WebLandscapes

Step-by-step guide

Connect your Facebook Page and Instagram to your website

When you finish, your website can post to your Facebook Page and Instagram, read comments and show your insights, without anyone logging in each time. You do everything in your web browser and install nothing. We recorded every step on our own accounts on November 16, 2026, so the screenshots show our business, Web Landscapes, with private numbers blurred. Meta changes its screens often. If a button has moved or has a slightly different name, look for the closest match and read the "If your screen looks different" notes.

Plan on about an hour, plus up to 30 minutes if you don't have a Facebook Page, a business portfolio or an Instagram business account yet. If you'd rather not do it alone, we can do it together on a video call. You click and type; we tell you where.

What a token is

At the end, Meta gives you a token: a long key that lets your website open only the doors you choose on your Page and Instagram, and you can cancel it at any time with **Revoke tokens**. Treat it like a house key. Never paste it in a chat, an email or a text message, never take a screenshot of it, and never send it to anyone, including us. It goes straight from Meta into your website's settings.

What you need

- A computer with Chrome. Meta's business screens are hard to use on a phone.
- Your personal Facebook login. You must be an admin of your Page.
- Your phone nearby. Meta may text you a code or ask for your password again.
- A business email inbox you check, for Meta's notices.
- Your website's admin login.

If you already have a Facebook Page, a business portfolio, and an Instagram Professional account linked to both, skip to "Check your Page and Instagram are in your portfolio".

Get your accounts ready

Make a Facebook Page

Skip this if your business already has a Page.

1. Log in at facebook.com with your personal Facebook account. Every Page is managed from a personal account, and nobody outside sees which one.
2. Go to facebook.com/pages/create.
3. In **Page name**, type your business name exactly as customers know it.
4. In **Category**, start typing what your business does (for example "Bakery" or "Plumber") and pick the closest one from the list.
5. **Bio** is optional. One sentence about what you do is enough.
6. Click **Create Page**. Meta then offers extra steps (profile picture, cover photo, inviting friends). Add your logo as the profile picture if you have it, and skip the rest with **Next** or **Skip**.

Success looks like your new Page opening with its name at the top.

If your screen looks different: from the facebook.com home screen, open the menu (the grid or three-line icon), choose **Pages**, then **Create new Page**.

Make a Meta business portfolio

A business portfolio is your business's folder at Meta. It holds your Page, your Instagram account and the connection to your website. Skip this if you have one already (Meta used to call it a Business Manager or business account).

1. Go to business.facebook.com and log in with the same personal Facebook account.
2. If Meta offers to create a business portfolio, click **Create a business portfolio**. If you land in an existing portfolio instead, you already have one; check that your business name is in the top-left corner and move on.
3. Type the **Business portfolio name** (your business name), your **first and last name**, and your **business email**.
4. Click **Create**. Meta may email you a confirmation link; open it and click the link.

Success looks like your business name in the top-left corner of business.facebook.com.

Your portfolio will say "Unverified business". That's fine for this guide. Verification is only needed when an app reaches other people's accounts.

Switch Instagram to a Professional account

Do this on your phone, in the Instagram app, logged in as your business's Instagram account. Skip it if your settings already show **Professional account** or **Business**.

1. Tap your profile picture in the bottom-right corner.
2. Tap the menu (three lines) in the top-right corner.
3. Tap **Account type and tools**, then **Switch to professional account**.
4. Tap **Continue** through the short intro screens.
5. Pick a category that matches your business, then choose **Business** (not Creator) and tap **Next** or **Done**.

Success looks like a **Professional dashboard** button on your profile.

If your screen looks different: Instagram moves this menu often. In the menu, look under **For professionals** or search the settings for "professional".

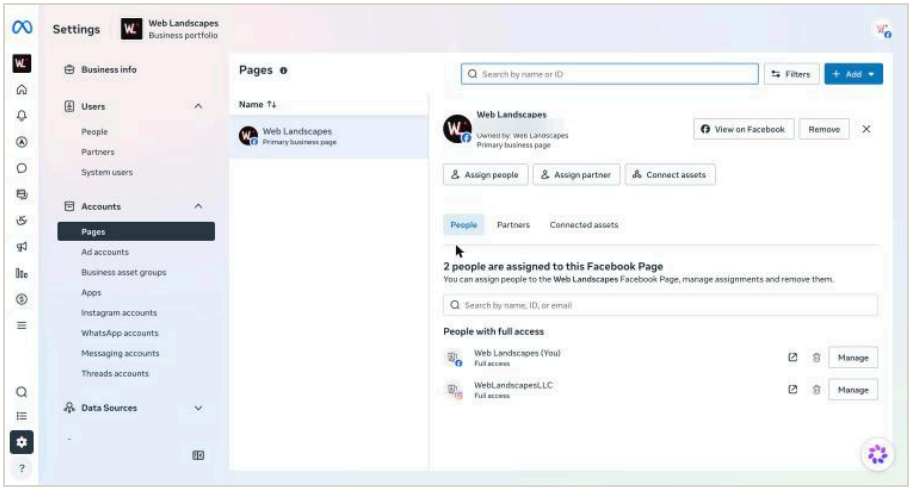
Link Instagram to your Page and your portfolio

1. On your computer, go to business.facebook.com, click **Settings** (the gear at the bottom left), then **Accounts** > **Instagram accounts**.
2. Click **+ Add** and choose to connect an Instagram account.
3. A window asks you to log in to Instagram. Log in with your business's Instagram username and password, and allow access.
4. Back in Settings, click your Instagram account, then **Connect assets** (or **Connected assets**) and connect your Facebook Page.
5. In **Accounts** > **Pages**, check that your Page is listed. If it isn't, click **+ Add** > **Add a Facebook Page**, type your Page name and click **Add Page**.

