



EDGE WEBSITE CLIENT SUPPORT

FACEBOOK BUSINESS MANAGER SHARING

Rev. 1.0.1

OVERVIEW

By allowing Edge Webware, Inc. (“EWI”) to access your Facebook accounts through Facebook Business Manager (“FBM”), we will be able to efficiently review and/or manage your page, ad accounts, and pixels.

The purpose of this document is to provide clear instructions for you on how to share permissions to areas within Facebook and/or Instagram through an existing Facebook Business Manager account you use for your company. We welcome your feedback and will continue to update and improve this document over time as needed.

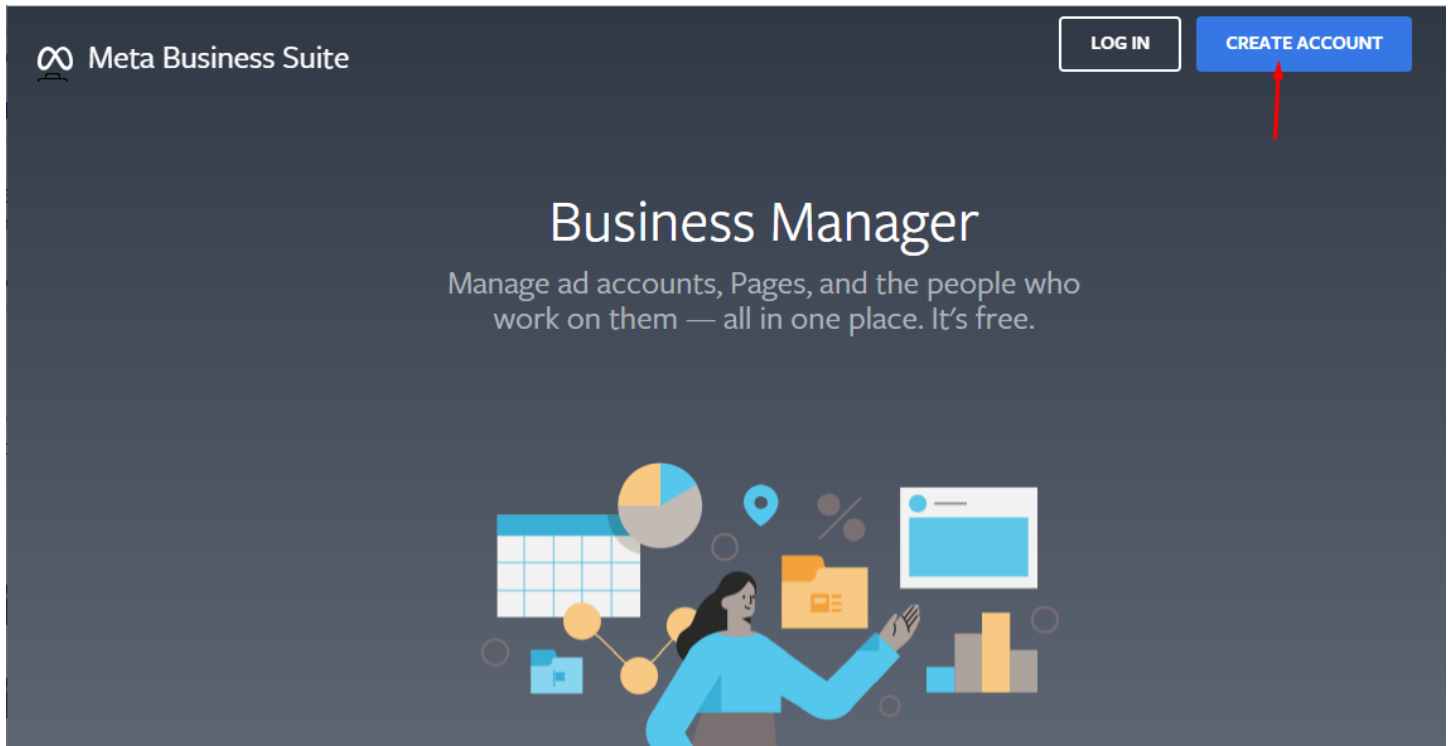
If needed, we can assist in supporting you in establishing these accounts and sharing, however we would bill hourly.

WHAT IS FACEBOOK BUSINESS MANAGER?

Business Manager is a Facebook tool that helps you organize and manage your business.

