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.

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- I have a Creator account, what should I do now?
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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**".

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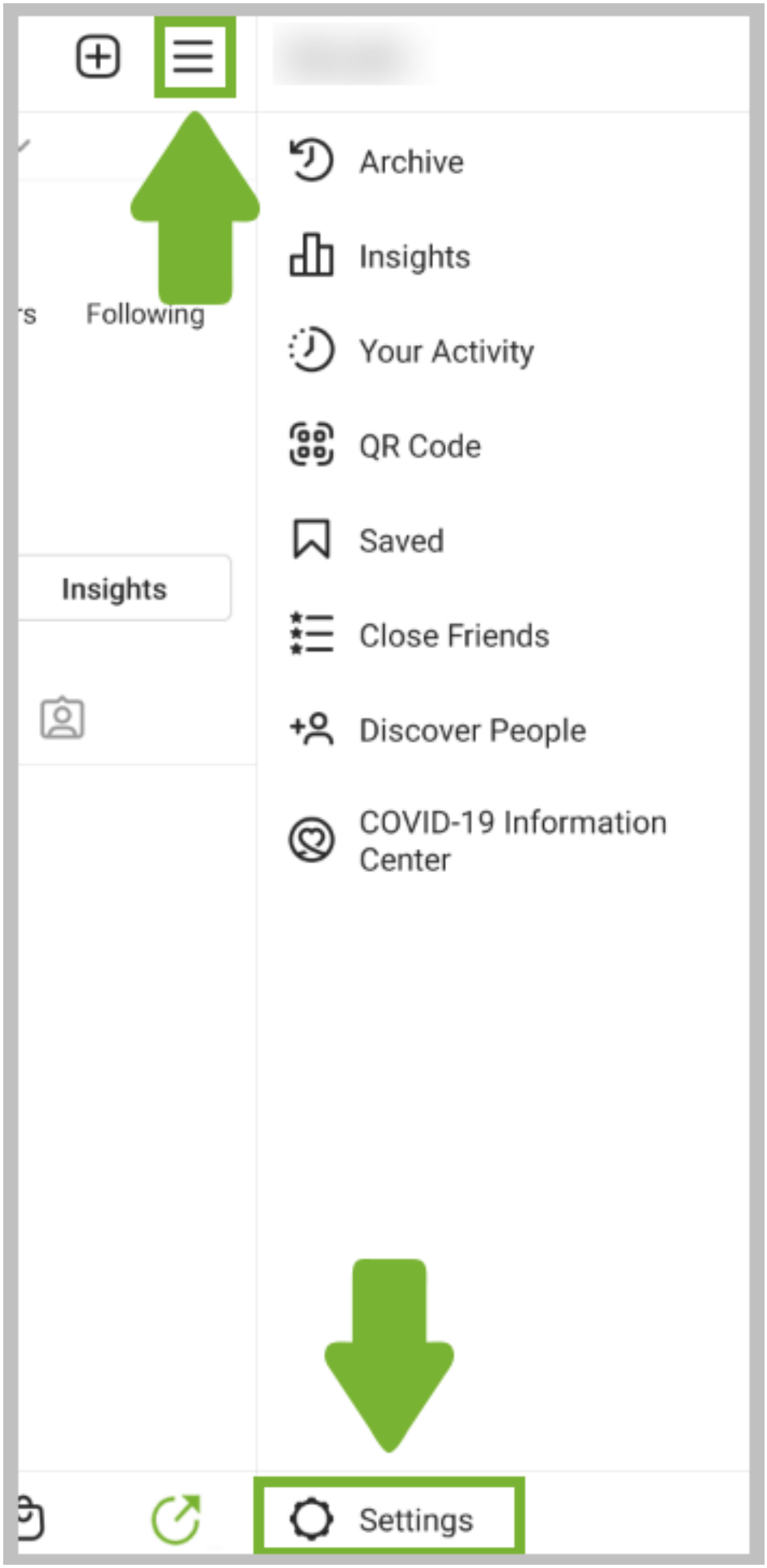

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3. Click on "**Account**."