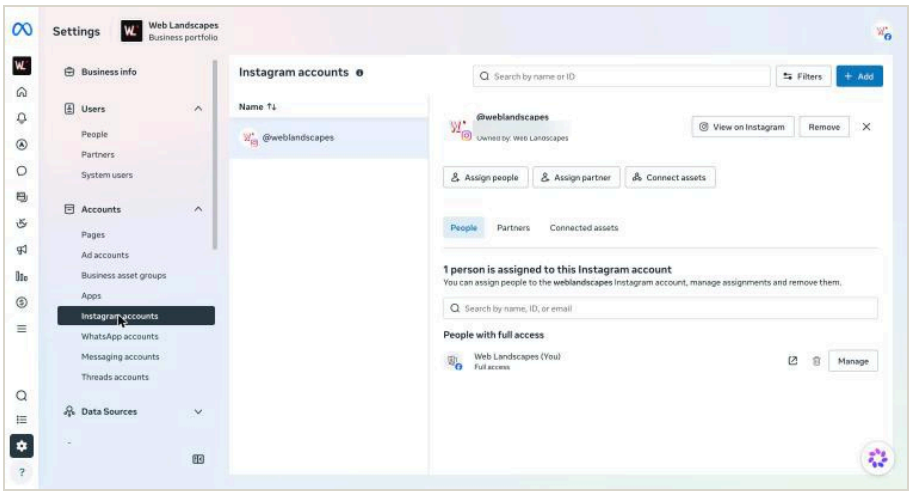
Success looks like the screens in the next section: your Page under **Pages** and your Instagram account under **Instagram accounts**, both showing "Owned by" with your business name.

Check your Page and Instagram are in your portfolio

1. In business.facebook.com, open **Settings**, then **Accounts** > **Pages**, and click your Page. It shows "Owned by" with your business name. (The number after **ID:** is your Page ID; you won't need to type it, and we blurred ours.)



2. Click **Instagram accounts** in the same menu, then your account. It shows "Owned by" with your business name too.

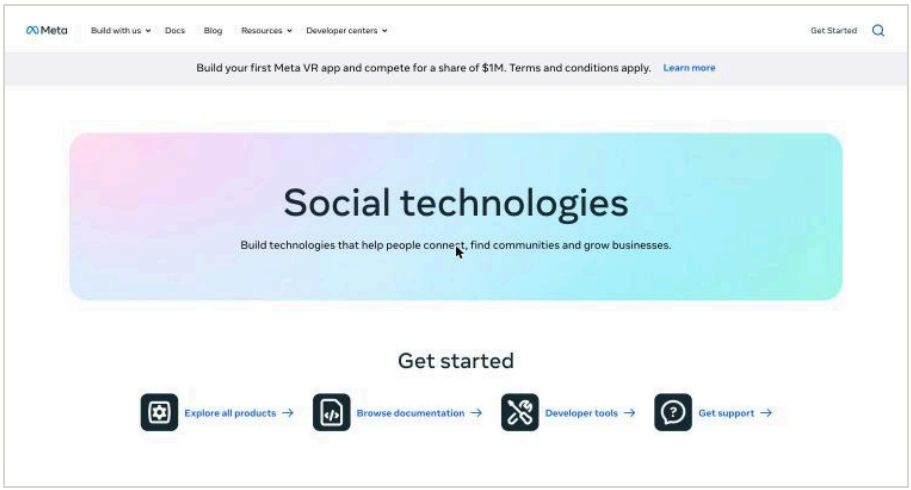


If your Instagram account isn't listed here, go back to "Link Instagram to your Page and your portfolio". The next steps won't find it either.

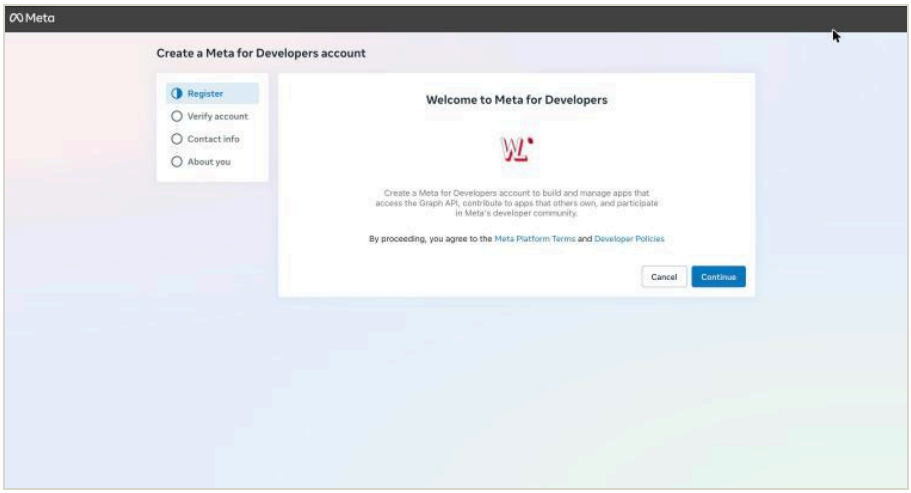
Register as a Meta developer

This sounds technical, but it's a short form. Meta only lets registered developers create apps, and the "app" here is just the connection between Meta and your website. You do this once.

1. Go to developers.facebook.com and click **Get Started** in the top-right corner.



2. The **Create a Meta for Developers account** screen has four steps on the left: **Register**, **Verify account**, **Contact info**, **About you**. On **Register**, read the terms and click **Continue**. Clicking it means you agree to the Meta Platform Terms and Developer Policies.

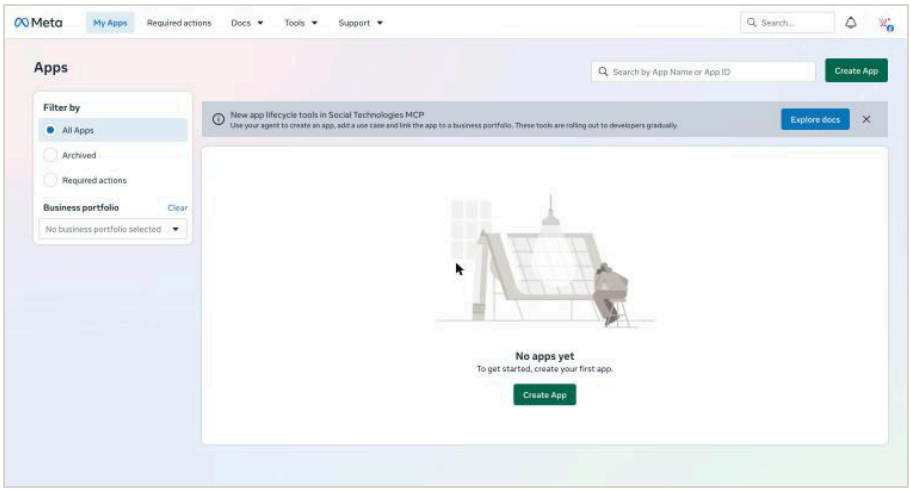


3. **Verify account**: Meta may text a code to the phone number on your Facebook account. Type the code and continue. If there's no phone on your account, it asks you to add one.
4. **Contact info**: confirm your email address.
5. **About you**: pick the option closest to your role (something like "Business owner" or "Marketer") and finish.

