

How to Connect Instagram to Your Facebook Page

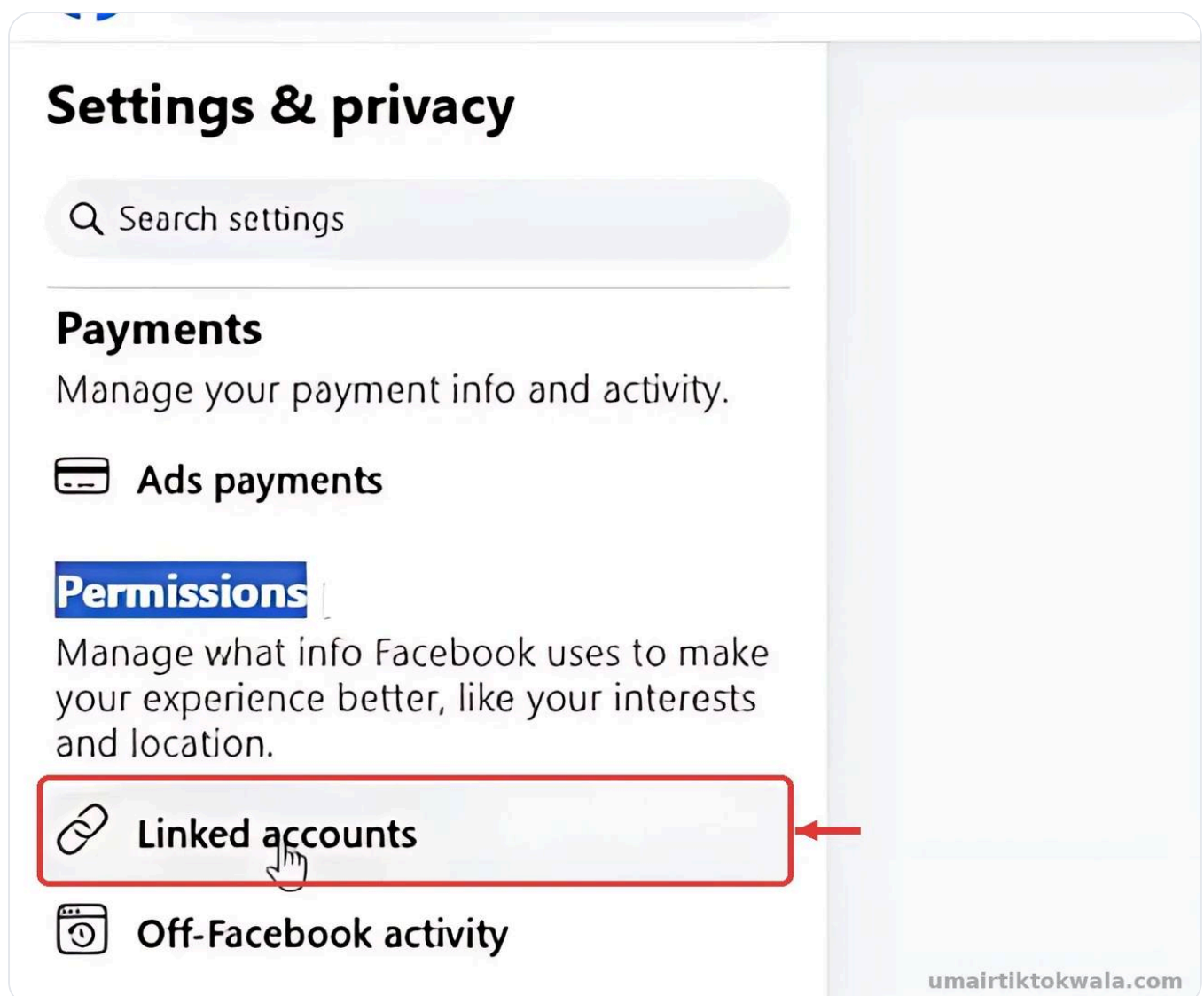
9 steps · Last updated 19 Oct 2026

Connecting your Instagram account to your Facebook Page lets you manage both from one place: messages in one inbox, cross-posting, insights and ads.