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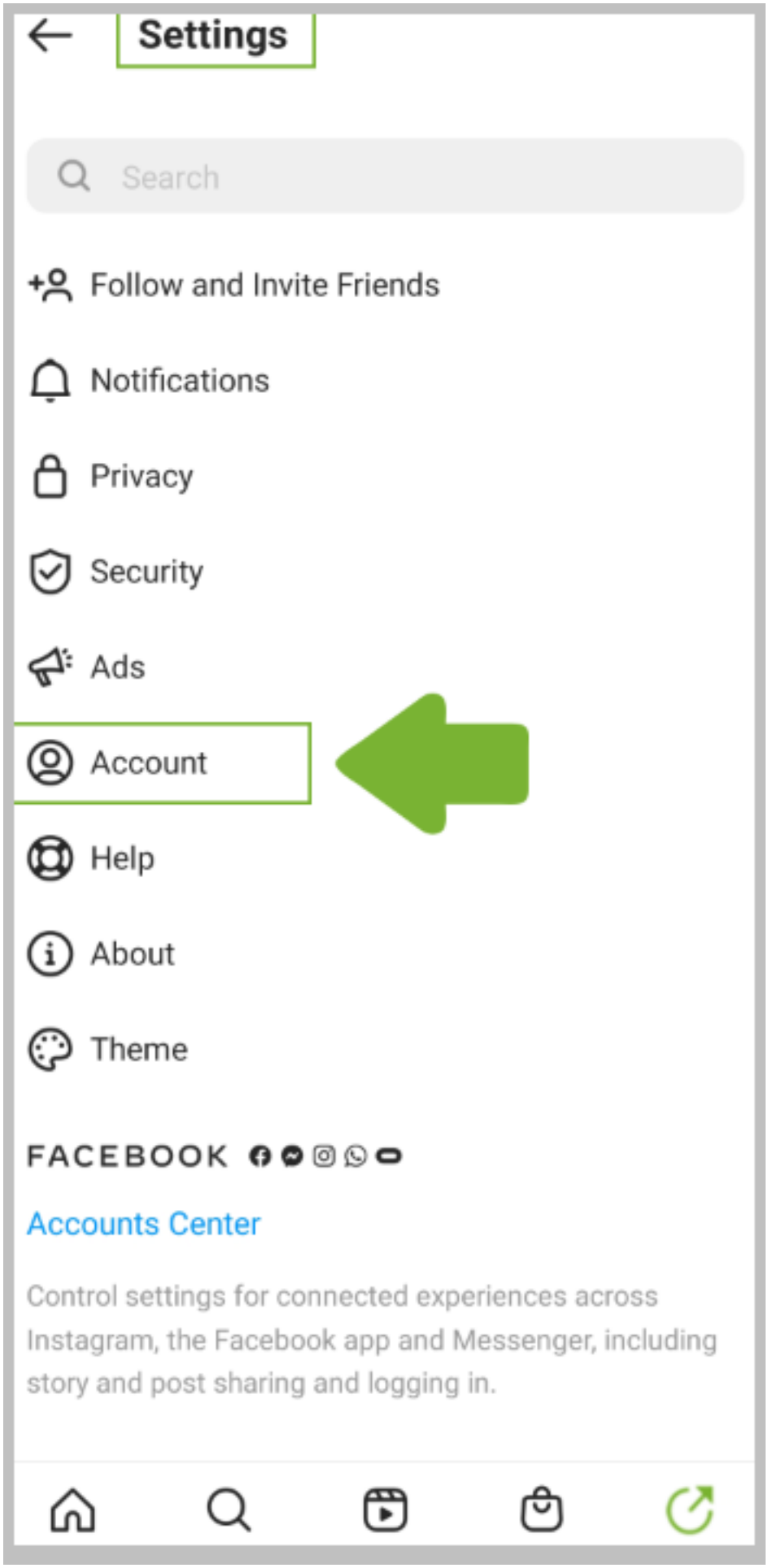

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4. Click on "**Switch to professional account**".

