Connecting Social Networks How to convert your Personal Instagram Profile into a Business Account

On Instagram, it is possible to set up Personal Instagram Profiles as well as Creator and Business Accounts. Blog2Social supports Instagram Business Accounts, so you can benefit from the major advantages. The Instagram Business Account provides access to many valuable features and offers significant advantages for businesses than a Personal Profile, for example, placing ads, promoting posts or creating an online store on Instagram. You can also add more information to your bio, simplify the contact process for your followers with a special contact button, add information about your business and industry, and much more. The good news is that you can easily convert your Personal Profile, as well as your Creator Account, into a Business Account.

Please note:

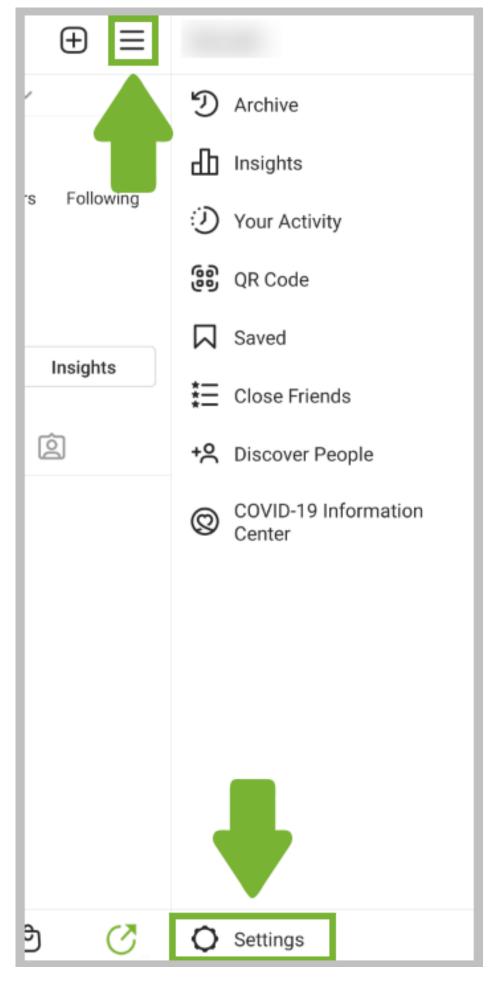
To connect Blog2Social with your Instagram Business Account, you need a Facebook page to which you can link your Instagram Business Account.

Table of Contents

- How to convert your Personal Instagram Profile into an Instagram Business
 <u>Account</u>
- I have a Creator account, what should I do now?
- Troubleshooting guides for Instagram and Personal Instagram Profiles

How to convert your Personal Instagram Profile into an Instagram Business Account

- 1. Go to your profile and click on the "Hamburger menu" in the top right corner.
- 2. Then click on "Settings".



Page 2 / 15 (c) 2025 Blog2Social <customer-service@blog2social.com> | 2025-07-30 20:39 URL: https://www.blog2social.com/en/faq/content/2/185/en/how-to-convert-your-personal-instagram-profile-into-a-business-account.html

3. Click on "Account."

Page 3 / 15 (c) 2025 Blog2Social <customer-service@blog2social.com> | 2025-07-30 20:39 URL: https://www.blog2social.com/en/faq/content/2/185/en/how-to-convert-your-personal-instagram-profile-into-a-business-account.html