Before you start, keep ready:

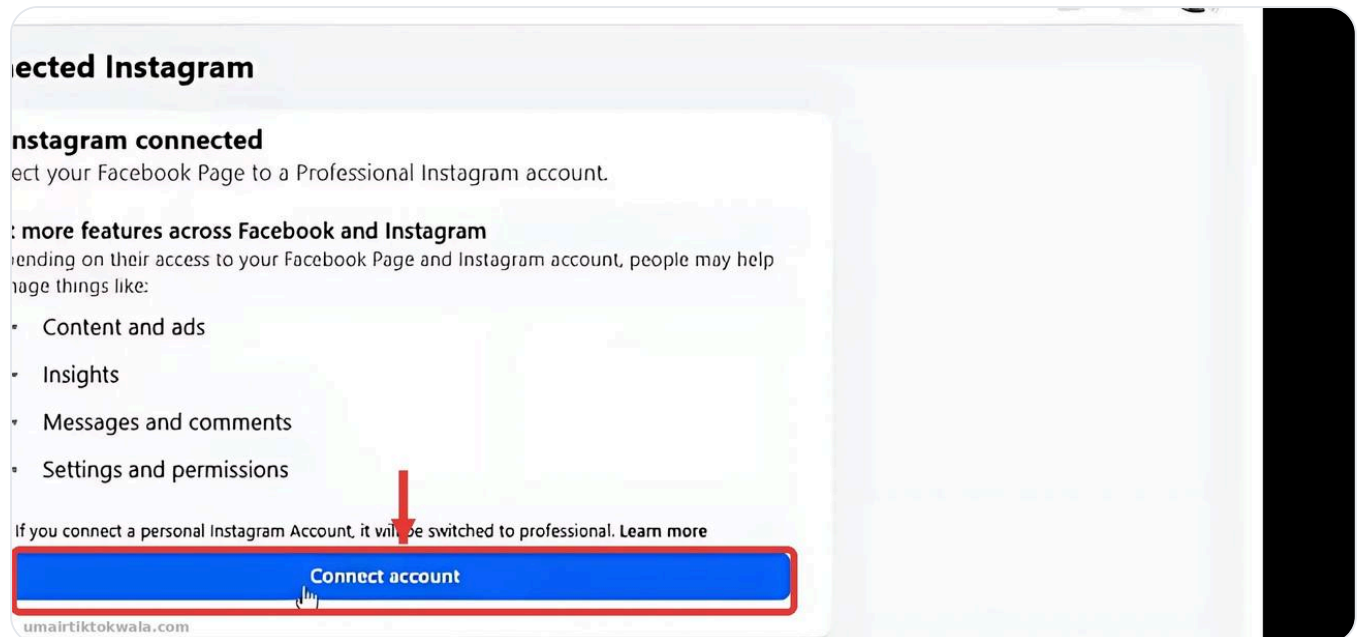
- Admin access to the Facebook Page (switch into the Page first)
- Your Instagram username/email and password
- Access to the email or phone of the Instagram account (for the login code)

1 Open Linked accounts



While using Facebook as your Page, open **Settings & privacy** → **Settings**. Under **Permissions**, tap **Linked accounts**, then choose **Instagram**.