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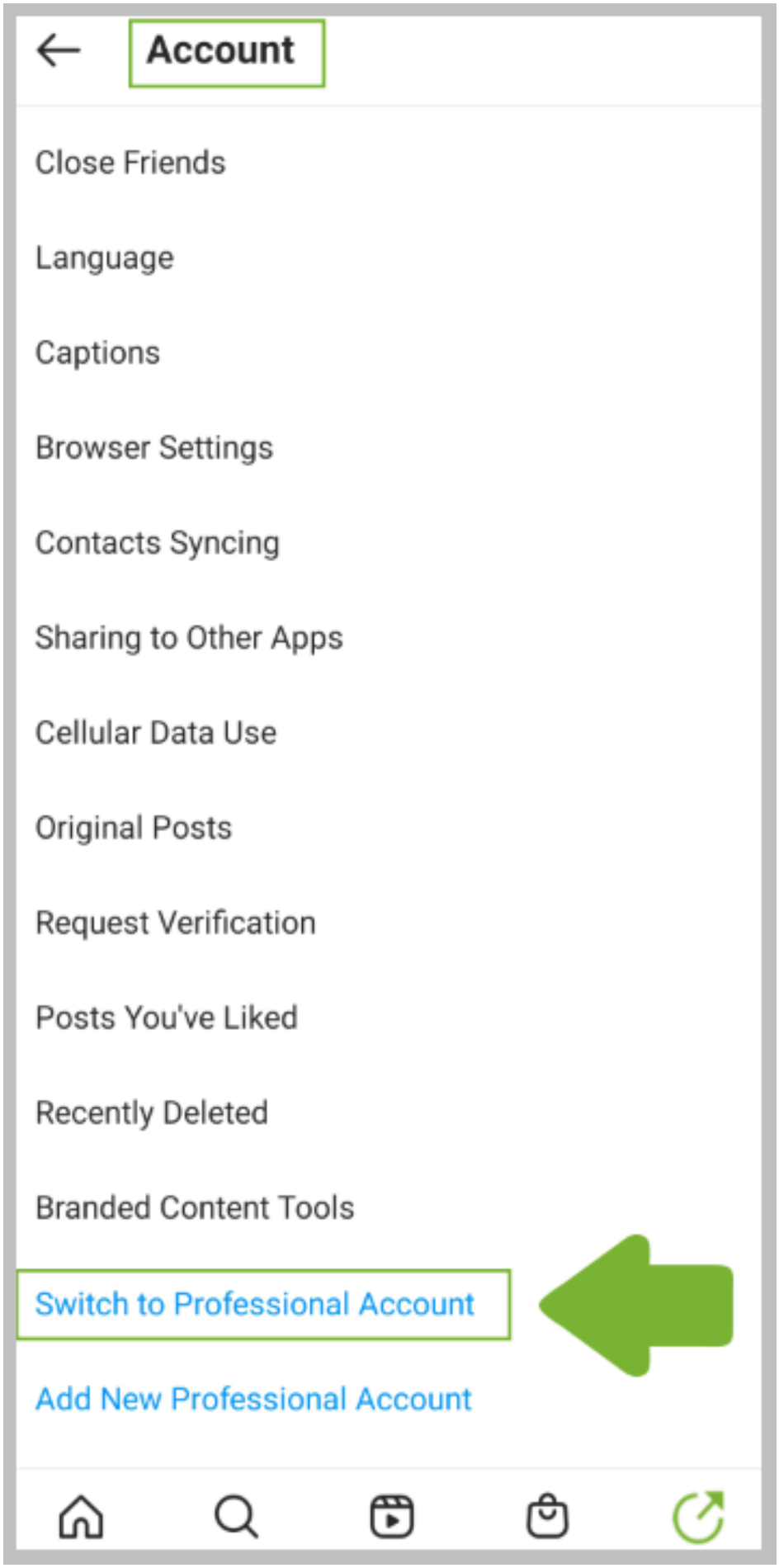

