

# Connecting Social Networks

## How to convert your Personal Instagram Profile into a Business Account

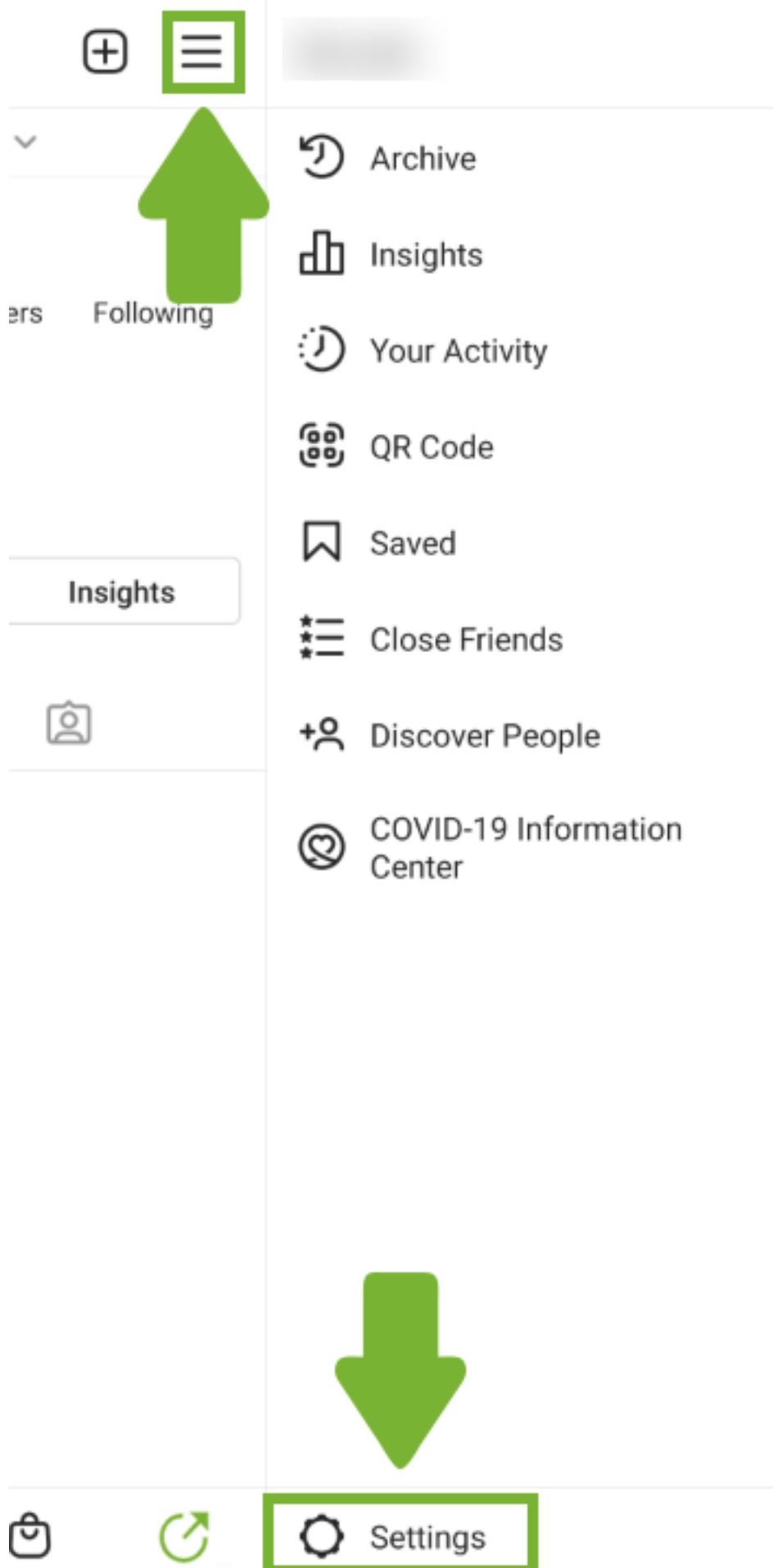
On Instagram, it is possible to set up Personal Instagram Profiles as well as Business Accounts. The Instagram Business Account provides access to many valuable features and offers significant advantages for businesses than a Personal Profile, for example, placing ads, promoting posts or creating an 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 into a Business Account.

Blog2Social supports Instagram Business Accounts, so you can benefit from the major advantages. The prerequisite is a Facebook page to which you can link your Instagram Business Account.

### **This is how you 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".

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# Connecting Social Networks

3. Click on "Account."

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Settings

Search

+ Follow and Invite Friends

Notifications

Privacy

Security

Ads

Account

Help

About

Theme



FACEBOOK     

[Accounts Center](#)

Control settings for connected experiences across Instagram, the Facebook app and Messenger, including story and post sharing and logging in.



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4. Click on "Switch to professional account".

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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](#)



# Connecting Social Networks

5. Click on "Business."

## Are You a Business?

Based on the category you selected, you may be a business. You can edit this anytime.

### Business



Best for retailers, local businesses, brands, organizations and service providers.

### Creator



Best for public figures, content producers, artists, and influencers.



Next

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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).



# Connecting Social Networks



## Connect to Facebook

Connecting to a Facebook Page is optional, but it's required if you want to crosspost to Facebook or use features such as ad promotions or shopping tools.



Login to Facebook

[Skip](#)

# Connecting Social Networks

6. Follow the instructions and click "Done".

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

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:

[How to connect your Instagram Business Account with your Facebook page](#)

## **Troubleshooting guides for Instagram and Personal Instagram Profiles**

- [How do I connect Blog2Social with Instagram?](#)
- [Connecting Instagram - Things to check](#)
- [Connecting and posting on Instagram - Troubleshooting checklist](#)
- [Why doesn't Instagram post my image or display my image incorrectly?](#)
- [Why does Instagram not publish my post/text?](#)
- [Why does my Instagram post appear without caption and hashtags?](#)
- [Instagram could not post my image, because my image is not available](#)
- [Instagram has blocked my account](#)

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