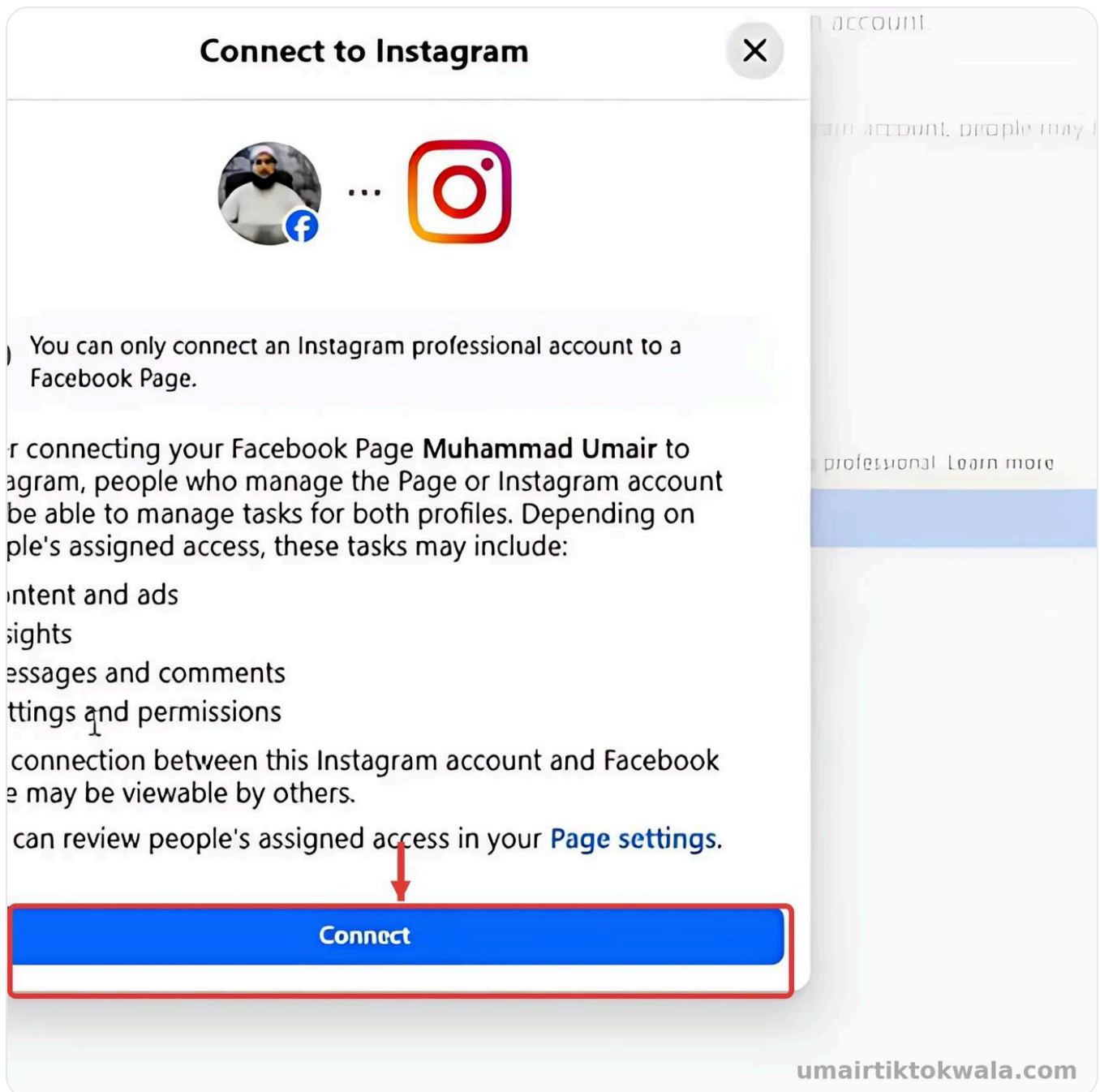
2 Tap Connect account



You will see **No Instagram connected** and what you get. Tap **Connect account**.