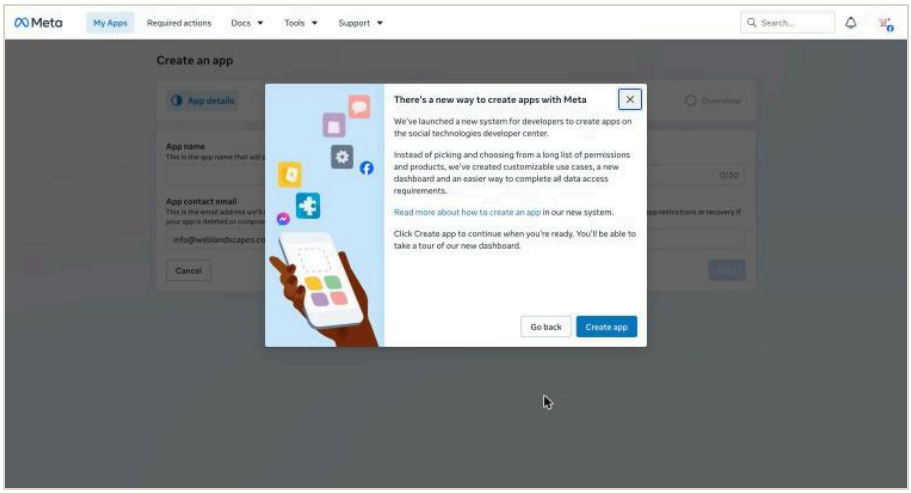
Success looks like the **Apps** page in the next part.

Create the app

1. At developers.facebook.com/apps the page says **No apps yet**. Click **Create App**.

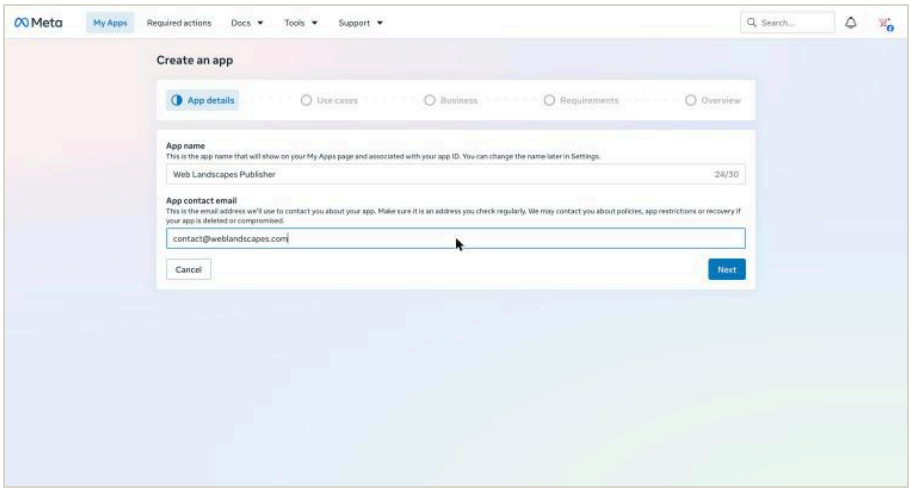


2. A popup says "There's a new way to create apps with Meta". Click **Create app**.

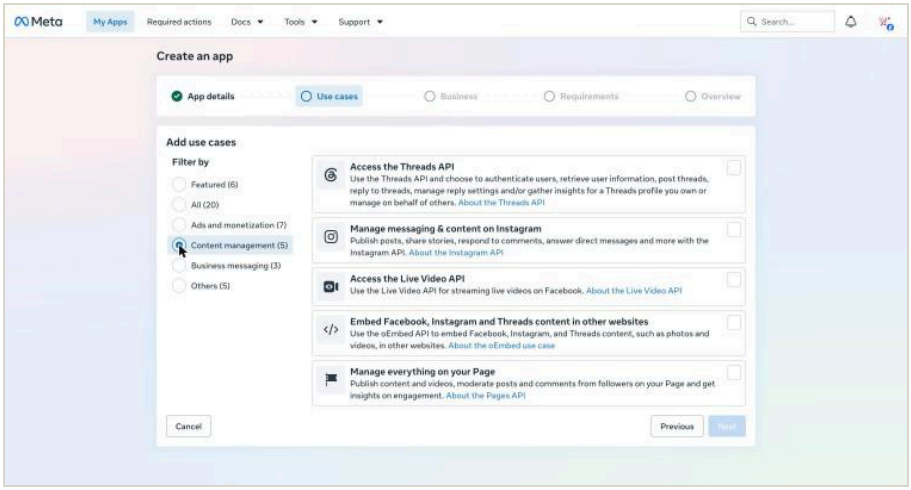


3. **App details**:
    - **App name**: type your business name followed by the word "Publisher", for example "Sunny Bakery Publisher". The limit is 30 characters, and the counter on the right shows how many you've used. Ours is "Web Landscapes Publisher".
    - **App contact email**: Meta fills in your Facebook email. Replace it with a business inbox you check.

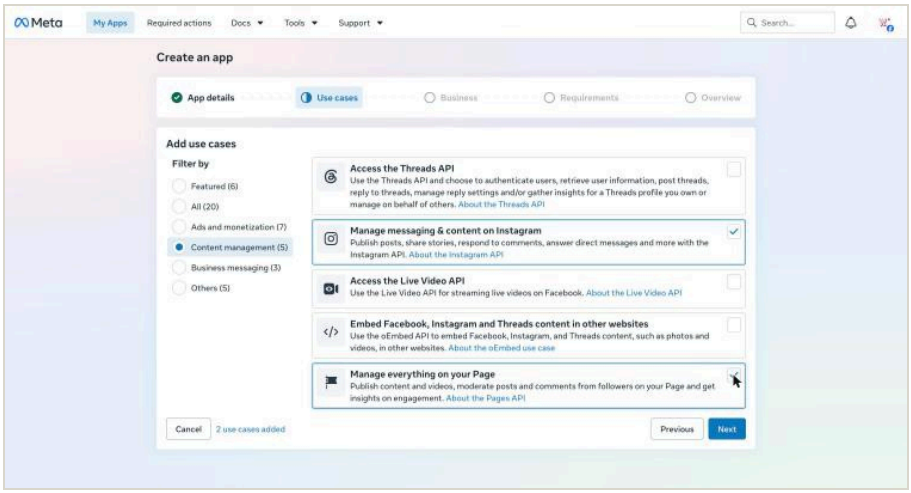
    Click **Next**.