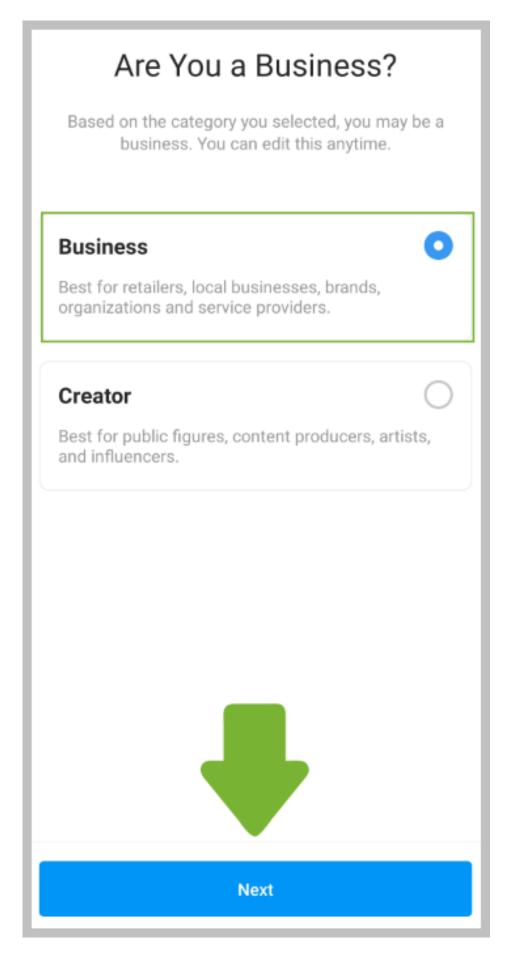
← Settings					
Q Search					
+ Follow and Invite Friends					
Notifications					
A Privacy					
Security					
☆ Ads					
Account					
D Help					
(i) About					
Theme					
FACEBOOK 60000					
Accounts Center					
Control settings for connected experiences across Instagram, the Facebook app and Messenger, including story and post sharing and logging in.					
6) Q 🔁 Ó 🗷					

4. Click on "Switch to professional account".

Page 5 / 15 (c) 2025 Blog2Social <customer-service@blog2social.com> | 2025-07-30 20:39 URL: https://www.blog2social.com/en/faq/content/2/185/en/how-to-convert-your-personal-instagram-profile-into-a-business-account.html

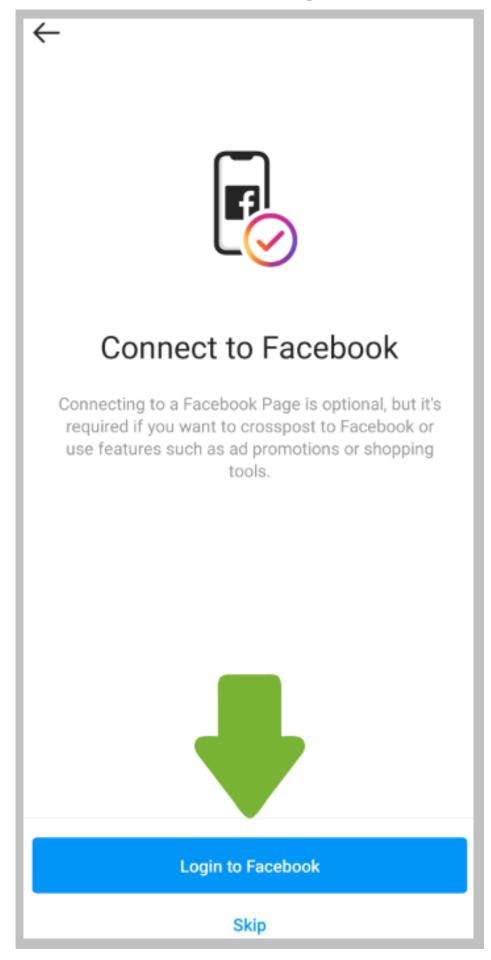
← Account						
Close Friends						
Language						
Captions						
Browser Settings						
Contacts Syncing						
Sharing to Other Apps						
Cellular Data Use						
Original Posts						
Request Verification						
Posts You've Liked						
Recently Deleted						
Branded Content Tools						
Switch to Professional Account						
Add New Professional Account						
A C D C						

5. Click on "Business."



Page 7 / 15 (c) 2025 Blog2Social <customer-service@blog2social.com> | 2025-07-30 20:39 URL: https://www.blog2social.com/en/faq/content/2/185/en/how-to-convert-your-personal-instagram-profile-into-a-business-account.html

Choose the Facebook page you want to connect your Instagram Business account to. If you don't have an account yet, create a Facebook page directly from Instagram or skip this point for now and create a page directly in Facebook (add the link later).



6. Follow the instructions and click "**Done**".

Afterwards, you can proceed to connect the Instagram Business Account to the Facebook Page in your Facebook Page settings.

You already have a Business Account and it is connected to your Facebook Page?

Then you can follow these instructions to connect your Instagram Business Account to Blog2Social:

How do I connect Blog2Social with my Instagram Business Account?

If you haven't connected your Instagram Business Account to a Facebook Page beforehand, the following guide will take you step-by-step through the process of setting up/connecting your Business Account to your Facebook Page: <u>How to connect your Instagram Business Account with your Facebook page</u>

I have a Creator account, what should I do now?