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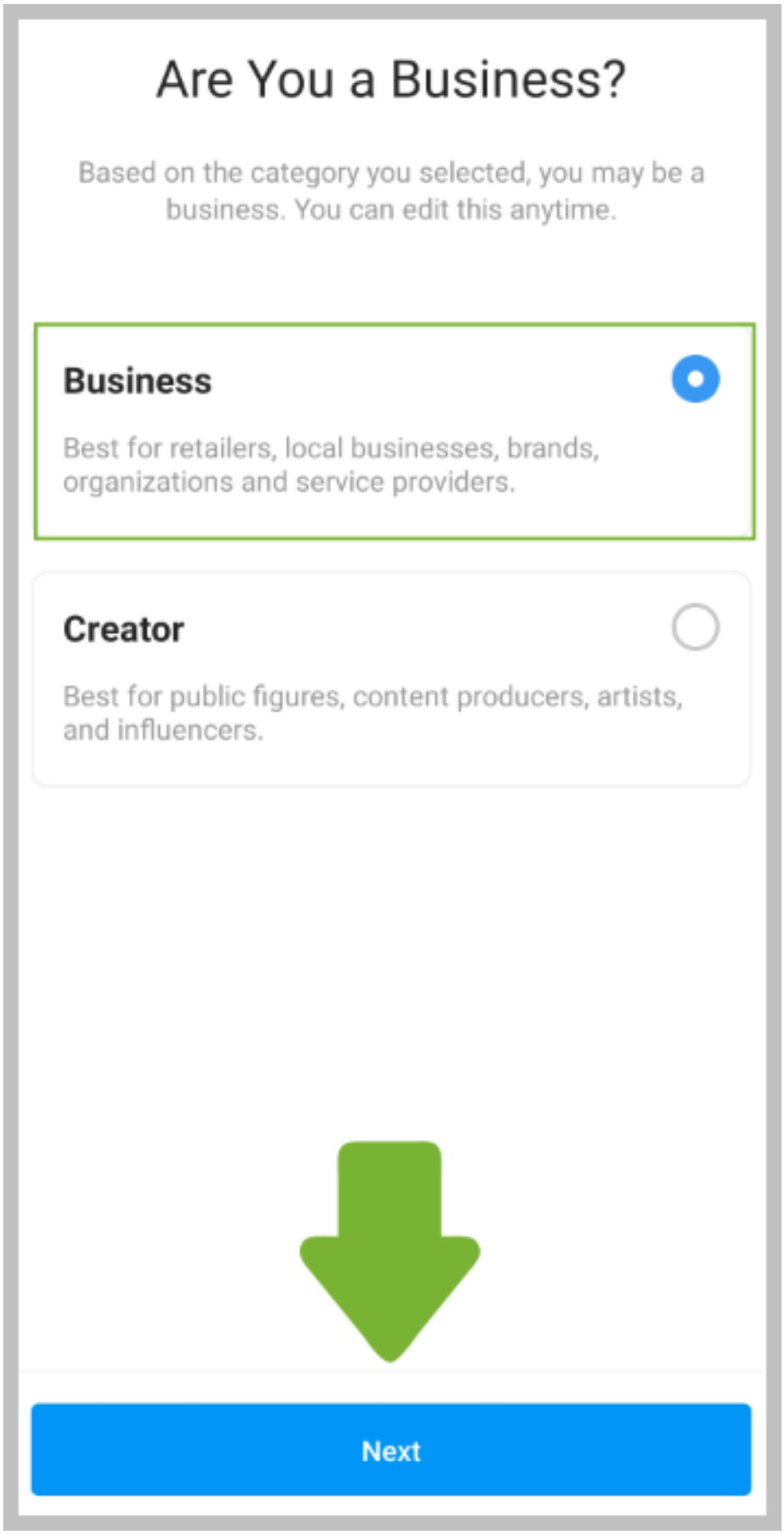
5. Click on "**Business**."



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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).