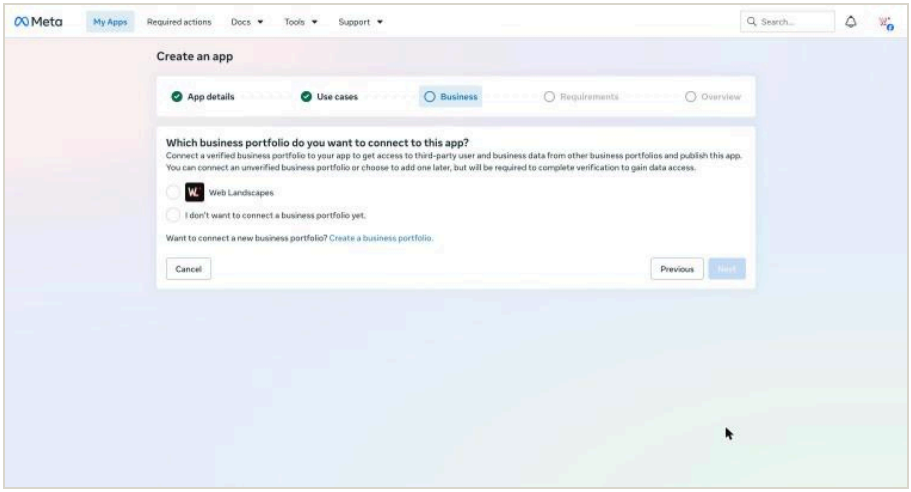
4. **Use cases**: on the left, under **Filter by**, click **Content management (5)**.



5. Tick two boxes: **Manage messaging & content on Instagram** and **Manage everything on your Page**. At the bottom it says "2 use cases added". Leave the others unticked. Click **Next**.

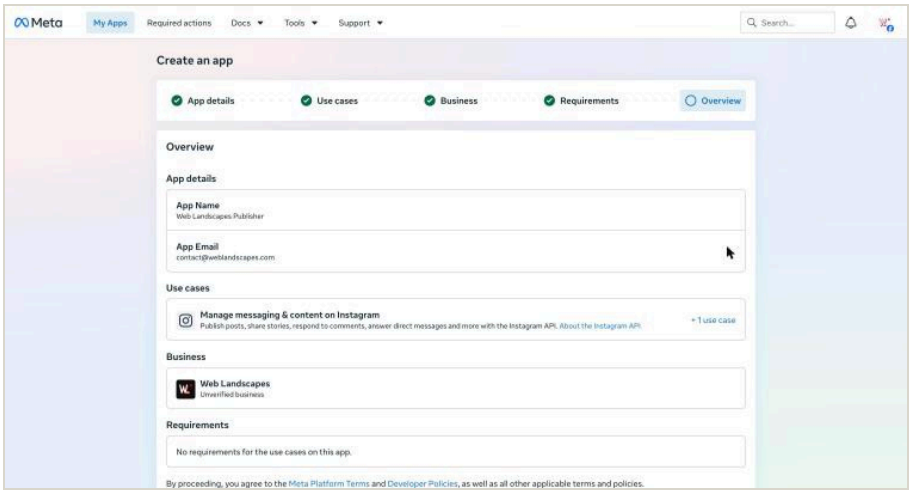


6. **Business**: "Which business portfolio do you want to connect to this app?" Click the round button next to your business portfolio. It may say "Unverified business", which is fine for your own Page and Instagram. Click **Next**.



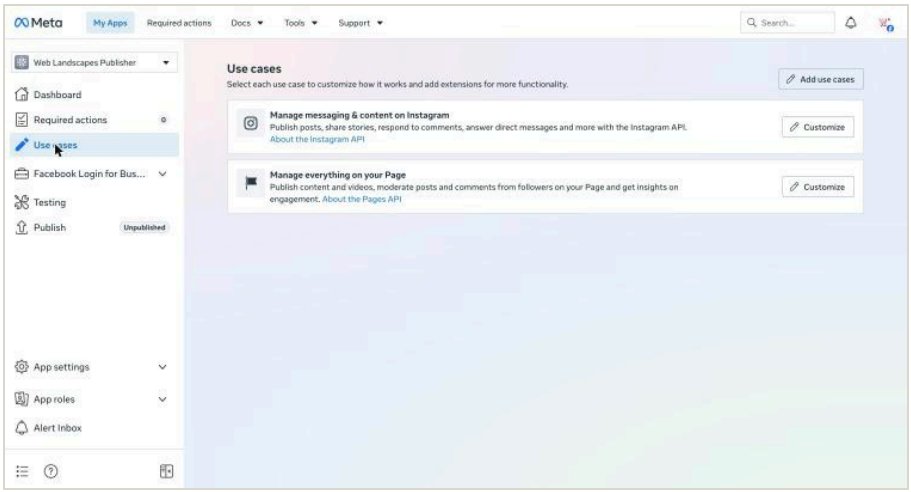
7. **Requirements**: it should say **No requirements identified**. That means Meta doesn't need to review anything, because the app only touches your own Page and Instagram. Click **Next**.

8. **Overview**: check the app name, the email, the use cases and your business. Scroll down. The text says that by proceeding you agree to the Meta Platform Terms. Click **Create app**.



9. Meta asks for your Facebook password again. Type it.

10. Your app's dashboard opens. Under **Use cases** you see both use cases, each with a **Customize** button. You don't need to customize anything. The app shows **Unpublished** next to **Publish** in the menu, and that's correct: it never needs publishing for your own accounts.

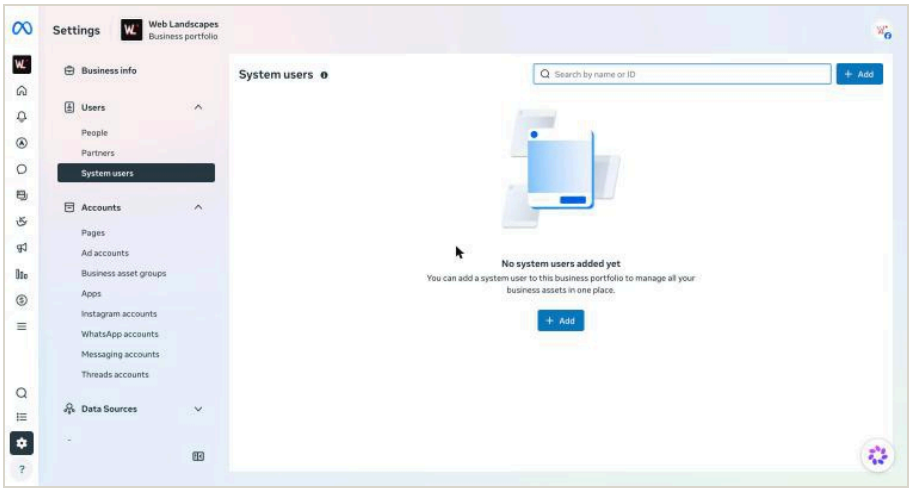


If your screen looks different: Meta has changed these steps several times. What matters is the end result: an app connected to your business portfolio, with the Instagram and Page use cases added.

