

# PURLOS

## **Submit your organisation's Facebook Page for Business Verification**

Facebook Business Verification is a process that confirms your business's identity to Meta (Facebook's parent company). It's required when you want to access certain advanced features—like running ads for clients, using Meta APIs, or managing apps through Business Manager.

### **Why do you need to do this?**

The Meta business verification process is a necessary step to access certain Meta products, like WhatsApp for Business. This process ensures that your account is linked to a legitimate business, helping Meta protect its users from spam and scams.

Note: \*Completing this process does not grant a verified badge on Facebook or Instagram. The business verification process is separate and unrelated to obtaining a verified badge.

Note: \*The Meta Business Account, sometimes called a Business Manager account, was renamed. It's now known as a **Business Portfolio**.

### **What do you need to complete the Meta business verification process?**

To verify your business on Facebook, you'll need:

1. Proof that your business is a legal entity in your country, supported by official registration documents.
2. An official business phone number or postal address.
3. Authorization to represent the business, which can be confirmed by:
  - Receiving a verification code via the business's phone number or email, or
  - Completing the domain verification process by adding a code snippet to your website.

### **What to do if you get stuck?**

Please contact your Purlos Customer Success Manager

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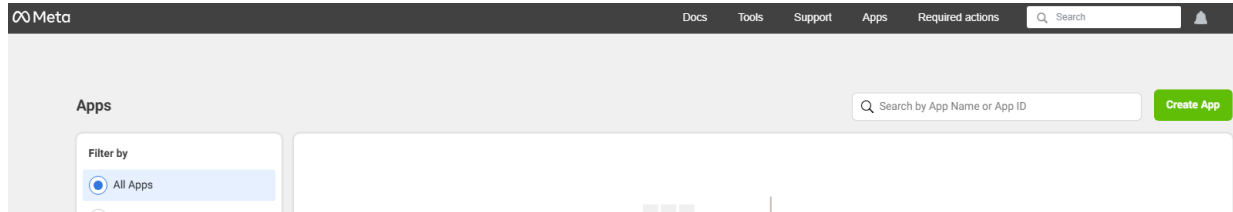
## **Instructions:**

**Step 1:** Go to [developers.facebook.com](https://developers.facebook.com)

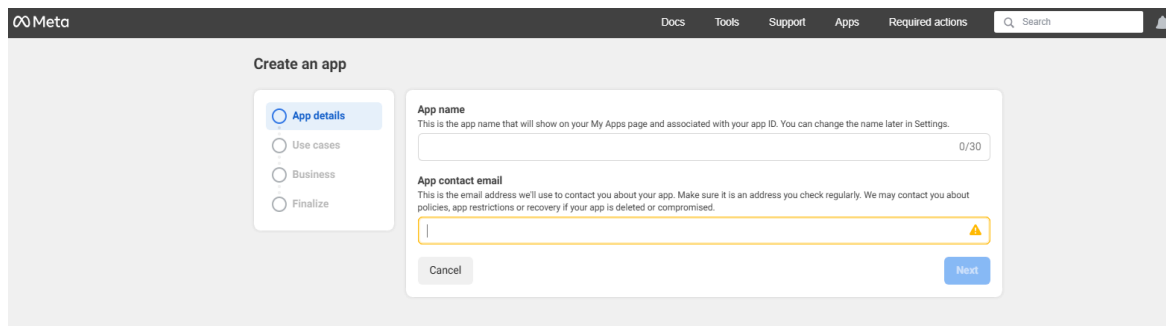
**Step 2:** Click 'Get Started' or 'My Apps' if you've logged in before

**Step 3:** Go through and complete the registration process (please disregard if it is not popping up)

**Step 4:** Once registered, follow instructions and create new app



Name your App as your College Name then App e.g. "Purlos App"



## Choose 'Other' as the Use Case

The screenshot shows the 'Create an app' interface. On the left, a sidebar contains three radio buttons: 'App details' (checked), 'Use cases' (selected), 'Business', and 'Finalize'. The main content area is titled 'Add use cases' and lists five options, each with a radio button:

