

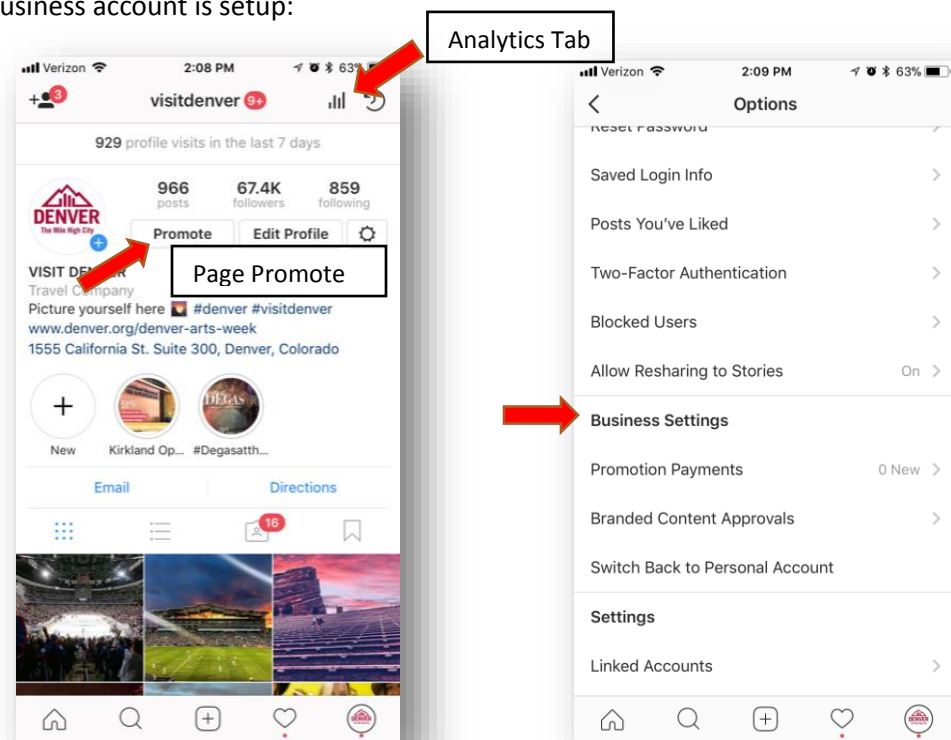
How to convert your Facebook/Instagram page to a business profile:

Facebook:

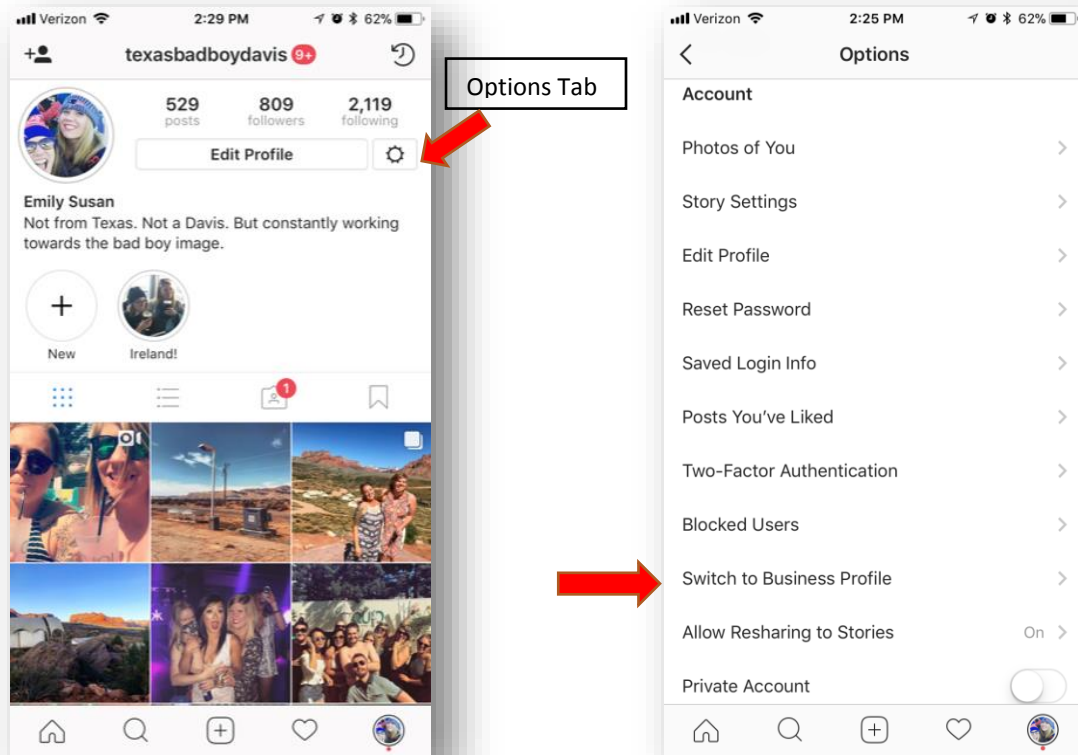
- 1) At this time, you should not be able to use a personal profile as a business page on Facebook. If you are still accepting friend requests as a business (instead of getting page likes), then you need to create a new “Facebook Business Page” through that profile.
- 2) When logged into your personal profile, go to the dropdown arrow in the upper right hand corner and scroll down to “Create page” then follow the prompts to create a new “Business Page”

Instagram:

- 3) The more likely situation is that you are using a Facebook Business Page, but not an Instagram business page (as this was a newer transition within the last 1-2 years). You will be able to tell if your account is a personal page or business account by whether or not you have an analytics tab, a page promote button, or “Business Settings” in your options tab. See how the below business account is setup:



- 4) To convert your account to a business profile if it is not yet one, click on the options tab on your profile page and then click “Switch to a Business Profile”:



- 5) This will take you through a process called “Instagram Business Tools” which you will need to walk through to fully convert your page