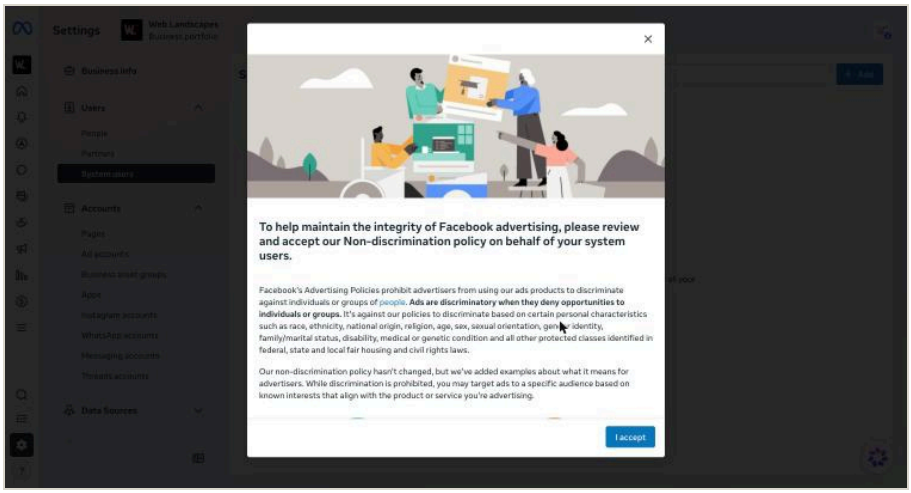
Make a system user

A system user is a robot account inside your business portfolio. Your website acts as this robot, so it never depends on anyone's personal login, and it keeps working if someone leaves your team.

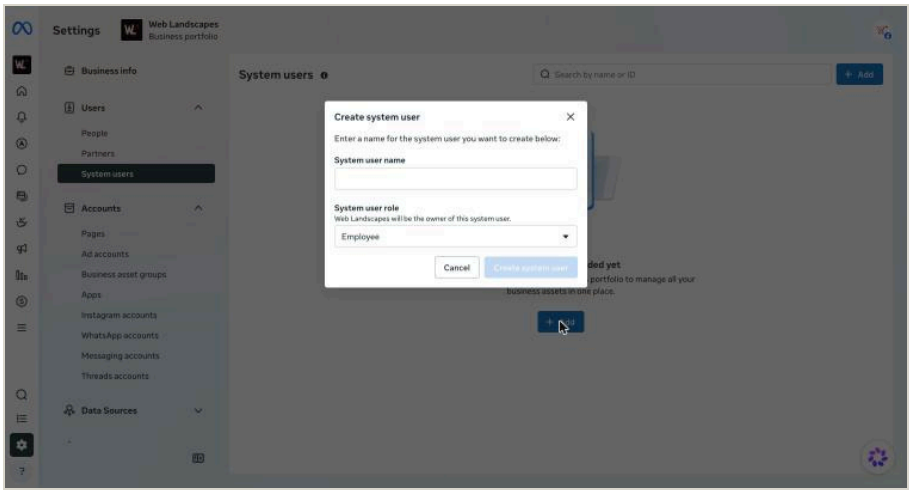
1. Go back to business.facebook.com > **Settings** > **Users** > **System users**. It says "No system users added yet". Click **+ Add**.



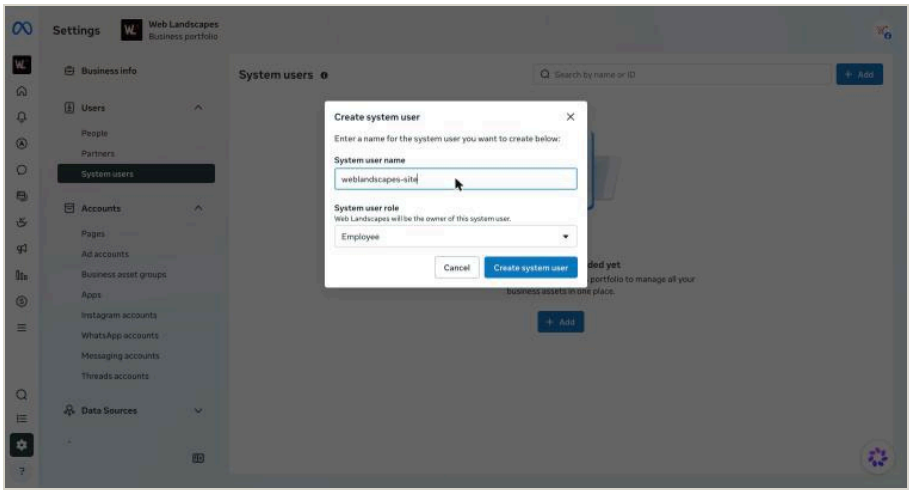
2. The first time, Meta asks you to accept its Non-discrimination policy on behalf of your system users. Read it and click **I accept**.



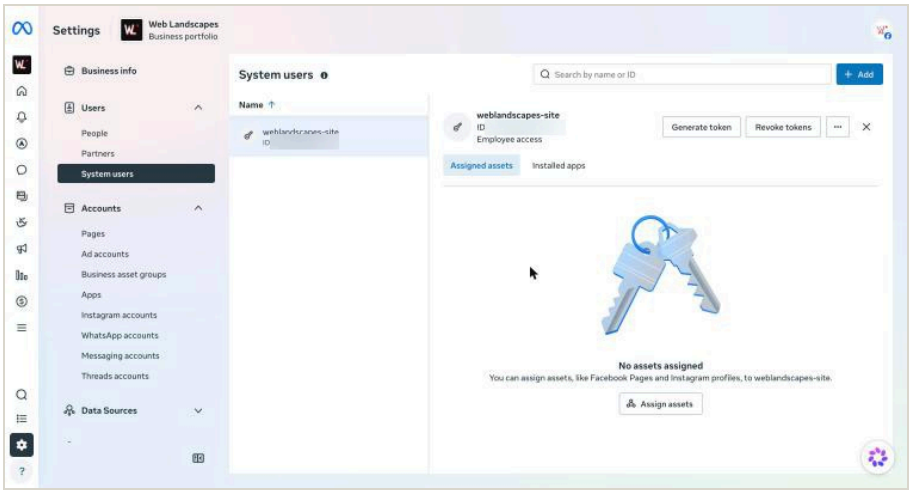
3. The **Create system user** window opens.



