
Step-by-Step: Migrating Facebook Pages and Ad Accounts from a personal Facebook profile to Facebook Business Manager

Note: Always use Facebook Business Manager to oversee your Facebook assets, whether you're an agency managing client campaigns or a business providing access to employees or agencies.

Important: Claiming Facebook Pages and Ad Accounts should only be done if you intend to be the actual owner of those assets. If you're an agency, freelancer, or employee managing someone else's assets (such as Pages or Ad Accounts), avoid claiming them. Instead, request the owner to assign the necessary role to you by following SOP 062 (web version) for granting access to Facebook Business Manager.

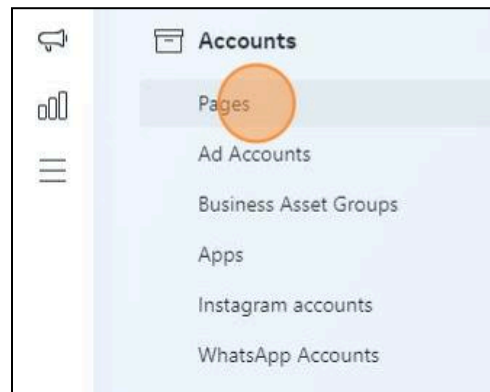
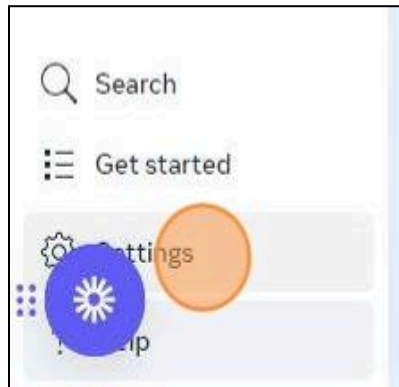
Required Access Level: Admin

Common scenario: Early on, you or an employee might have created an Ad Account or Facebook Page using a personal profile. Your business should now shift to using Business Manager to handle these assets. This platform also simplifies granting and revoking access to employees, freelancers, agencies, or consultants.

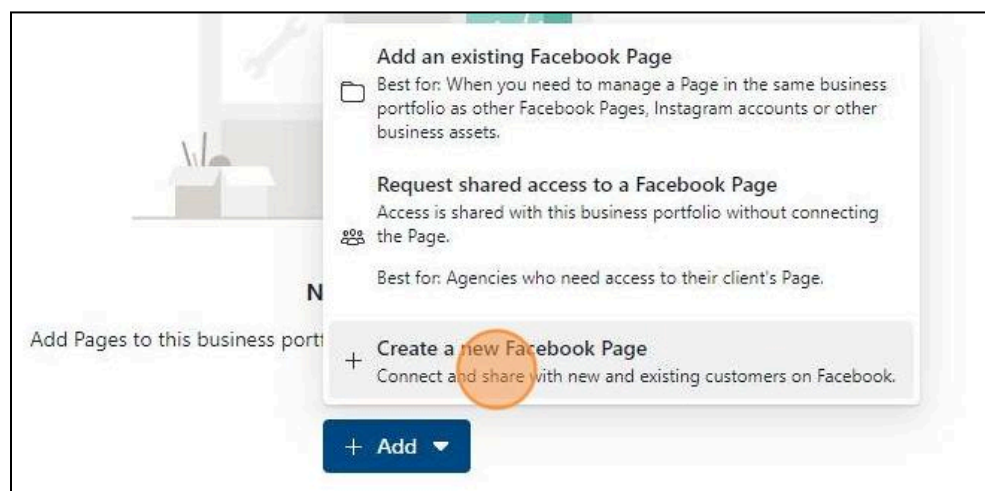
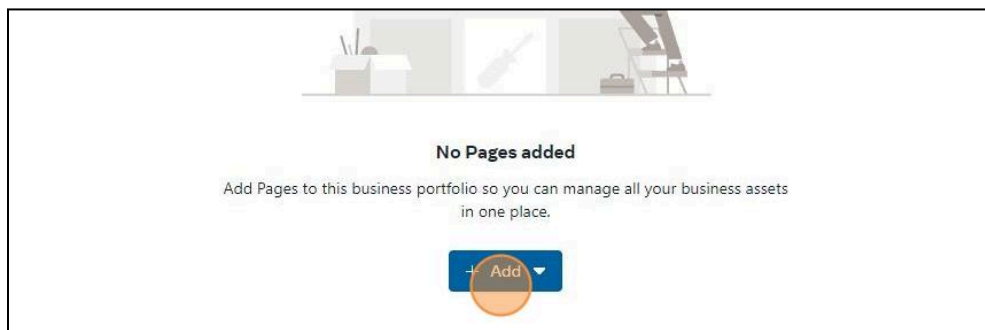
Who handles this: The Admin of the Business Manager account responsible for claiming the assets, typically the business owner, CEO, or another key organizational member.