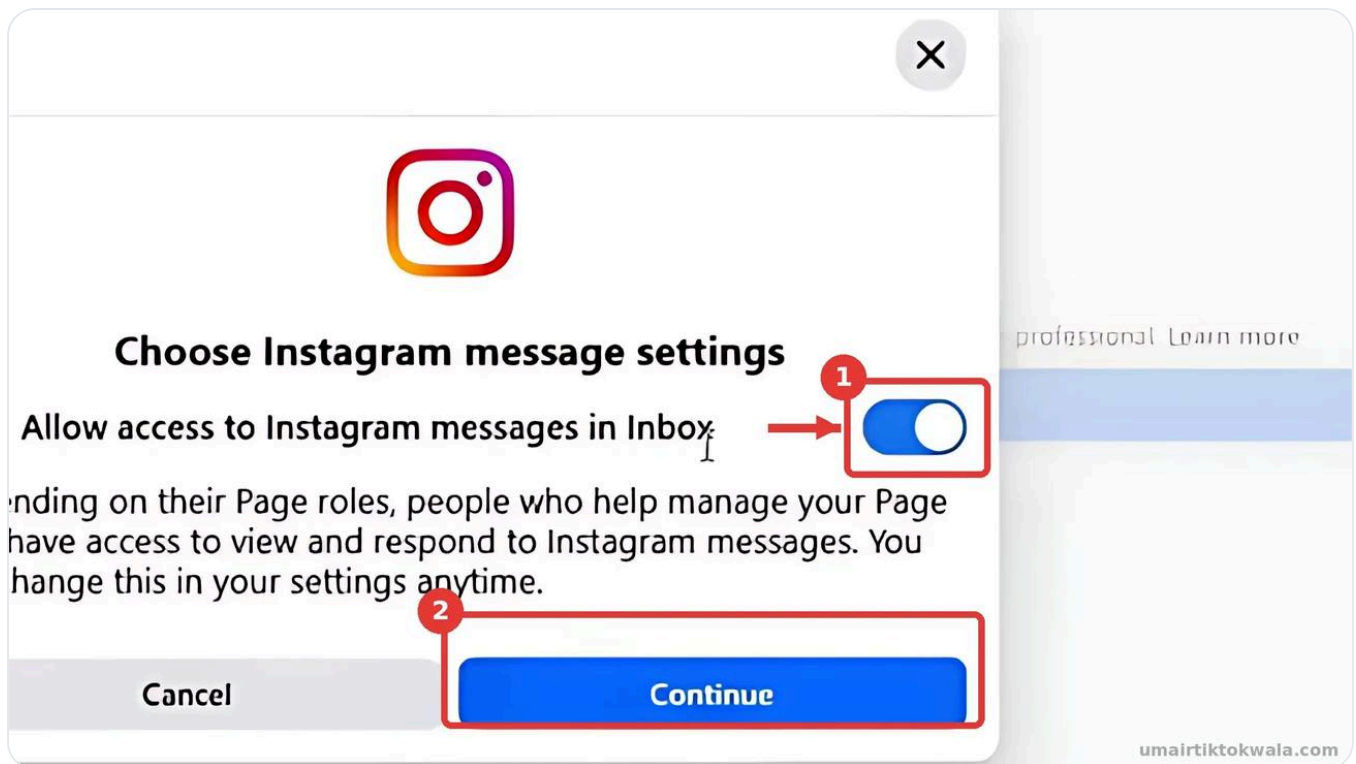
 **Tip:** If your Instagram is a personal account, it will be switched to a free Professional account automatically.

3 Confirm the connection



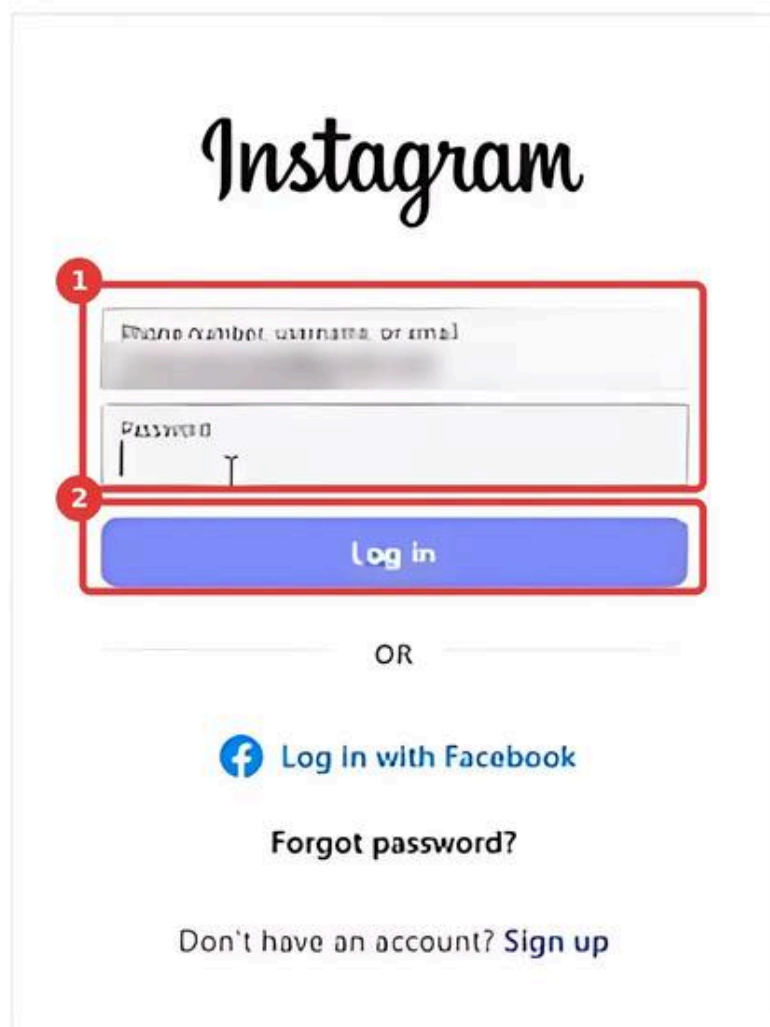
Read what people with access to the Page will be able to do, then tap **Connect**.