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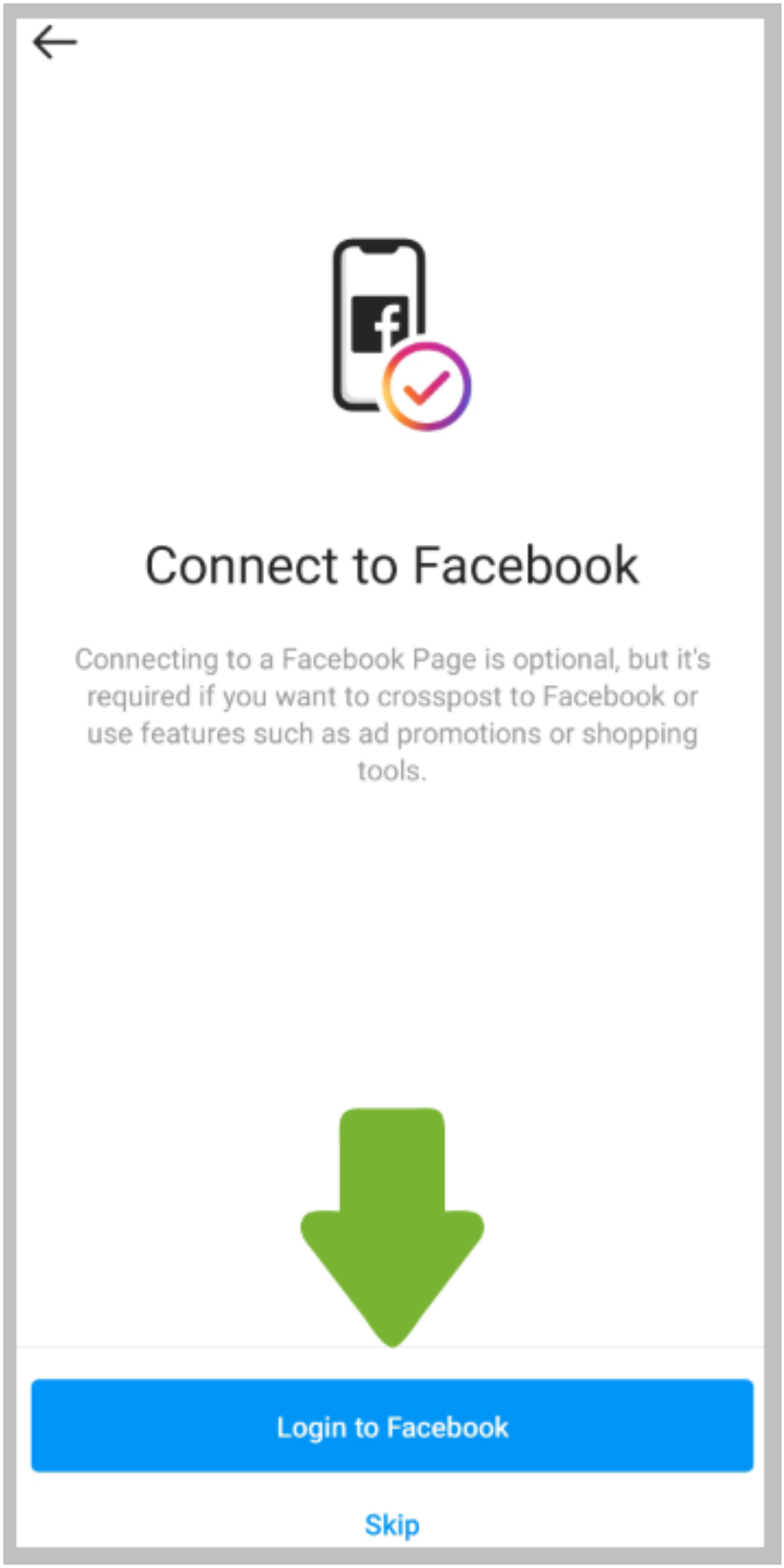

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6. Follow the instructions and click "**Done**".

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:
How to connect your Instagram Business Account with your Facebook page

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**".

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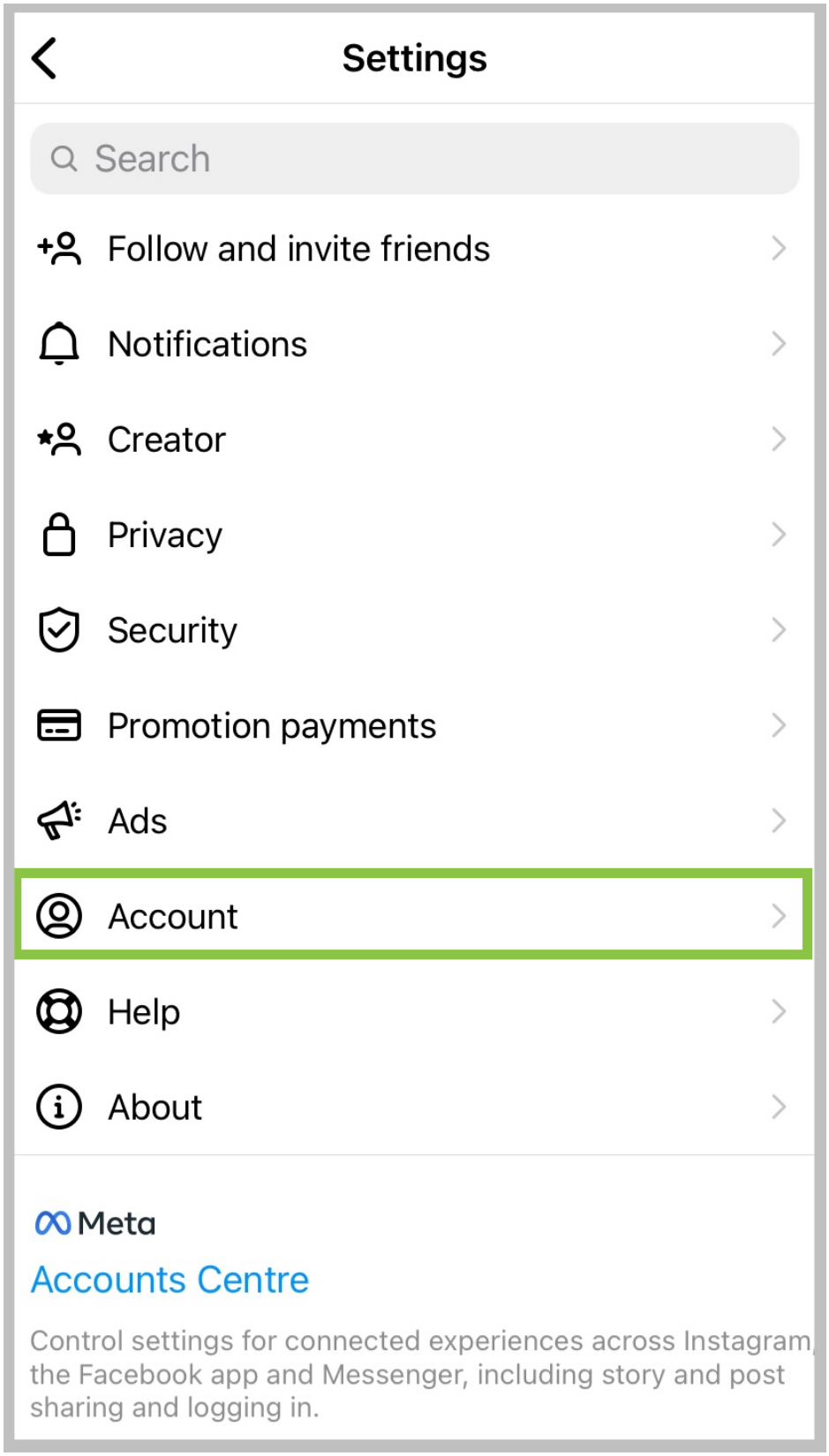

