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 tab. See how the below business account is setup:

![Analytics Tab](image1.png)

![Page Promote](image2.png)

![Business Settings](image3.png)
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”:

![Options Tab](image1)

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

![Options Tab](image2)