CREATING A FBM ACCOUNT

Go to <https://business.facebook.com/> and click **Create Account**

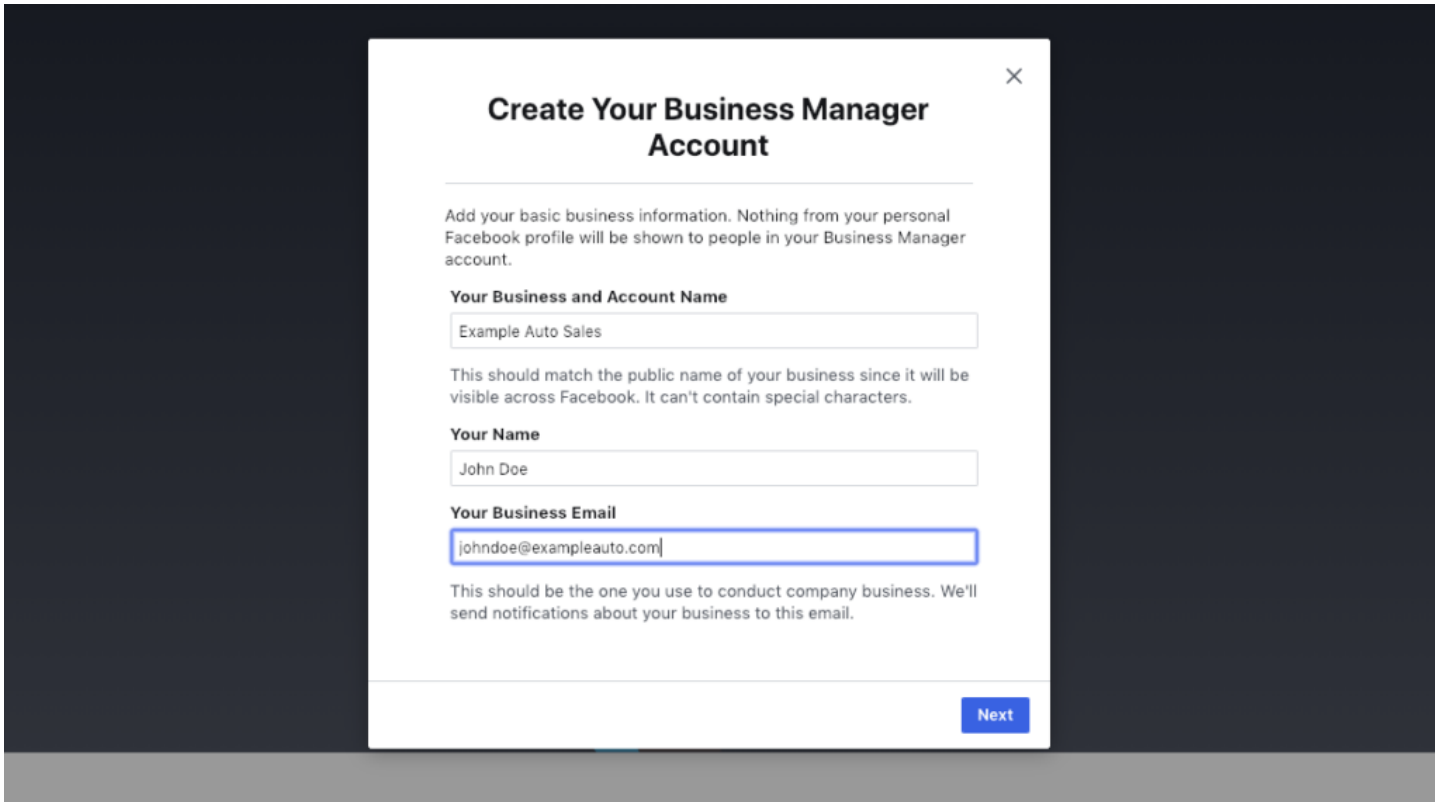


You will need to log into Facebook or create a new Facebook account at this time.

