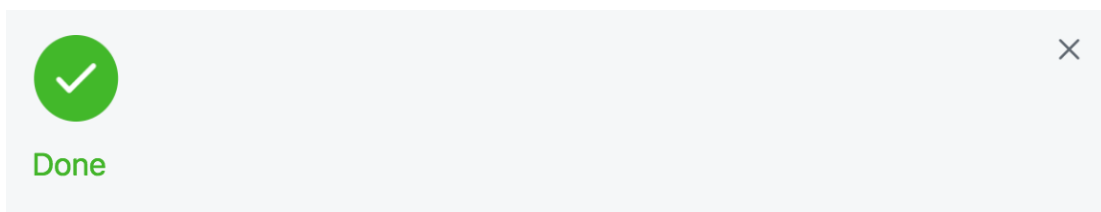




4. Select all the assets you want to share with your partner and their roles (access levels). Next, click “Invite”:



5. That’s it! You’ve successfully given access to your assets to your partner’s Business Manager, who can now assign the same permissions that you’ve set to other team members.



You added assets to Emoji Agency's Business Manager successfully. You can now manage the assets they use, and their associated permission levels in Business Settings.

Successfully Assigned 1 Asset



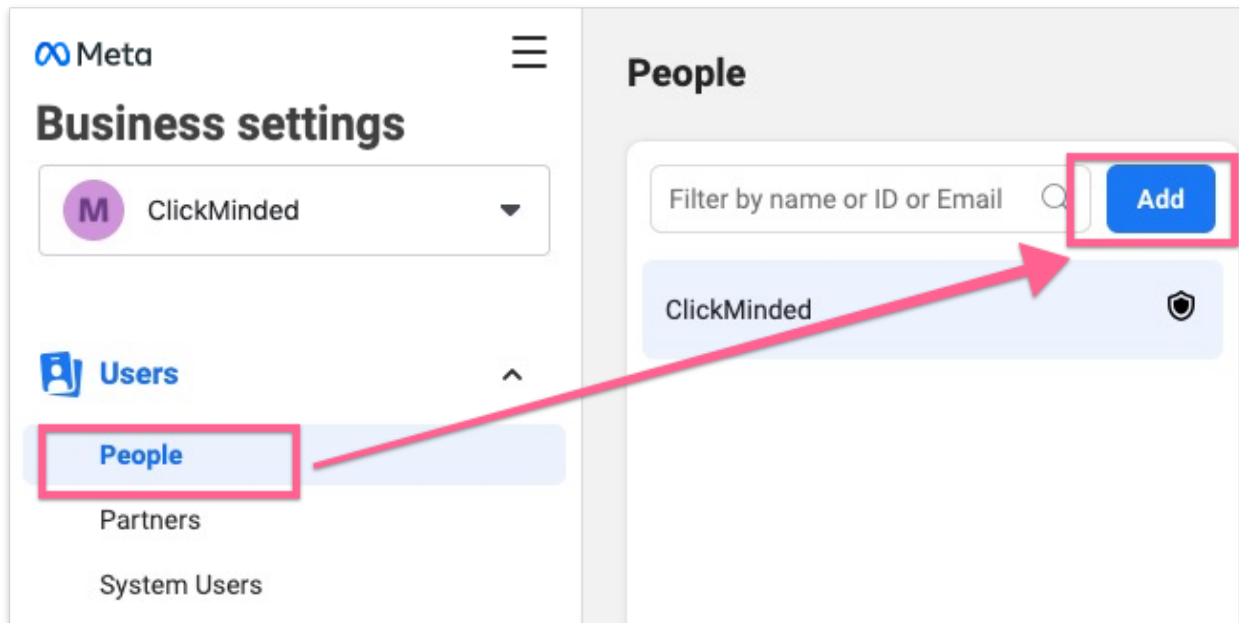
Done

## □ Granting Business Manager access to a personal account

- **Access required:** Admin
- **Typical scenario:** An agency assigns ad accounts and pages to their employees so that they can work on them. A business owner/team leader assigns ad accounts to a team member.
- **Who performs this action:** Business owner or account manager who wants to share access to their Business Manager's assets.

1. Head to your Business Manager settings [here](#);

2. On the sidebar, click “People” → “Add”



3. Enter the email address of the person that you want to give access to (ideally their work email, it doesn't need to be the email associated with their personal Facebook account), make sure you are assigning the right roles, and click “Next”;




### Invite People ✕

Ask people to join your business by entering their email address. Then assign their access and which accounts and tools they can use.

**Enter Email Addresses** ⓘ


✕

**Assign Business Role**

 **Employee access**

We recommend adding people as employees. They can only work on assigned accounts and tools.

---

 **Admin access**

Admins have full control over your business. They can edit settings, people, accounts and tools.

[Show Advanced Options](#) ▼

Your business name, business account creation date, business verification status, business legal name, business country, business website, primary Page information, and top Page follower count will be disclosed to the invited user(s).

