

# CREATING A Instagram Business Page

*Do you already have a Personal Instagram Page?*

USE THE FOLLOWING STEPS TO CREATE A BUSINESS INSTAGRAM PAGE FROM YOUR CURRENT PERSONAL INSTAGRAM ACCOUNT:

1. Go to your Personal Profile and tap the **Settings Icon**.
2. Scroll Down and tap **Add Account**.
3. Sign up with **Facebook** or tap **Sign Up** and enter your businesses credentials to create your Business Instagram Profile.

Instagram offers an easy way to toggle between accounts, once you have your Business Page set up, notice the drop down arrow on the right side of your profile name at the top of your page. Tap on this arrow to see your linked accounts and choose which profile you are currently viewing.

*If you do not have a Personal Instagram page, use these steps below to get started!*

TO CREATE AN INSTAGRAM PAGE FROM THE APP:

1. **Download** the Instagram app and once downloaded open the app.
2. Tap **“Sign Up With Email or Phone Number”**, then enter your email address or phone number and tap Next. You can also tap **“Log in with Facebook”** to sign up with your Facebook account.
3. If you register with your email or phone number, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you’ll be prompted to log into your Facebook account if you’re currently logged out.

# CREATING A Instagram Business Page

## TO CREATE AN INSTAGRAM PAGE FROM A COMPUTER:

1. Go to *Instagram.com*.
2. Enter your email address, create a username and password or click “**Log in with Facebook**” to sign up with your Facebook account.
3. If you register with an email, click Sign Up. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

## TO SWITCH YOUR PROFILE TO A BUSINESS PAGE:

1. Go to your Profile and tap the **Settings Icon**.
2. Tap “**Switch to Business Profile**” and select the Facebook page you'd like to associate with your Business Profile on Instagram. Make sure you set your profile to Public. Private accounts cannot switch to Business Accounts.
3. On the **Set Up Your Business Profile** page, review your business's contact information, make any changes and then tap Done.

**With a business account, you'll get access to new business features and Instagram Insights. Please note, that currently, a Business Profile on Instagram can only be connected to a single Facebook Page.**