After logging in,

1. Go to business.facebook.com/overview.
2. Click **Create Account**.

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

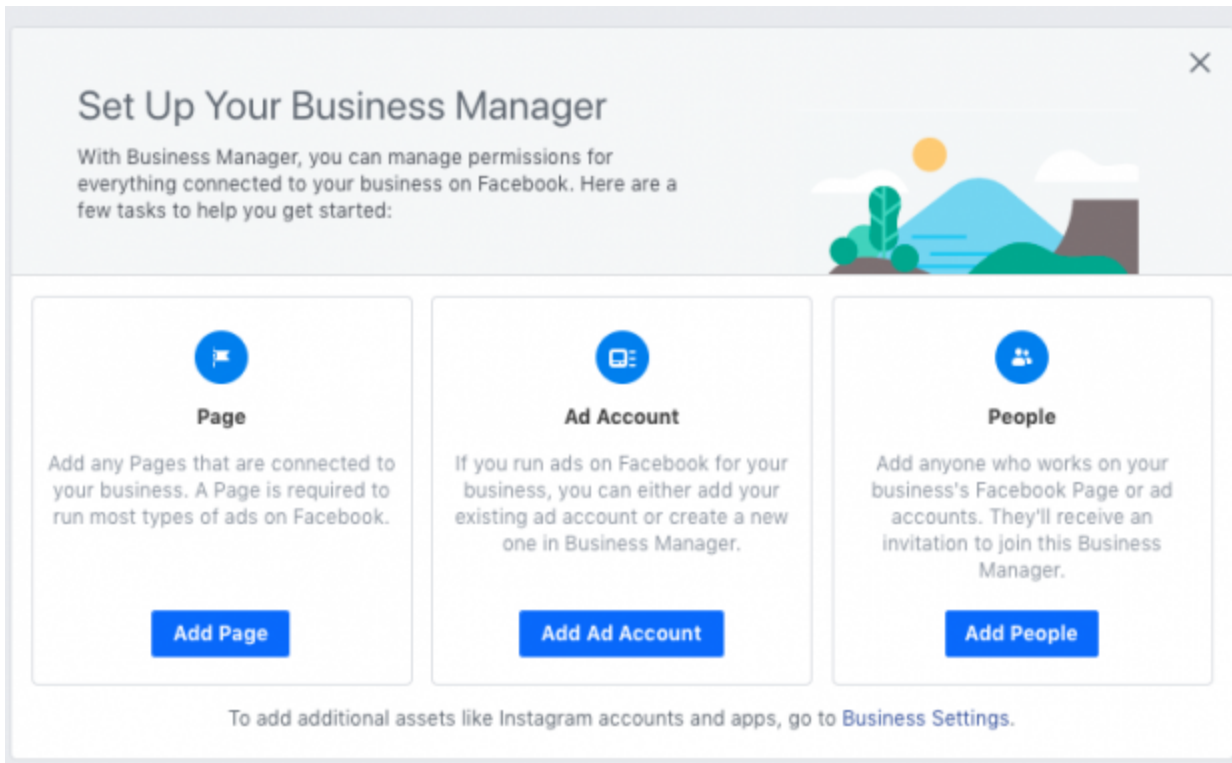


The screenshot shows a modal window titled "Create Your Business Manager Account" with a close button (X) in the top right corner. The form contains the following sections:

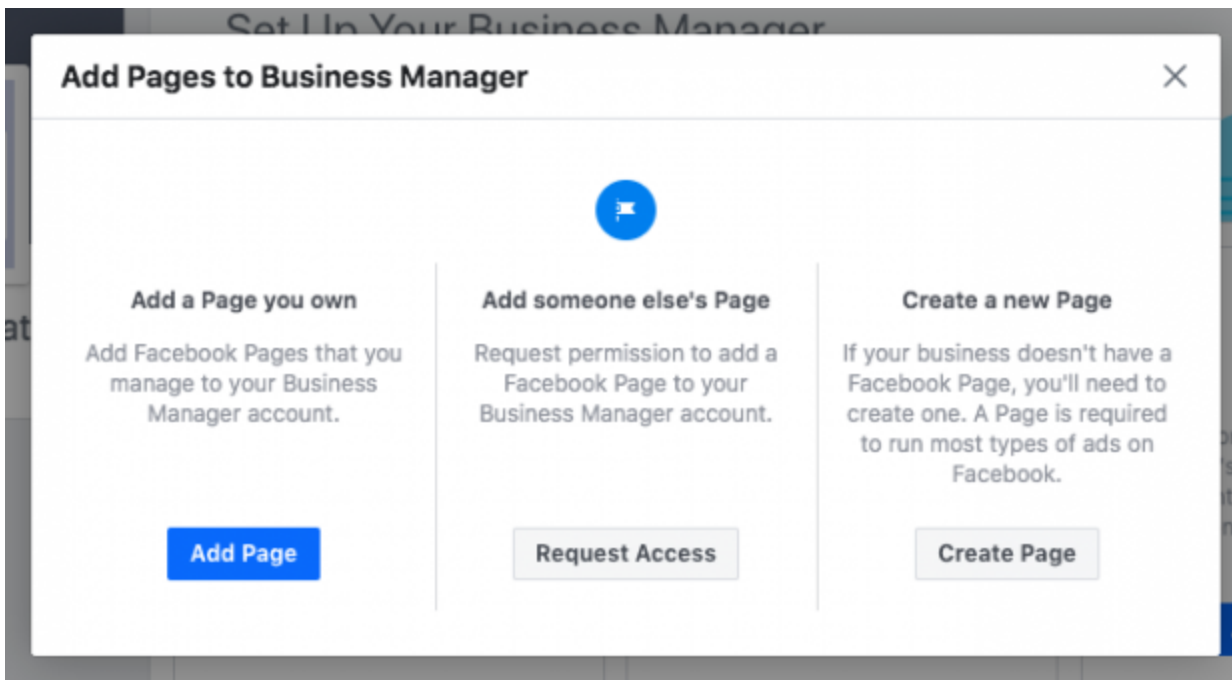
- Add your basic business information. Nothing from your personal Facebook profile will be shown to people in your Business Manager account.**
- Your Business and Account Name**
Input field: Example Auto Sales
Text: This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.
- Your Name**
Input field: John Doe
- Your Business Email**
Input field: johndoe@exampleauto.com
Text: This should be the one you use to conduct company business. We'll send notifications about your business to this email.
- Next** button