4. **System user name**: type `website`. **System user role**: leave **Employee**. It gives the least access, which is all your website needs. Click **Create system user**. (Ours is called weblandscapes-site.)



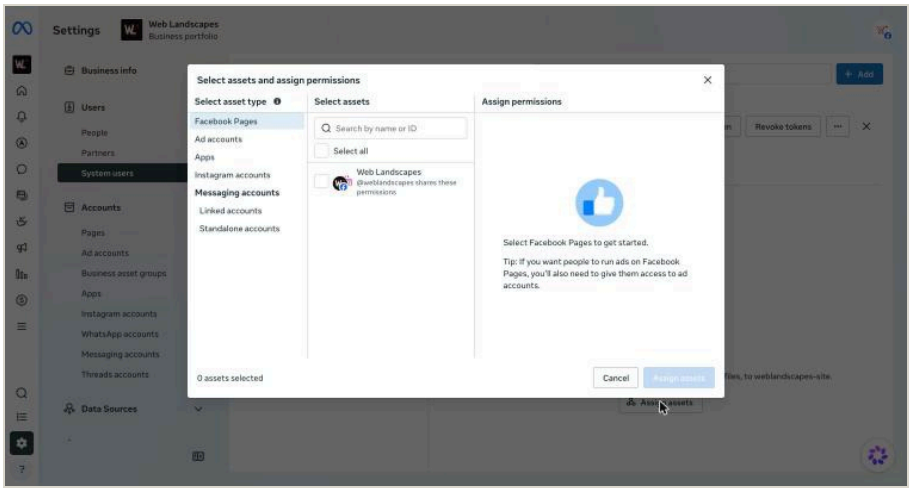
5. The system user opens on the right with **Generate token**, **Revoke tokens**, and "No assets assigned" under **Assigned assets**.



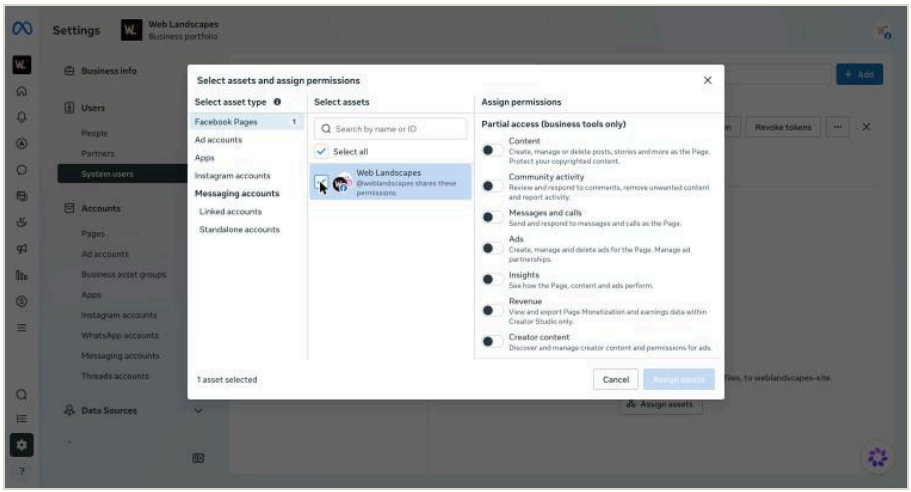
Give the system user your Page, Instagram and app

This is where your accounts actually get connected.

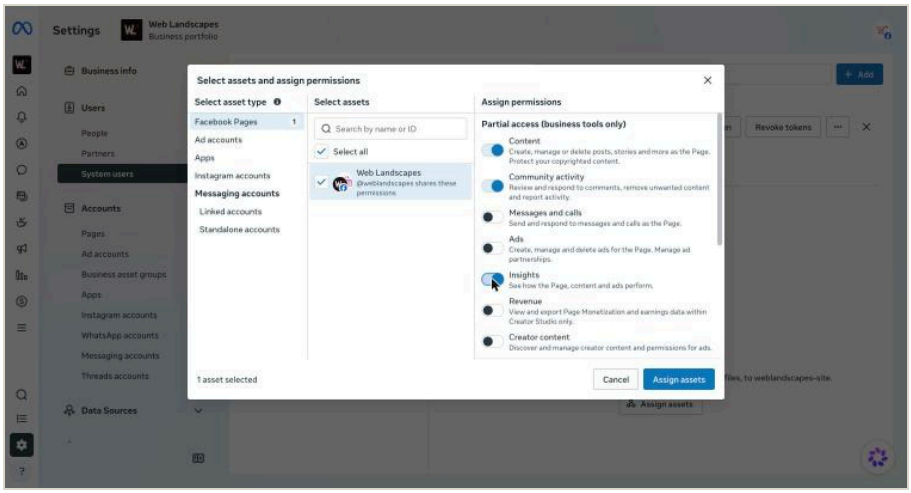
1. Click **Assign assets**. The **Select assets and assign permissions** window opens on **Facebook Pages**.



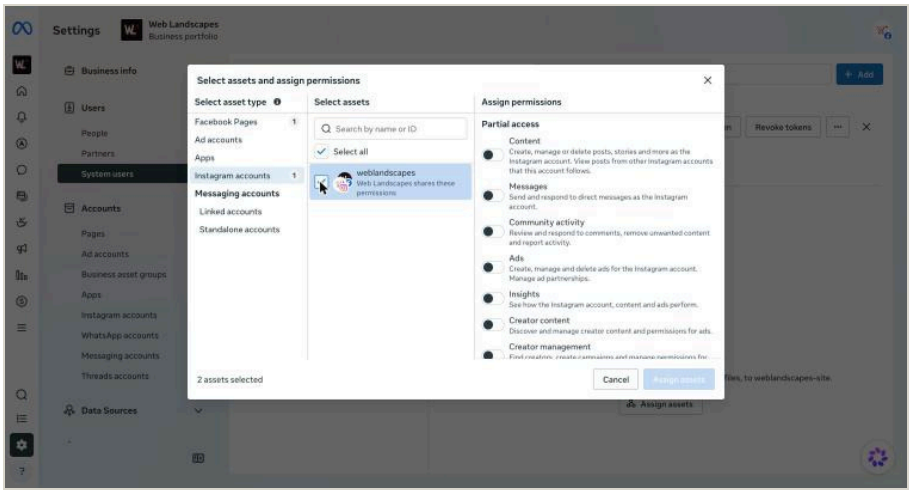
2. Tick your Page under **Select assets**. The permission switches appear on the right, all off.