2. Choose "**Switch account type**".

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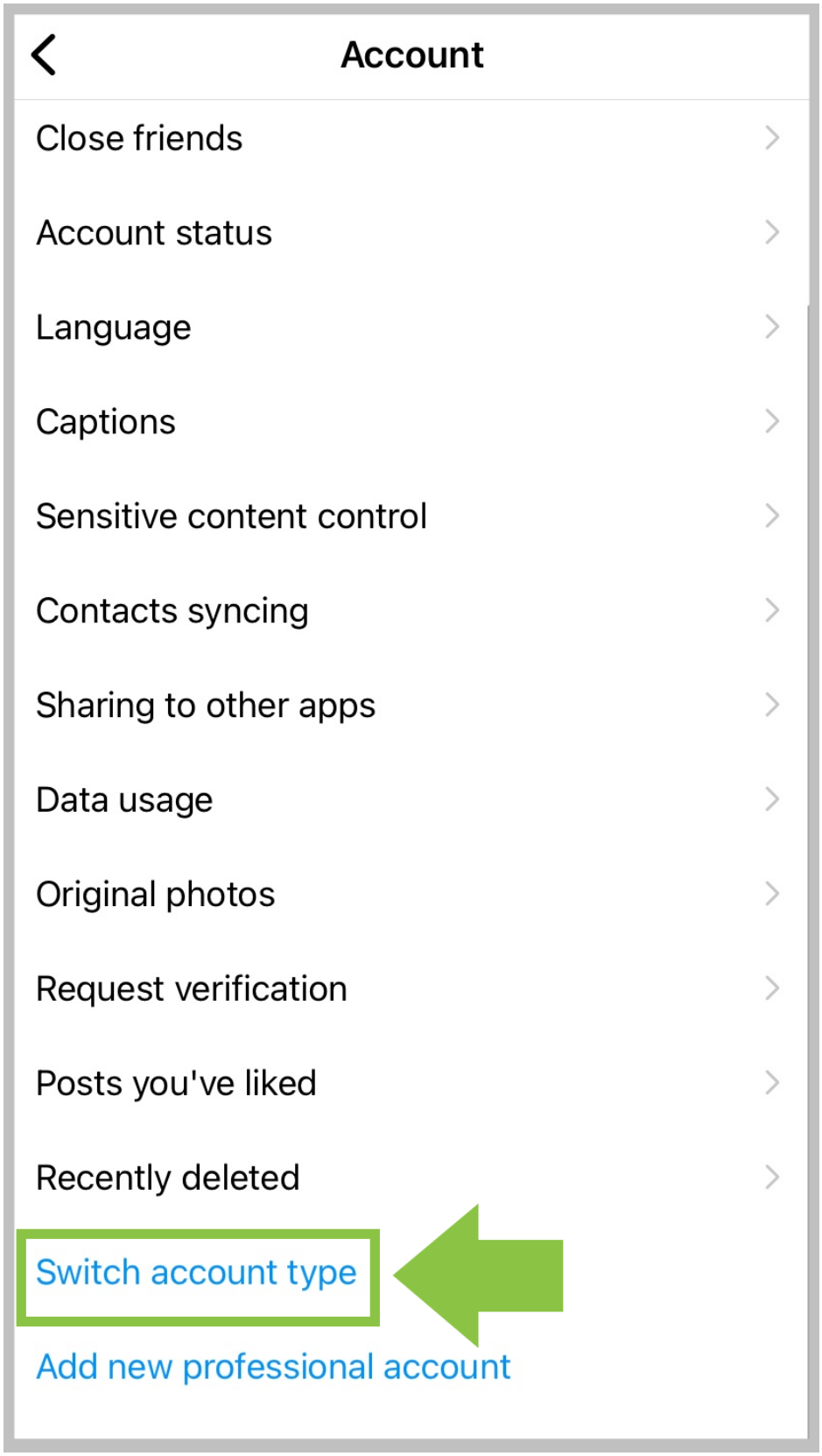