- Run ads to promote your app**: Get an app ID to promote your app on Meta technologies, like Facebook and Instagram. [Learn more.](#)
- Access the Threads API**: Use the Threads API and choose to authenticate users, retrieve user information, post threads, reply to threads, manage reply settings and/or gather insights for a Threads profile you own or manage on behalf of others. [Learn more.](#)
- Embed Threads content in other websites**: Use the Threads oEmbed API to embed content of Threads posts, such as photos and videos, in other websites. [Learn more.](#)
- Launch a game on Facebook**: Launch a game that players can find and play directly in their Feed or messages/conversations, on both desktop and mobile devices. [Learn more.](#)
- Authenticate and request data from users with Facebook Login**: Our most common use case. A secure, fast way for users to log into your app or game and for the app to ask for permissions to access their data to personalize their experience. [Learn more.](#)

Below these options is a section titled 'Looking for something else?' with the text: 'If you need something that isn't shown above, you can see more options by selecting Other.' The 'Other' option is selected with a radio button. Below this section are 'Cancel', 'Previous', and 'Next' buttons.

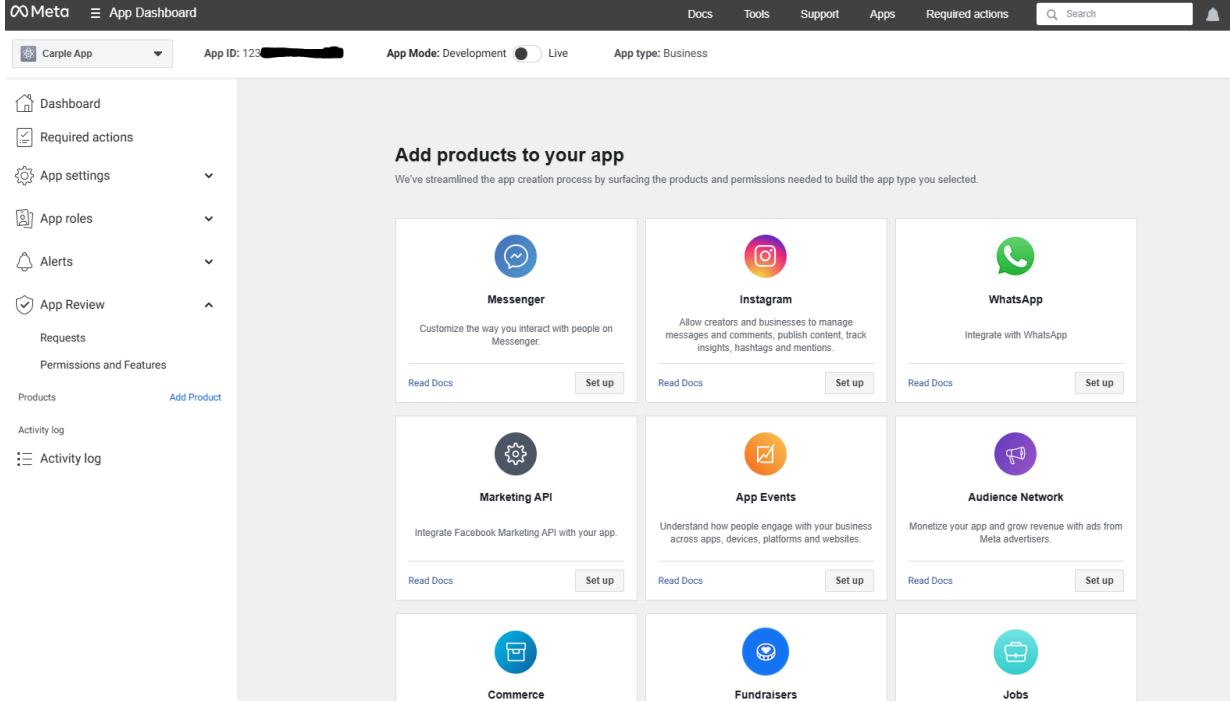
**Step 5:** Select 'Business' as your App Type, click 'Next,' and connect your Business portfolio. Then, create the App. Ensure you have your Facebook password handy, as you'll be required to enter it for security purposes before completing the App creation process.