4. Enter your business details and click **Submit**.

Then you can start by adding the page of your business that you already have, by clicking **Add Page**:



Then selecting the page you own from the far left button:



Start typing the name of your Facebook business page in the text box. Your business page name should autocomplete below, so you can just click on it. Then click **Add Page**. If you *do not* have a Facebook page, you can **Create Page**. Assuming you have administrator access to the page you're trying to add, your request will be approved automatically.

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.

Olaf's Large Sandwiches and Deli Meats



Olaf's Large Sandwiches and Deli Meats

facebook.com/olafslargesandwiches/

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

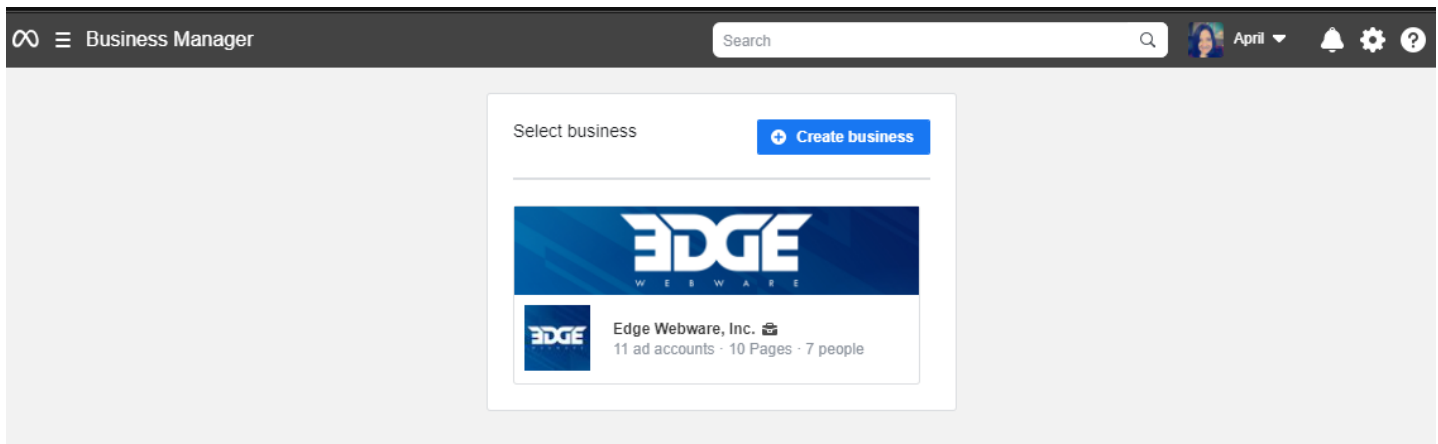
Cancel

Add Page

MANAGING YOUR FBM ACCOUNT

ACCESSING YOUR ACCOUNT

If you sign into the account that you used to set up Facebook Business Manager (or if it was shared with you) and go to <https://business.facebook.com/select/>, you will be able to see all active accounts you have access to once you are signed into Facebook.