4 Choose message settings



1. Keep **Allow access to Instagram messages in Inbox** ON so you can reply to Instagram messages from Facebook. **2.** Tap **Continue**.

5 Log in to Instagram

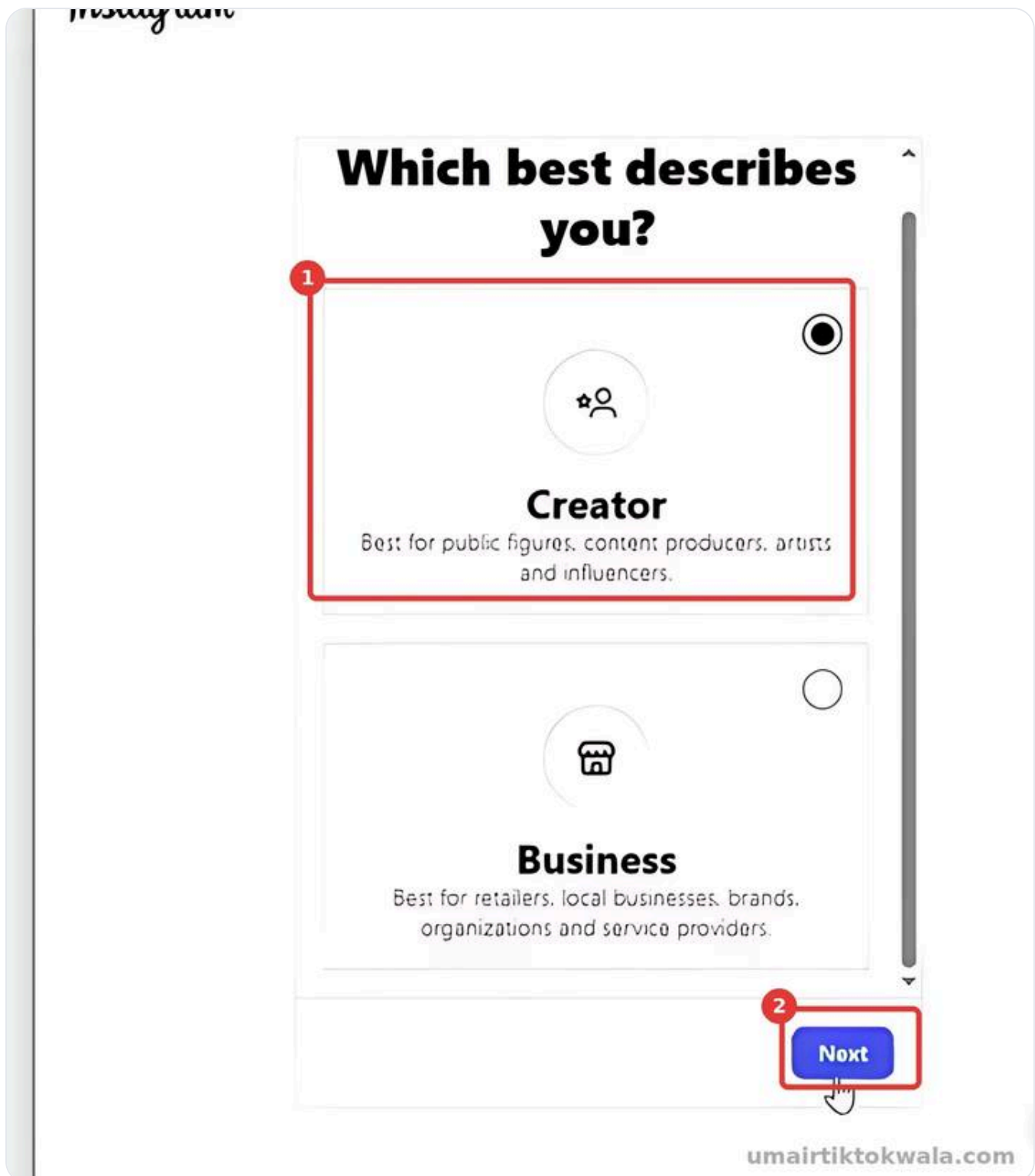


The image shows the Instagram login interface. At the top is the 'Instagram' logo. Below it are two input fields: the first is labeled 'Phone number, username, or email' and the second is labeled 'Password'. A red box with a '1' in a circle highlights both input fields. Below the password field is a blue 'Log in' button, which is