Step 1 of 3 Cancel Next

4. Select all the Assets that you would like to share with your member and their roles (access levels), and click "Invite":

**Assign Access** [Close]

**Select asset type** 1

- Pages
- Ad accounts**
- Catalogs
- Apps
- Pixels
- Instagram accounts
- Events datasets

**Select assets** 2

Search & filter

Name	
Test A series	<input checked="" type="checkbox"/>

**Ad Account**

Partial access 3

- Manage campaigns**   
Create and edit ads, access reports and view ads
- View performance**   
Access reports and view ads
- Manage Creative Hub mockups**   
View, create and edit mockups in Creative Hub

**Full control**

- Manage Ad Account**   
Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.

Assign to [Employee] Employee access

Step 2 of 2

Back Invite 4

5. That's it! Your employee will receive a confirmation email that they can use to connect their own account. You might want to send your employee the instructions below.

[Close]

**Invitation Sent**

emoji\_employee@asiteaboutemojis.com has been sent an invitation to join Emoji Inc as an employee.

You also gave them access to 1 account and tool.

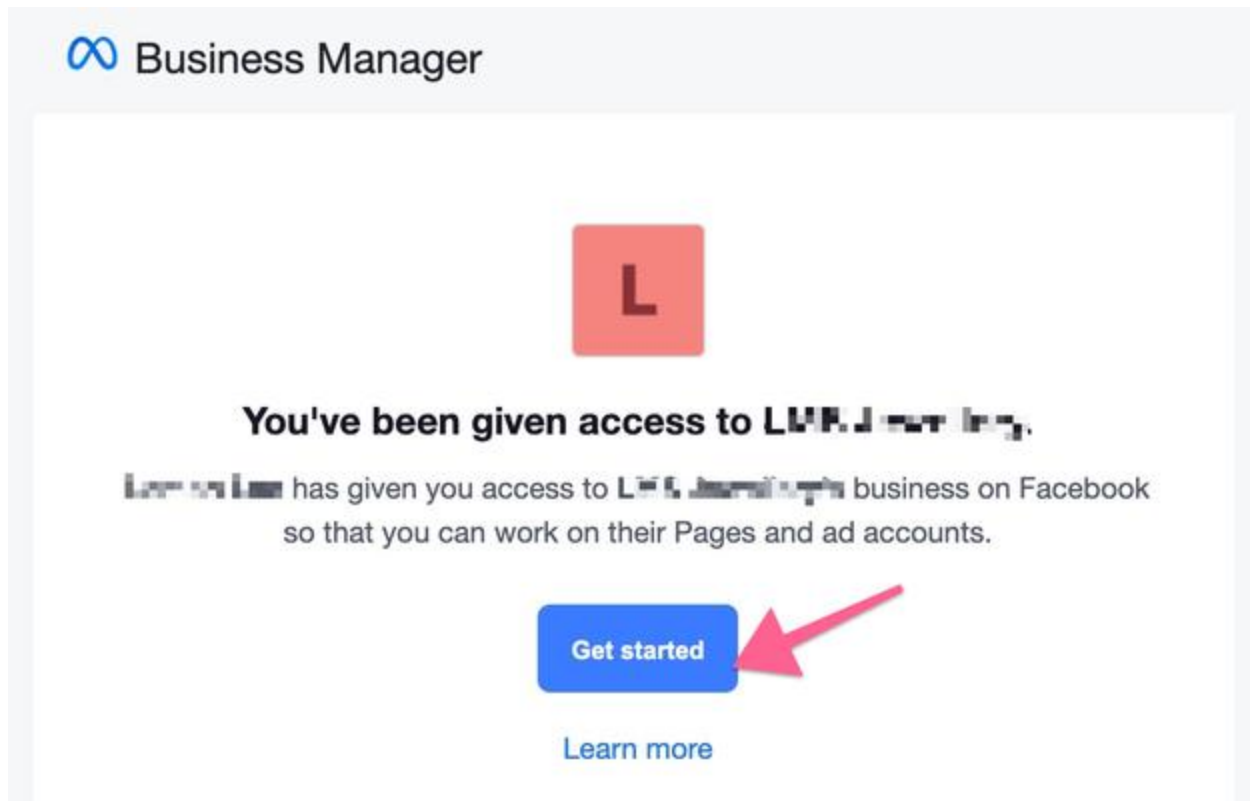
Step 3 of 3

Add More Done



- **Employee's Instructions:**

1. Your employee will receive an email containing the confirmation link a few minutes after you've sent the invite:
2. Open the email → Click "Get Started"



3. Add your name and click "Continue"

You've been given access to Emoji Inc

**André Nunes da Cruz** has given you access to **Emoji Inc's** business on Facebook so you can work on their Pages, ad accounts and more.

**Your Name**

This will determine how your name is shown inside the business.

Mr. Emoji Employee

Emails for this business will be sent to andre@clickminded.com. If you prefer another address, please notify André Nunes da Cruz.

Continue

Step 1 of 2

- 
- 
- 
4. Login to the personal Facebook account, and that's it, that Business Manager account and its assets are now shared!