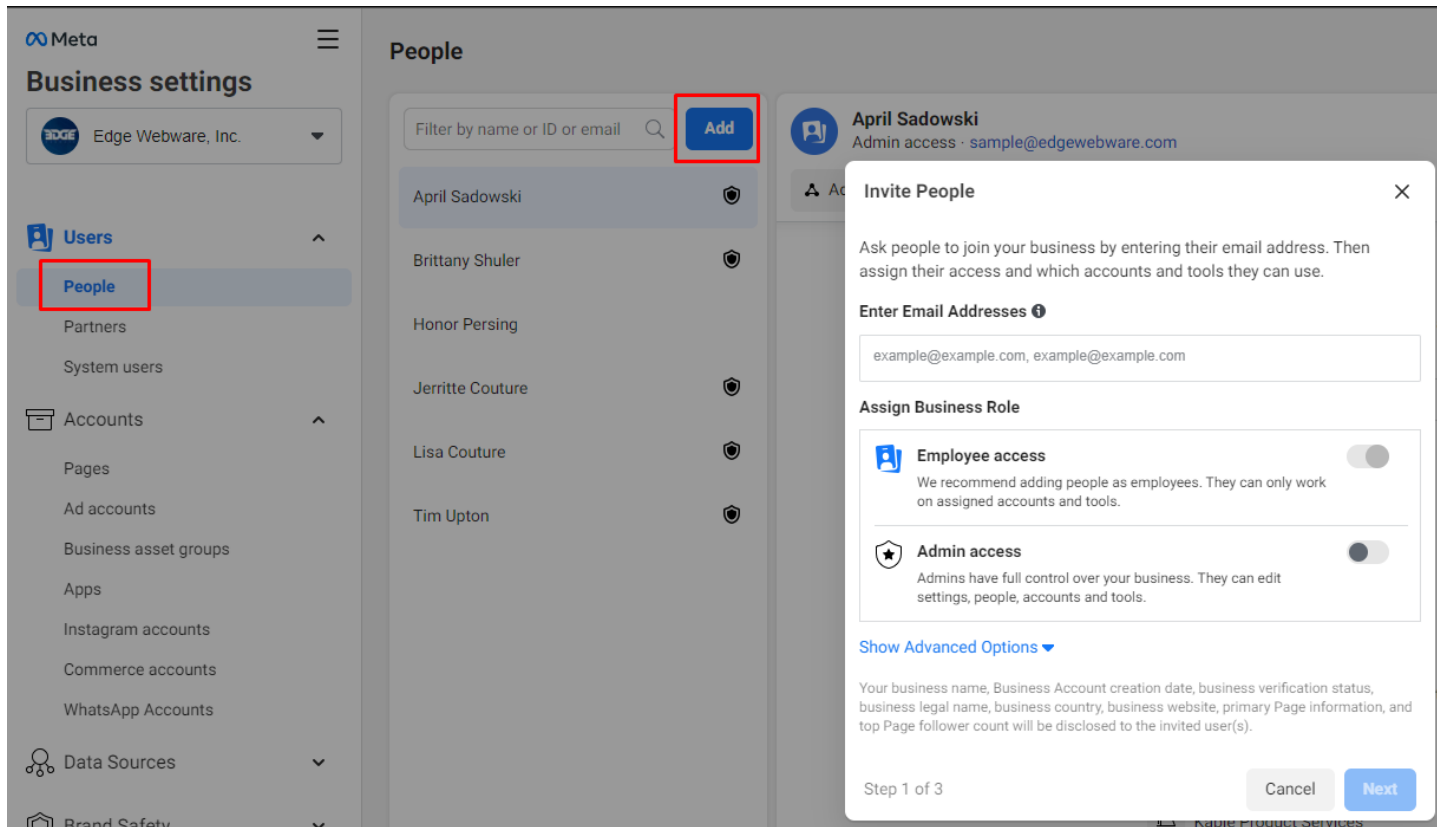
Click on the Business Manager account name to access Business Settings.

HOW TO ADD PEOPLE TO YOUR FACEBOOK BUSINESS MANAGER

Within Business Settings, perform the following steps to give people access to your business:

1. Click **Users** and then **People**.

- Click the button labeled **Add**.



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

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.

Assign additional roles


Finance analyst
☐

View business financial details like transactions, invoices, account spend and payment methods.


Finance editor
☐

Edit business credit card information and financial details like transactions, invoices, account spend and payment methods.