also highlighted by a red box with a '2' in a circle. Below the 'Log in' button is the text 'OR'. Below that is a Facebook logo followed by the text 'Log In with Facebook'. Below that is the text 'Forgot password?'. At the bottom is the text 'Don't have an account? Sign up'.

An Instagram window opens. **1.** Enter your Instagram username/email and password. **2.** Tap **Log in**. If Instagram sends a code to your email, enter it.

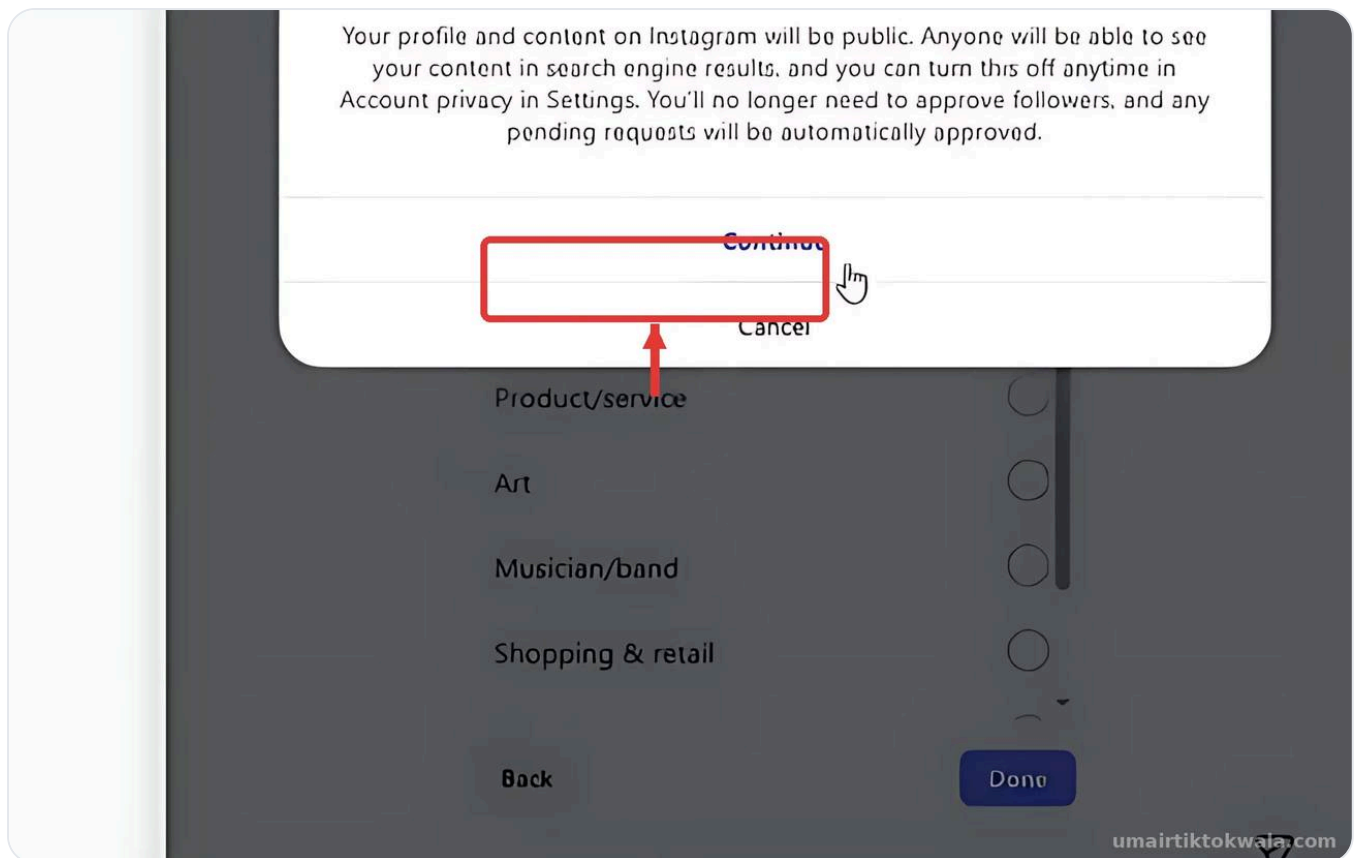
⚠ Careful: Only type your password in the real Instagram window that opens from Facebook.