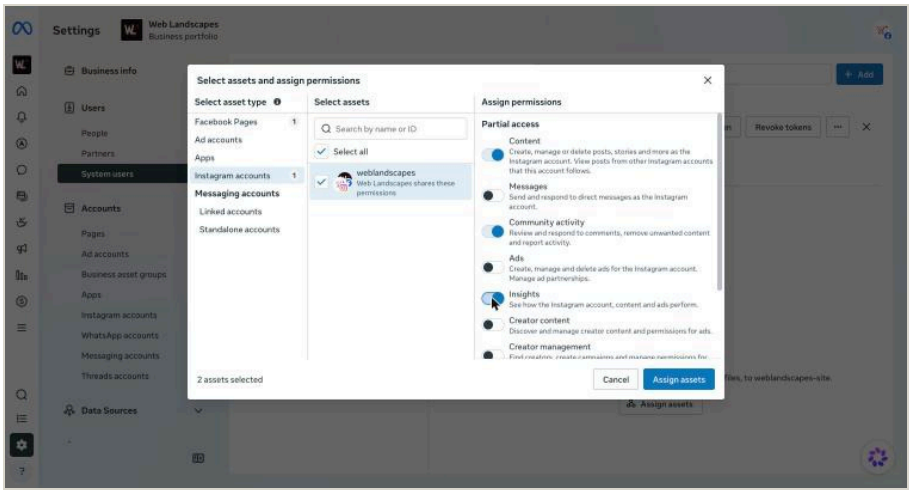
3. Turn on three switches: **Content**, **Community activity** and **Insights**. Leave **Messages and calls**, **Ads**, **Revenue** and **Creator content** off.



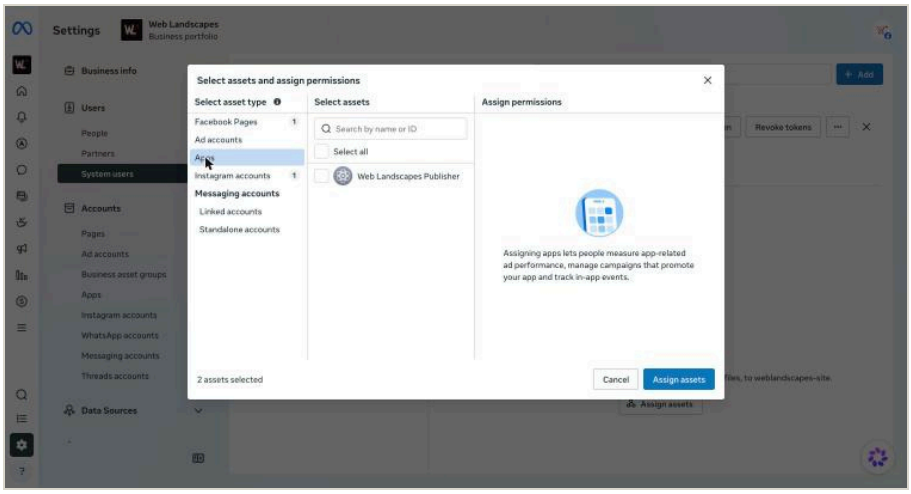
4. On the left, click **Instagram accounts** and tick your Instagram account.



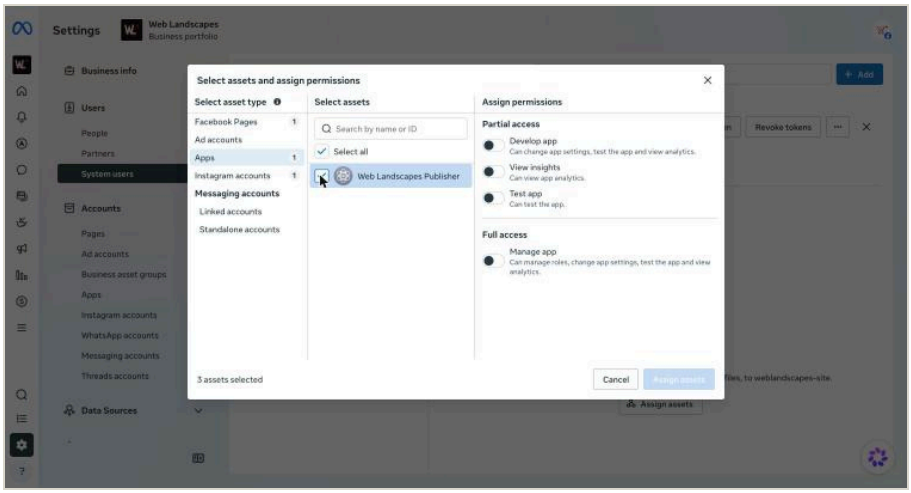
5. Turn on **Content**, **Community activity** and **Insights**. Leave **Messages**, **Ads**, **Creator content** and **Creator management** off.



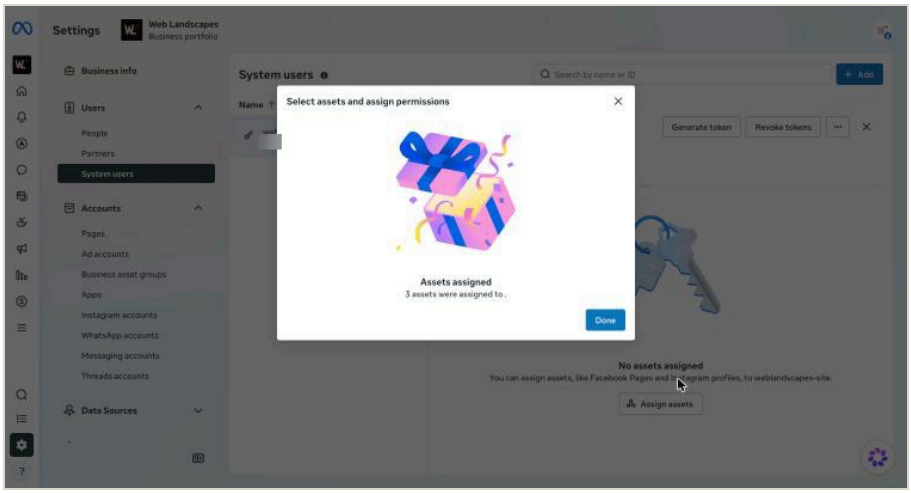
6. On the left, click **Apps**. You'll see the app you created.