The screenshot shows the 'Create an app' interface. On the left, a sidebar contains two radio buttons: 'Type' (selected) and 'Details'. The main content area is titled 'Select an app type' and includes the text: 'The app type can't be changed after your app is created. [Learn more](#)'. There are two options, each with a radio button:

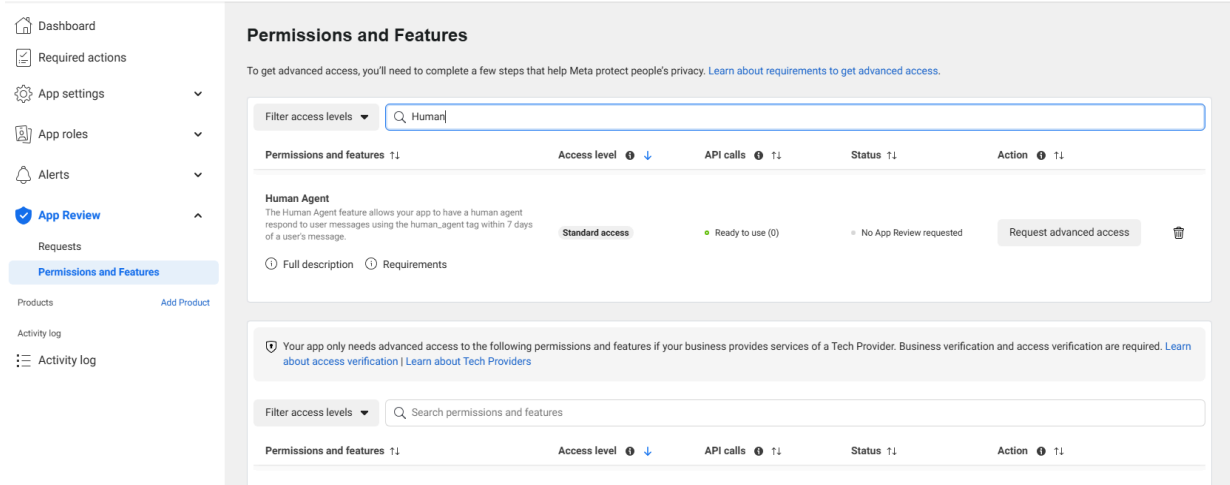
- Business**: Create or manage business assets like Pages, Events, Groups, Ads, Messenger, WhatsApp, and Instagram using the available business permissions, features and products.
- Consumer**: Connect consumer products and permissions, like Facebook Login to your app.

At the bottom of the main content area are 'Cancel' and 'Next' buttons.

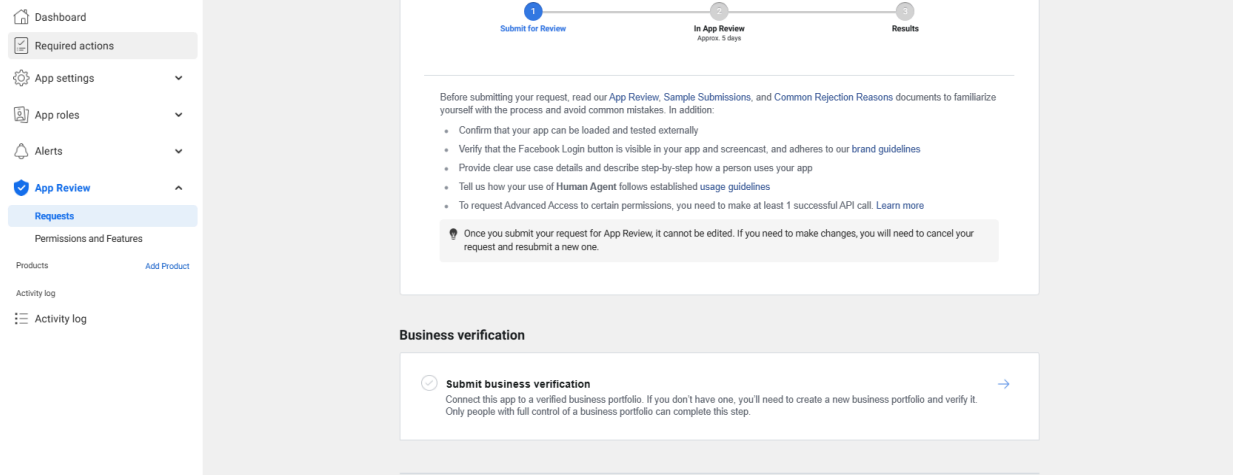
**Step 6:** Once you have created an App you will be directed to the 'App Dashboard', click 'Permission and Features' under 'App Review'