6 Choose Creator



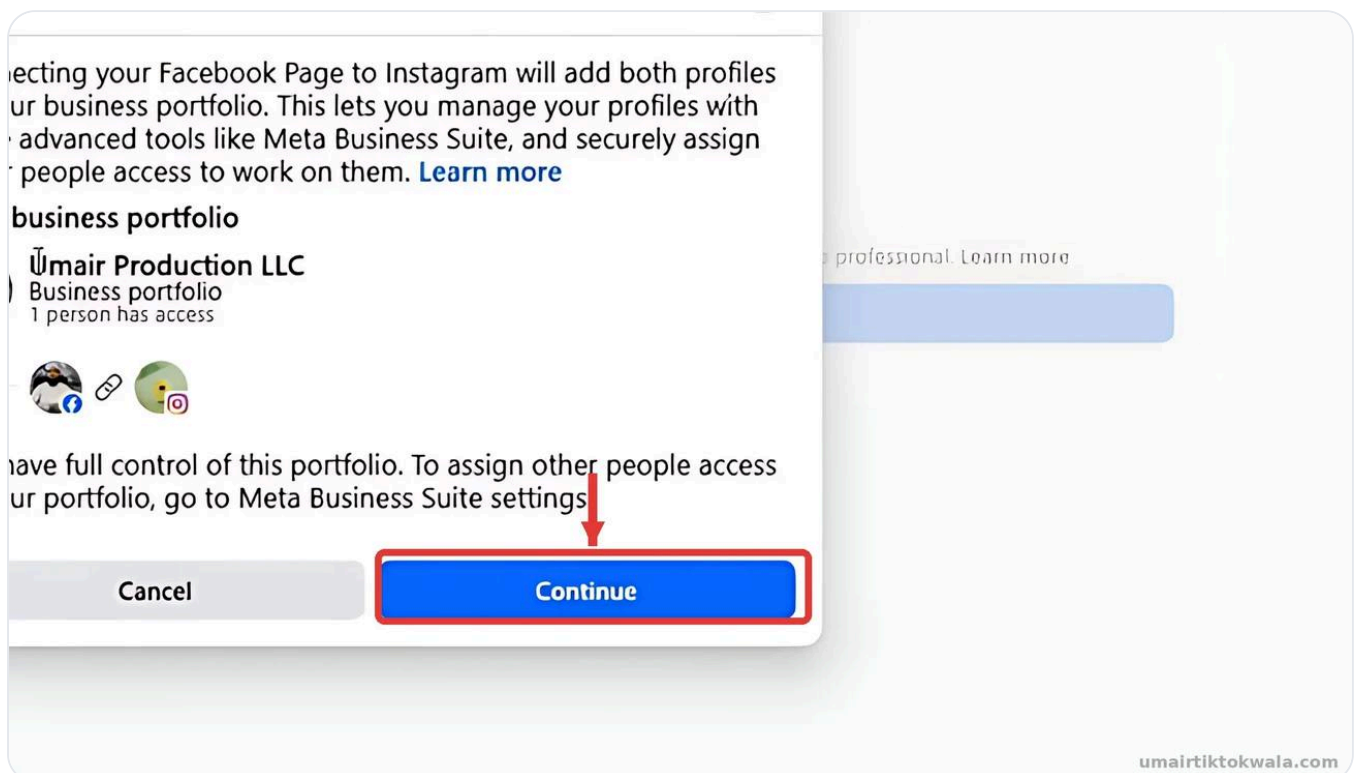
1. Select **Creator** (best for content creators). **2.** Tap **Next**, choose a category (for example Personal blog) and tap **Done**.

