

What is Meta Business Suite?

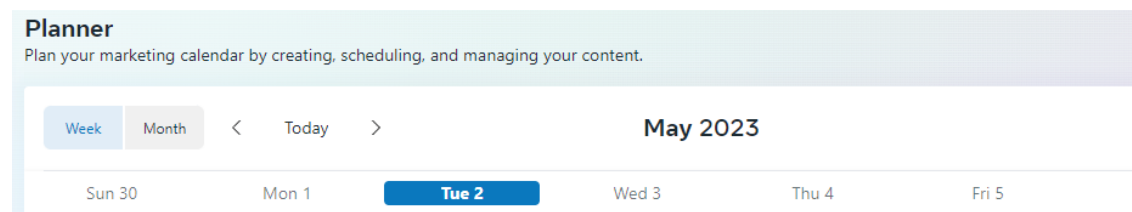
Meta Business Suite is a free platform where you can manage your Facebook and/or Instagram business profiles in one place. It is time saving, where you can post content in multiple platforms at once, and even schedule posts for a whole month. Meta Business Suite has a multitude of tools that are beneficial for business profile management.

Platform Management

Meta Business Suite links both of your business profiles from Facebook and Instagram. This way, you can publish content to each platform together or separately. When posting to both platforms, you can even change the wording from the Facebook caption to the Instagram caption on the same post.

Content Planning

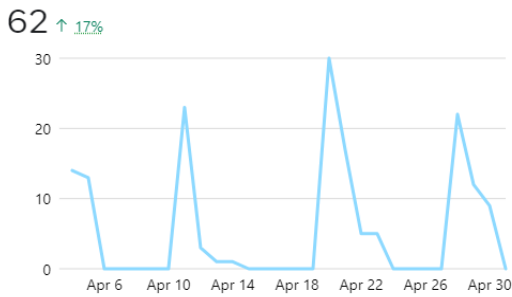
Meta Business Suite has a built-in planner where you can schedule posts for up to 90 days in advance. This can help with planning as well as save you time instead of creating posts daily, to set up multiple posts in an afternoon.



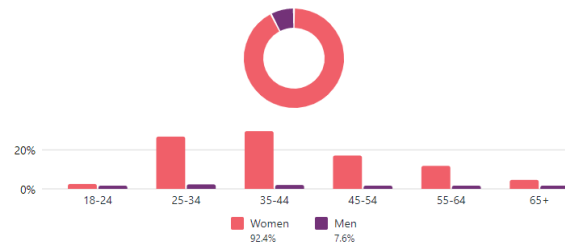
Insights

Meta Business Suite provides Instagram and Facebook follower insights. Information is provided on daily and weekly post engagement and audience statistics.

Instagram reach ⓘ



Age & gender ⓘ



Messaging

All follower interactions, like Instagram and Facebook direct messages and post comments are collected together so you can respond to all messages in one place.

Ads

Create ads to promote your business across the social media platform by targeting specific customer bases. You dictate how much money you spend and can create your own ad campaign. After your ad campaign is complete, you can see how far your ad reached and how successful the campaign was. [Click here](#) to discover how to create ads on Meta Business Suite.

Find out More

Learn how to publish or schedule posts and stories, and manage your content for Instagram and Facebook all on Meta Business Suite. [Click here](#) for detailed instructions!