Developer
☐

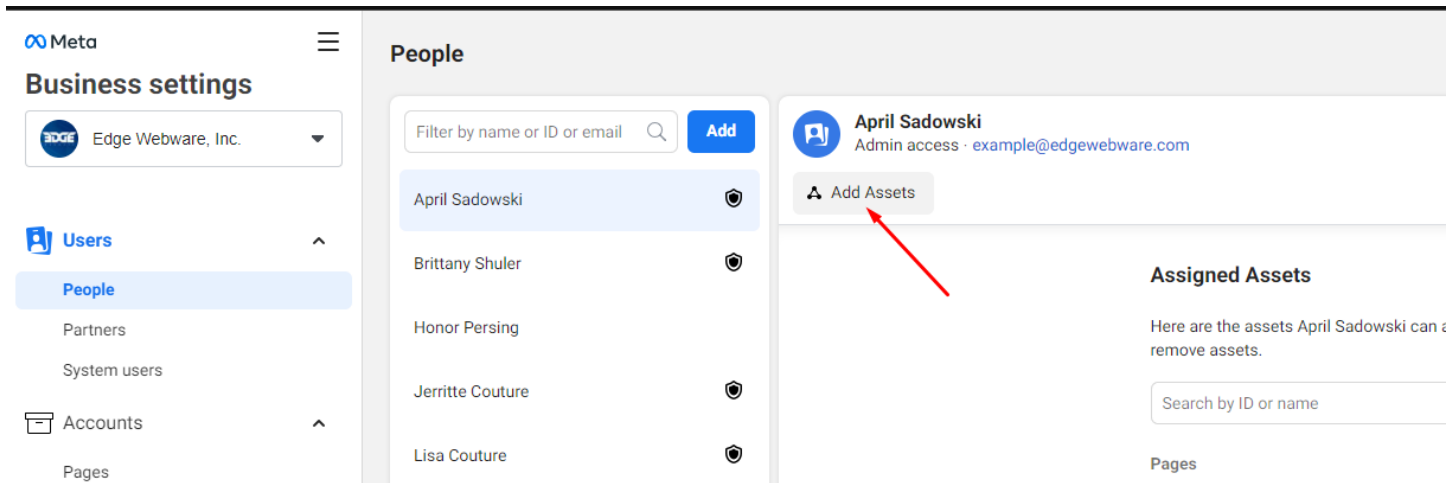
Developers are able to set up Conversions API. They can also monitor events, edit applications, manage system users and create access tokens.

5. Click **Next**.
6. Select the asset and the task access you want to assign the person.
7. Click **Invite**.

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

ADDING PEOPLE TO ASSETS

If you are looking at the **People** pane in Users, you will see an **Add Assets** button. If you click on that on each user, you can control the type of assets they have access to.



Meta
Business settings
Edge Webware, Inc.

Users
People
Partners
System users
Accounts
Pages

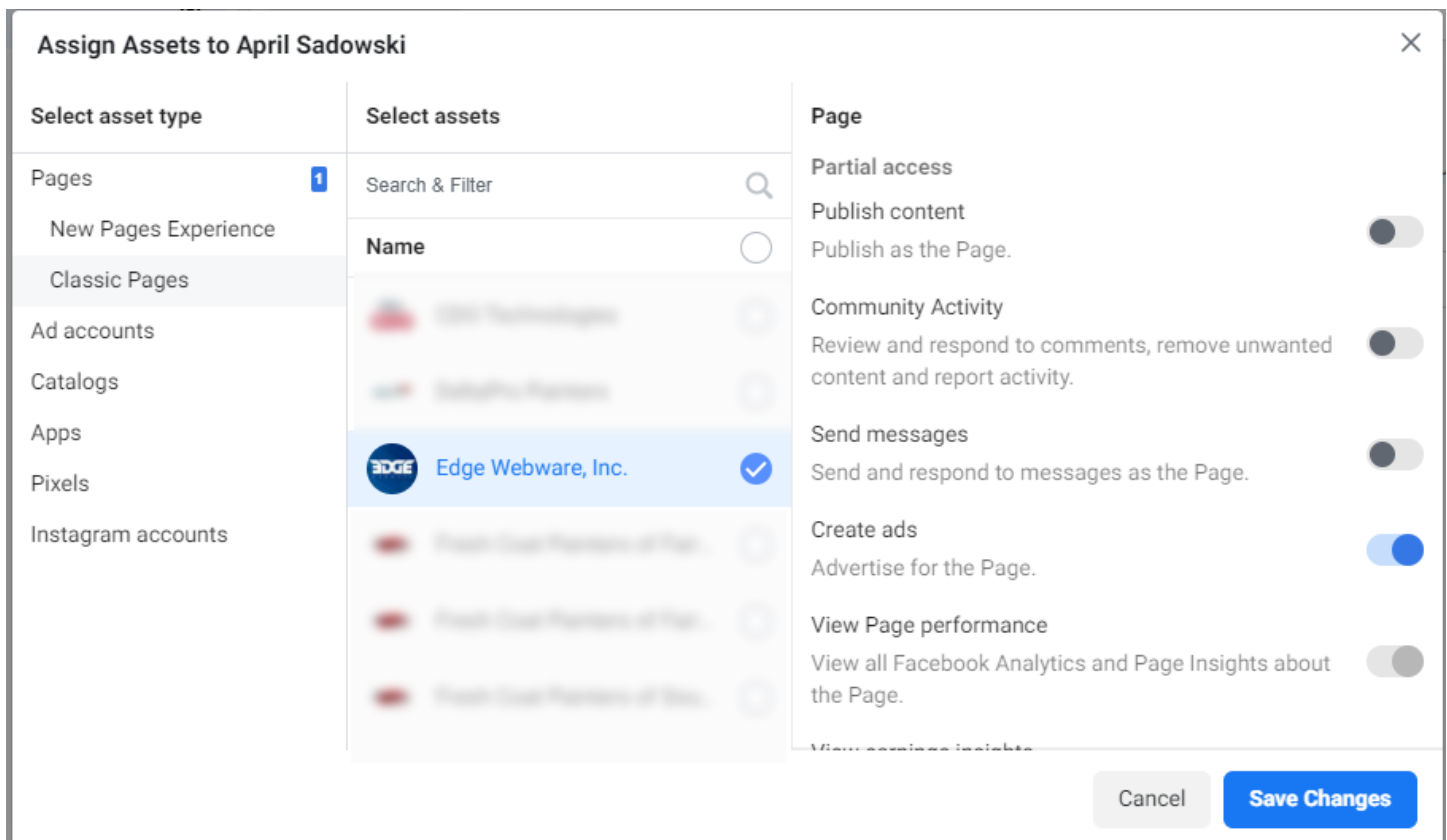
People
Filter by name or ID or email **Add**