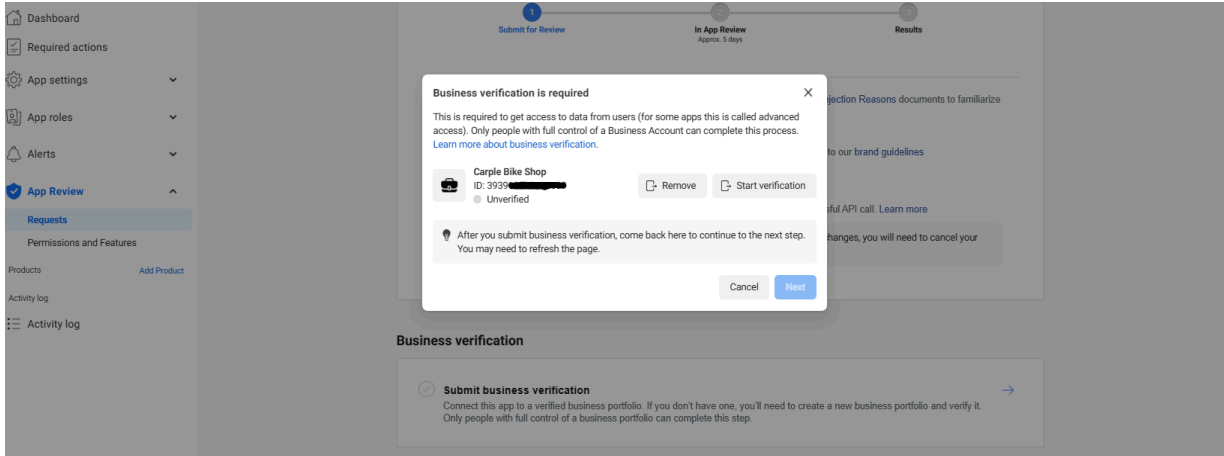
Search for Human Agent and click 'Request Advanced Access' a button will appear on the right lower part of the screen that will say 'Continue request'



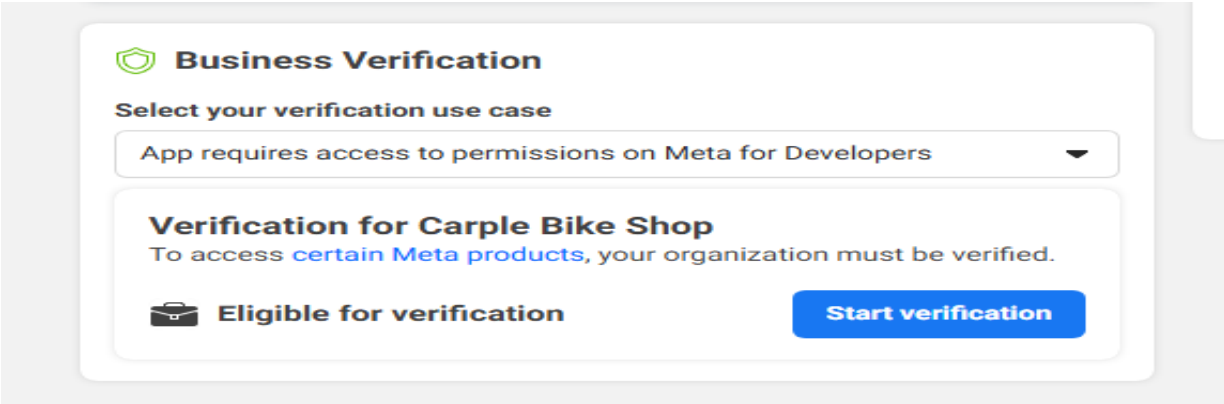
**Step 7:** After hitting 'Continue request', click 'Submit business verification'



Click 'Start verification'




You will be redirected to another page which is under your 'Facebook Business Settings' here you would be able to see that your Business is Eligible for verification or if not



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**Step 8:** Please follow succeeding steps in order to fully verify your business



**Verify your business**  
For verification, you'll need to show that your business is real and you have a legitimate connection to it.  
[How we use your information](#)

**What's involved**

-  **Verify business details**  
Provide your business name, address, phone number, email and website for verification.
-  **Confirm your connection**  
Select a way for us to get in touch to confirm your connection to the business.
-  **Upload documents**  
You may need to upload [accepted documents](#) to confirm these details if your business is not found.

[Get started](#)

**Step 9:** Once you've provided all the required information, your business verification status will be marked as "In Review," which typically takes 2-5 working days. Visit the Facebook Business Settings Security Center page to check the status and inform us once your business has been verified.