Please note: Creator profiles are different from Instagram Business Accounts and are not yet supported as such by the Instagram Business interface.

If you have a Creator account, you can easily convert it into a Business account too. To do this, please follow the steps below **on your smartphone in the Instagram app**:

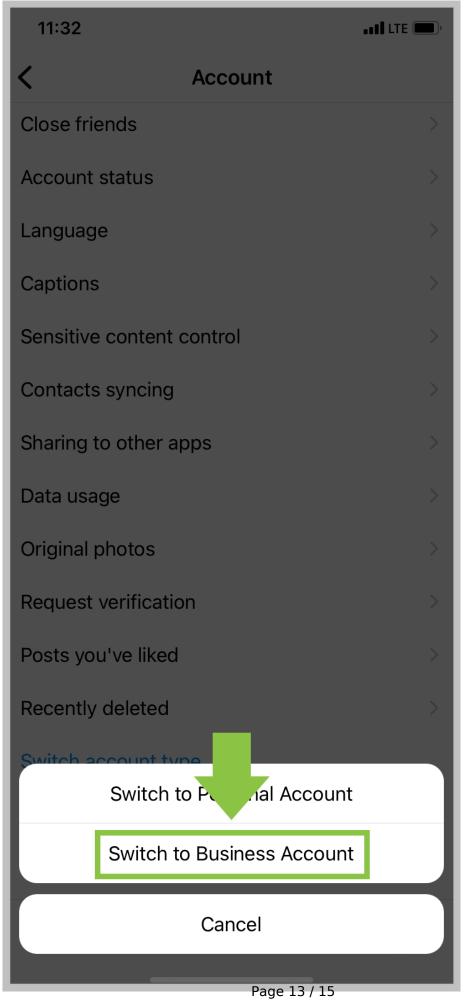
1. Go to your profile and open the menu at the top on the right and click on "**Settings**" and then on "**Account**".

<	Settings				
Q :	Search				
+은	Follow and invite friends	>			
Ċ	Notifications	>			
* <u>^</u>	Creator	>			
۵	Privacy	>			
$\overline{\heartsuit}$	Security	>			
	Promotion payments	>			
₽ï:	Ads	>			
0	Account	>			
	Help	>			
í	About	>			
🔿 Meta					
Accounts Centre					
Control settings for connected experiences across Instagram the Facebook app and Messenger, including story and post sharing and logging in.					

2. Choose "Switch account type".

<	Account			
Close friends		>		
Account status		>		
Language		>		
Captions		>		
Sensitive content c	ontrol	>		
Contacts syncing		>		
Sharing to other ap	ps	>		
Data usage		>		
Original photos		>		
Request verification		>		
Posts you've liked		>		
Recently deleted		>		
Switch account typ	e			
Add new professional account				

3. Select "Switch to Business Account".



(c) 2025 Blog2Social <customer-service@blog2social.com> | 2025-07-30 20:39

URL: https://www.blog2social.com/en/faq/content/2/185/en/how-to-convert-your-personal-instagram-profile-into-a-business-account.html

4. Confirm that you like to convert your account to a Business account.

<	Account				
Close fr	>				
Account	>				
Langua	>				
Caption	>				
Sensiti	Switch to a	>			
Contac	business account?	>			
Sharing	Business accounts are best for retailers, local businesses, brands, organisations and	>			
Data us	service providers. You can switch back to a creator account	>			
Origina	at any time.	>			
Reques	Switch	>			
Posts y	Cancel	>			
Recently deleted >					
Switch account type					
Add new professional account					

URL: https://www.blog2social.com/en/faq/content/2/185/en/how-to-convert-your-personal-instagram-profile-into-a-business-account.html

Afterwards, you can proceed to connect the Instagram Business Account to the Facebook Page in your Facebook Page settings: How to connect your Instagram Business Account with your Facebook page

Troubleshooting guides for Instagram and Personal Instagram Profiles

- Connecting Instagram Things to check
- <u>Troubleshooting for Instagram and Facebook page settings</u>
- Posting on Instagram Troubleshooting checklist
- <u>Why doesn't Instagram post my image or display my image incorrectly?</u>
- Why does Instagram not publish my post/text?
- Instagram could not post my image, because my image is not available
- Instagram has blocked my account

Unique solution ID: #1185 Author: n/a Last update: 2023-11-06 00:00