- April Sadowski
- Brittany Shuler
- Honor Persing
- Jerritte Couture
- Lisa Couture

April Sadowski
Admin access · example@edgewebware.com
Add Assets

Assigned Assets
Here are the assets April Sadowski can remove assets.
 Search by ID or name
Pages

From here, go through the asset types and assign your content to the person you have added:



Assign Assets to April Sadowski ✕

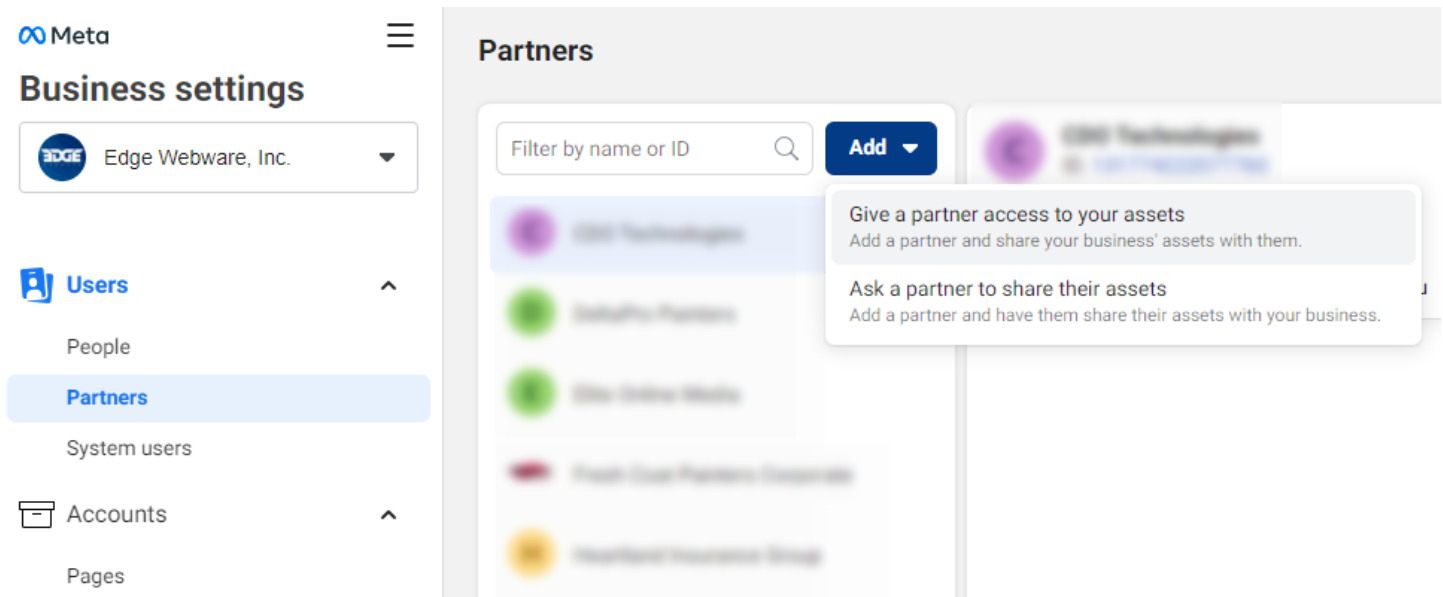
Select asset type	Select assets	Page
Pages 1	Search & Filter	Partial access
New Pages Experience	Name	Publish content ☐
Classic Pages	Edge Webware, Inc. ☒	Publish as the Page. ☐
Ad accounts	Facebook Pages ☐	Community Activity ☐
Catalogs	Facebook Pages ☐	Review and respond to comments, remove unwanted content and report activity. ☐
Apps	Facebook Pages ☐	Send messages ☐
Pixels	Facebook Pages ☐	Send and respond to messages as the Page. ☐
Instagram accounts	Facebook Pages ☐	Create ads ☒
	Facebook Pages ☐	Advertise for the Page. ☒
	Facebook Pages ☐	View Page performance ☐
	Facebook Pages ☐	View all Facebook Analytics and Page Insights about the Page. ☐
	Facebook Pages ☐	View page insights ☐