3. Select "**Switch to Business Account**".

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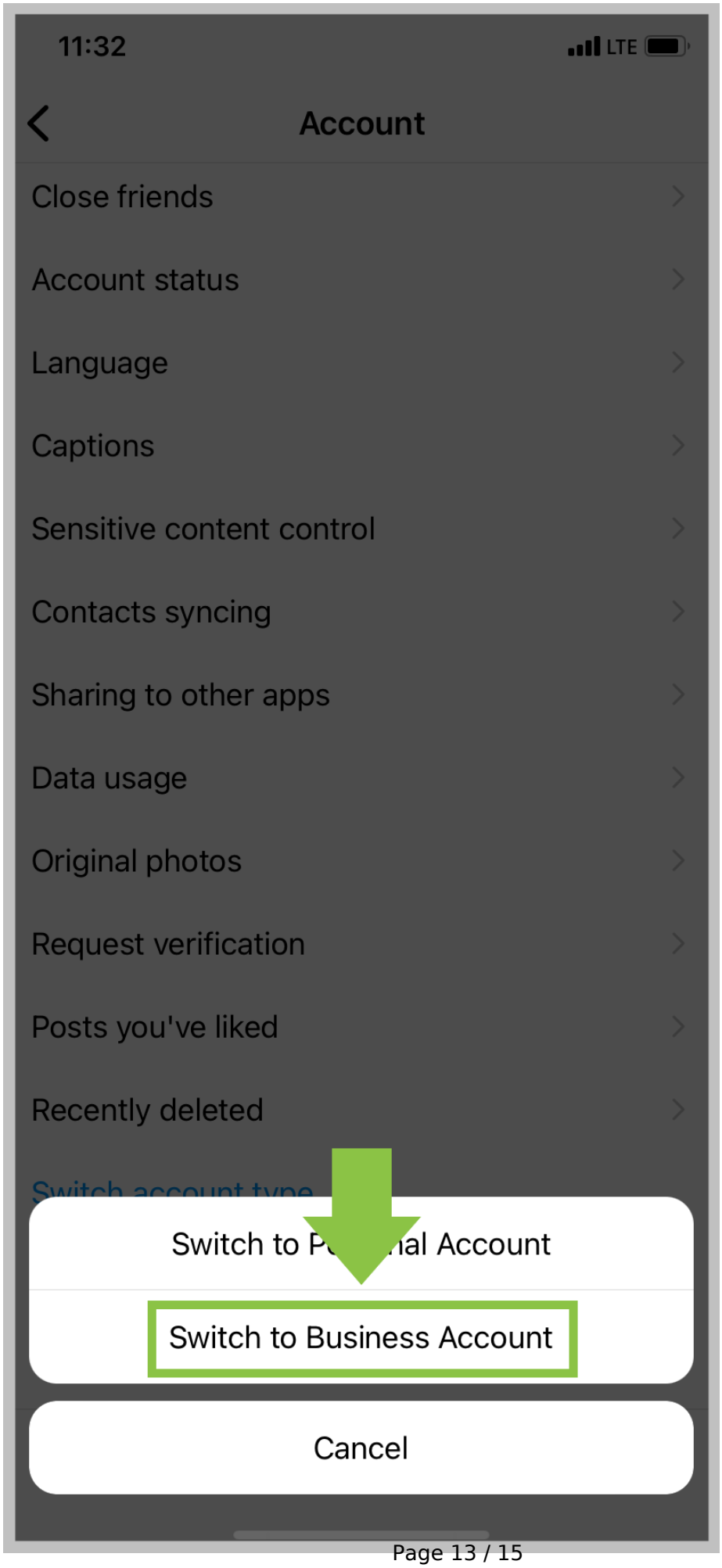