7. Tick your app, then turn on **Develop app**. Meta adds **View insights** and **Test app** on its own. Leave **Manage app** off. The bottom-left corner now says "3 assets selected".

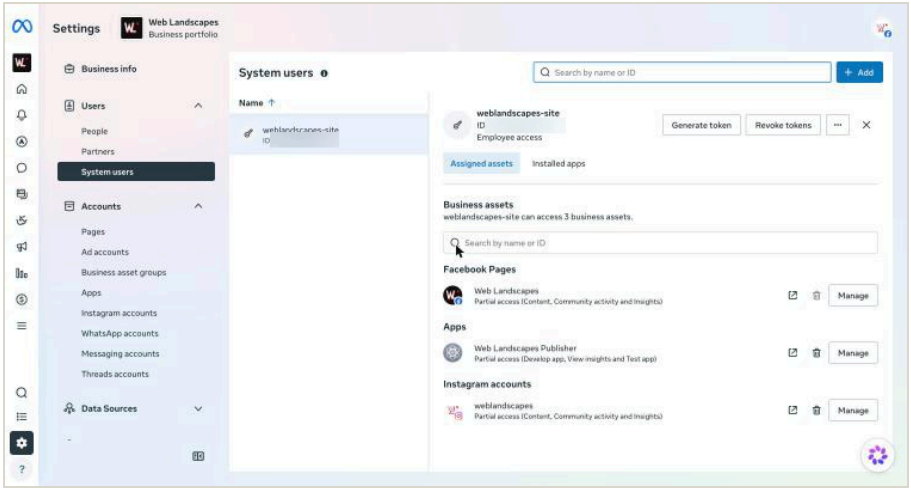


8. Click **Assign assets**. A window says "Assets assigned. 3 assets were assigned". Click **Done**.



9. Behind it the panel still says "No assets assigned". It did work: the panel doesn't refresh on its own. Reload the page (Command+R on a Mac, Ctrl+R on Windows) and click the system user again.

   Success looks like this: under **Assigned assets**, your Page, your app and your Instagram account, each with "Partial access" and the permissions you chose in brackets.



Make the token

There's no screenshot for this part on purpose. The screen shows the token itself, and a token must never be photographed.

Before you start, open your website's admin in another tab and go to **Settings** > **Social**, so it's ready. The token is shown once, and copying anything else afterwards erases it from your clipboard.

1. On the system user (**Settings** > **Users** > **System users** > the system user), click **Generate token**.
2. **Select app**: choose the app you created. Click **Next**.
3. **Set expiration**: choose **Never**. A 60-day token would stop working after two months. Click **Next**.
4. **Assign permissions**: tick exactly these 10. Use the search box at the top of the list if it's long.
   - pages_show_list
   - pages_read_engagement
   - pages_manage_posts
   - pages_manage_engagement
   - read_insights
   - instagram_basic
   - instagram_content_publish
   - instagram_manage_comments
   - instagram_manage_insights
   - business_management

5. Click **Generate token**. Meta may ask for your Facebook password again.
6. The token appears: a long line of letters and numbers that starts with **EAA**. Don't select it by hand. Click **Copy** and go straight to the next part. Leave this Meta window open until your website confirms the connection, so you can click **Copy** again if needed.

If a permission isn't in the list, a use case or an account is missing. Check that both use cases are on your app and that your Page and Instagram account are assigned to the system user with the switches above.

Paste the token into your website

1. Go to the tab with your website's admin, **Settings** > **Social**.
2. Under **Paste your Meta token**, click inside the **Token** box and paste (Command+V on a Mac, Ctrl+V on Windows). Don't copy anything between clicking **Copy** in Meta and pasting here. Leave **App secret (optional)** empty.
3. Click **Save token**. Your website checks the token with Meta and finds your Page and its Instagram account by itself. If your token reaches more than one Page, a **Page** list appears: pick the Page to post to and click **Save token** again.
4. Success looks like "Saved. Connected as" followed by your Page's name and your Instagram account.
5. Click **Check connection**. It should say "Connected as" with the same names. Now close the Meta token window with **Done** or the X.

Your website never shows the token again, only the day it was saved. **Check connection** asks Meta every time, so use it whenever you want to be sure the connection still works.

If someone else built your website, ask them where their site takes a Meta token and paste it there yourself, in the site's own settings. Never send it to them by email or chat.

Troubleshooting

"Create a new app ID" is greyed out. If you tried to make the app from Business settings > Apps > Add, that option stays grey until you register at developers.facebook.com. Do "Register as a Meta developer" first.

Meta keeps asking for your password. That's normal at **Create app** and often at **Generate token**. If it repeats in a loop, log out of Facebook, log back in, and start the step again.

Meta texts you a code. Registration and some security checks send a code to the phone on your Facebook account. If no code arrives in a couple of minutes, use the option to resend it, and check that the phone number on your Facebook account is current.

Your Instagram account isn't listed. It only appears if it's a Professional account linked to your Page and added to your business portfolio. Go back to "Switch Instagram to a Professional account" and "Link Instagram to your Page and your portfolio".

"No assets assigned" after you clicked Done. The panel doesn't refresh on its own. Reload the page and click the system user again.

"That does not look like a Meta token". Something else was copied after the token, or you copied part of the page by hand. Go back to Meta, click **Copy**, and paste again. If you already closed the Meta window, make a new token; you can cancel the old ones first with **Revoke tokens**.

Your website says Meta is connected, but nothing posts. The keys are saved but may be wrong or cancelled. Click **Check connection**. If it fails, make a new token with the 10 permissions and paste it again.

A permission is missing from the token list. Check that your app has both use cases and that your Page and Instagram account are assigned to the system user with Content, Community activity and Insights on.

Cancel your website's access

On the system user, click **Revoke tokens**. Every token from that system user stops working at once, and your website can't post until you paste a new one. To remove access for good, also remove your Page and Instagram account from the system user's **Assigned assets**.

If anything here doesn't match what you see, write to us and we'll help you finish it on a call.

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The screenshots come from our own accounts on November 16, 2026, with private numbers blurred. Meta changes its screens often, so a label or a step may look different when you follow it.