Cancel **Save Changes**

HOW TO ADD US TO YOUR FACEBOOK BUSINESS MANAGER ACCOUNT

You can add us as a person within your existing FBM account with the previous instructions (as an administrator), or add us as a *partner*.

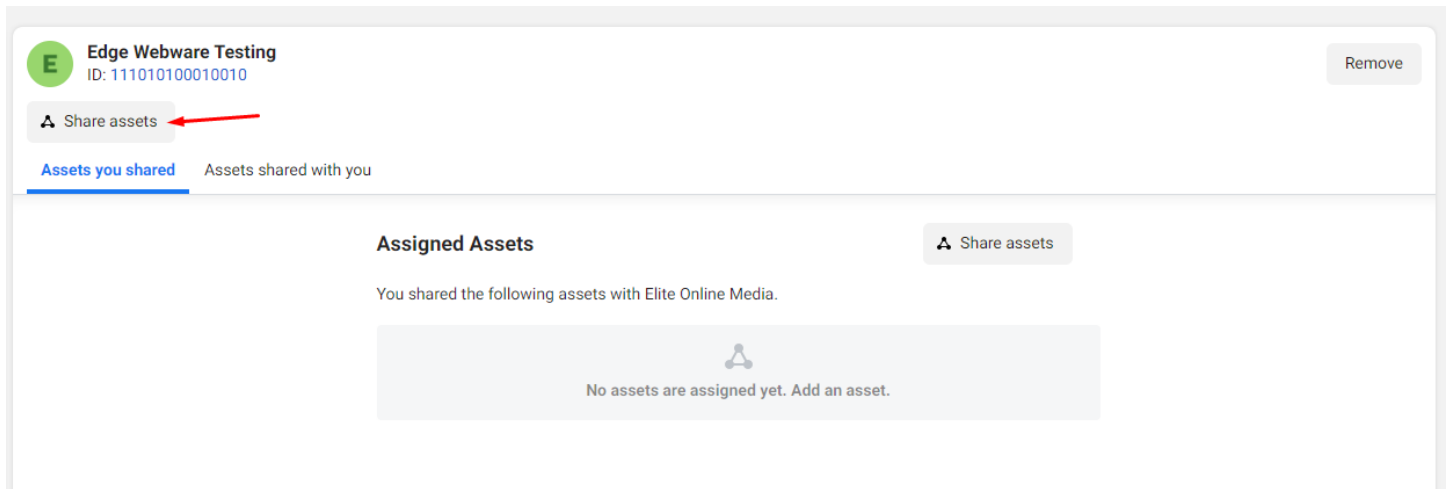
1. Within the **Users** section, click on **Partners**.
2. From there, click on the **Add** button in the middle column, and choose “Give a partner access to your assets.”



3. Enter the following **Partner ID** in the field provided: 2337622433228629 then click **Next**
4. On this screen, you can add partners to multiple assets. Choose a type of asset in the first column (e.g, Page, Ad Account, Pixel, Catalog). Select the assets you want to add your us to in the second column. Assign a role for us as your partner in the third column. Repeat these steps until you've chosen roles for all of the assets you want to assign.
5. Click **Save Changes**.

ADDING US TO YOUR ASSETS

Once we have been added to your FBM as a partner, you will want to ensure we have access to your assets. Similar to how you share with people, you will need to go to the **Partners** area, and click on **Share Assets** under the selected partner panel.



We recommend the following asset types and their level of access:

- **Page** - Create Ads/View Page Performance
- **Ad Accounts** - Manage Ad Accounts
- **Catalogs** - Manage Catalog
- **Pixels** - Manage Pixel
- **Instagram Accounts** - Ads and Insights
- **Domains** - View events

When you have selected everything, you can click **Save Changes**.