7 Switch to a professional account



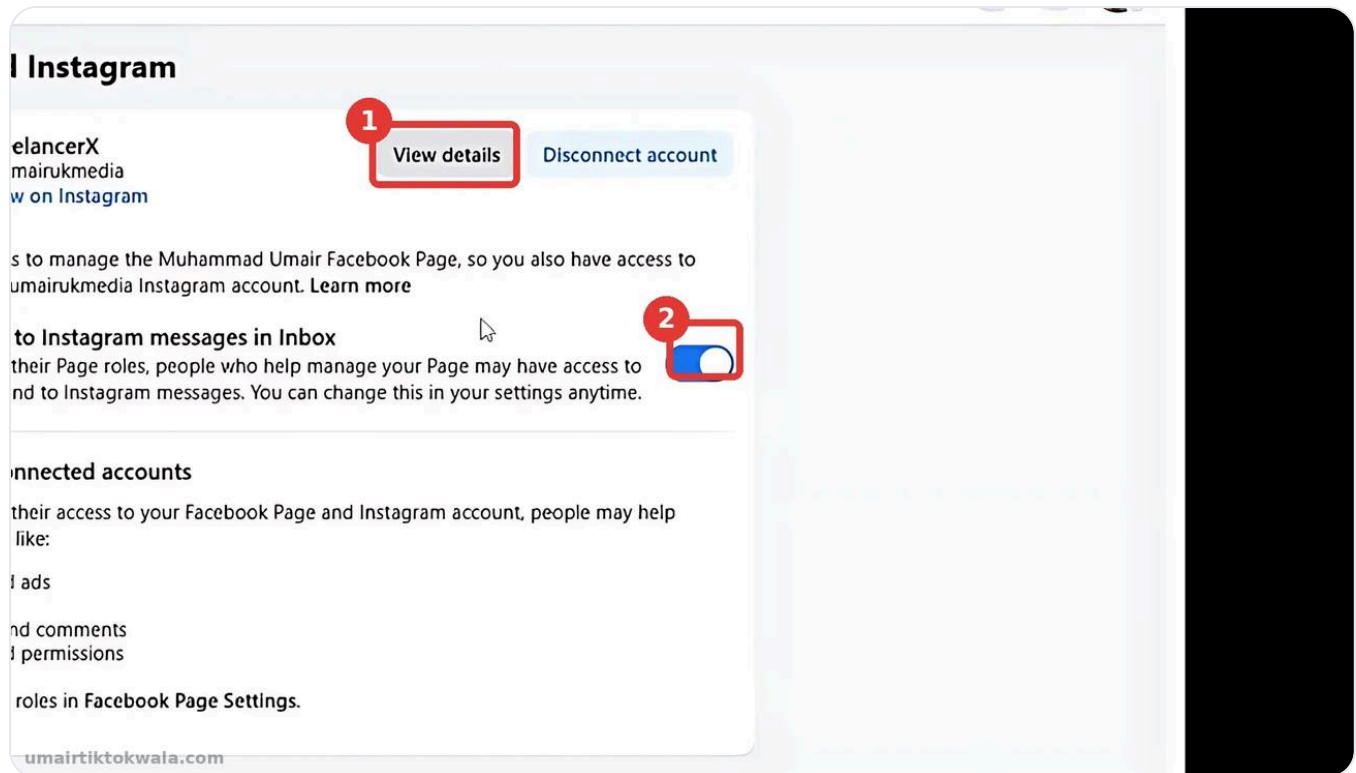
Instagram asks to switch to a professional account. Tap **Continue**.

8 Add to your business portfolio



Facebook may ask to add both profiles to your **business portfolio** (Business Manager). Tap **Continue**.

9 Instagram is connected



Back on **Linked accounts** you now see your Instagram under **Connected Instagram** (1: View details / Disconnect account). Instagram messages in Inbox is ON (2). Done!

Common mistakes

- Trying to connect while using your personal profile instead of the Page
- Instagram password changed recently — log in once on the Instagram app first
- Connecting someone else's Instagram — only connect accounts you own