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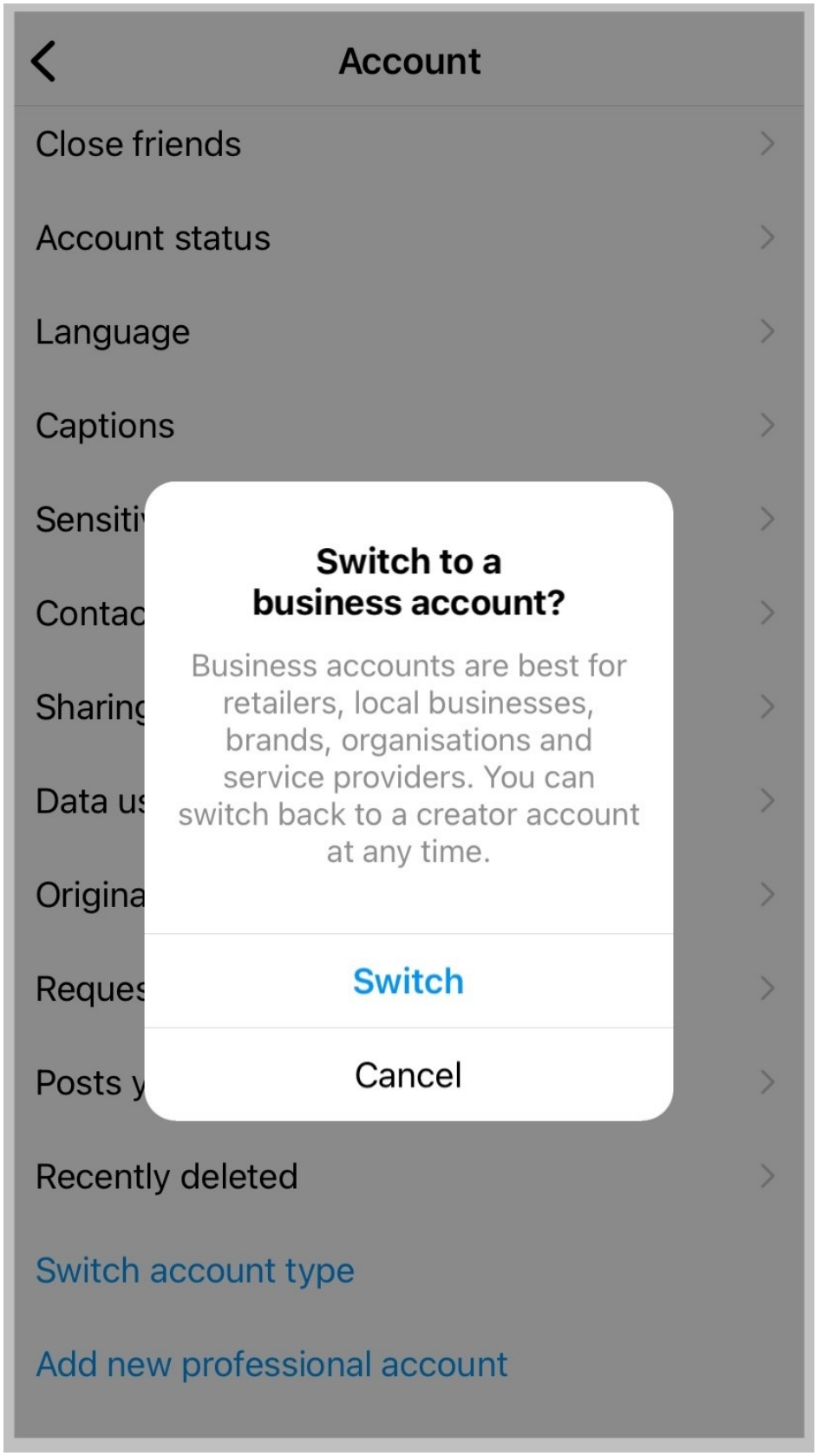
4. Confirm that you like to convert your account to a Business account.



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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
- Troubleshooting for Instagram and Facebook page settings
- 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?
- 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

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