Migrating Facebook Pages to your Business Manager:

1. Log into your Business Manager Settings.
2. In the sidebar, click “**Pages.**”
3. Click “**Add.**”
4. Select “**Add a Page.**”



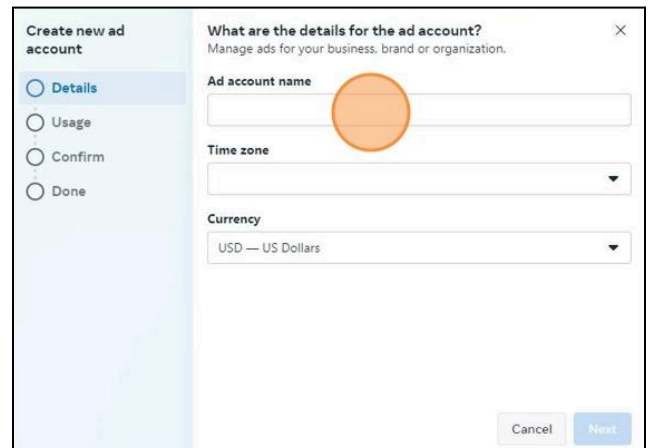
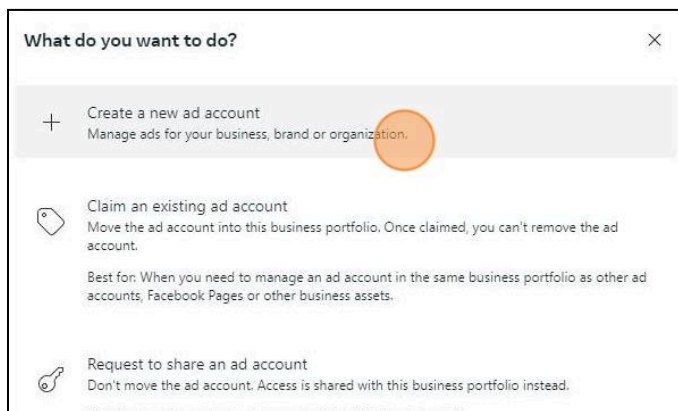
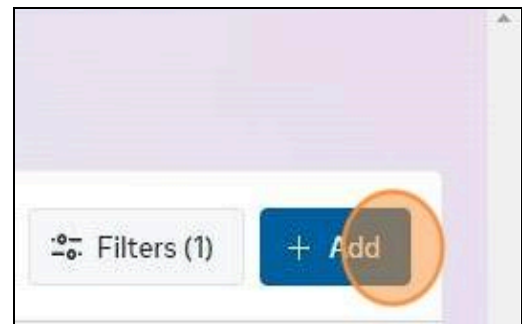
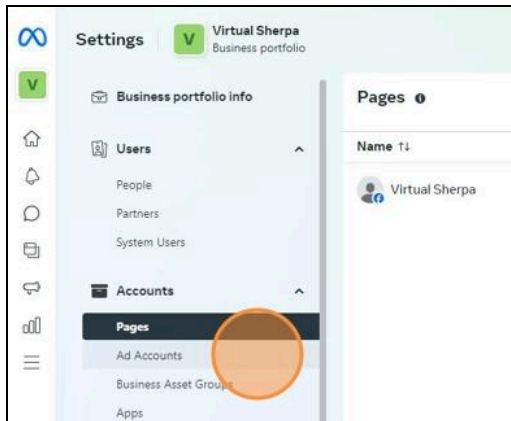
4. Search for your Page's name or paste your Page URL.
5. Click **“Add Page.”**



6. That's it! You've successfully added your Page to Business Manager.

Migrating Ad Accounts to your Business Manager

- Log in to your Business Manager.
- In the sidebar, click **“Ad Accounts.”**
- Click **“Add.”**
- Select **“Add an Ad Account.”**



- You'll see a field asking for your **“Ad Account ID.”**
- To find it, open **“Ads Manager”** and click the top-left dropdown.
- Copy the Ad Account ID and paste it into the field.
- Once done, click **“Add Ad Account.”**

That's it! You've successfully claimed your Ad Account. If you were an Admin before, you now have Admin access to that Ad Account within Business Manager.