

# Create a business portfolio in Meta Business Suite

## Create a business portfolio in Meta Business Suite

You can create a [business portfolio](#) to bring together and manage your organization's business assets – such as Facebook Pages, Instagram accounts and ad accounts – in one place with business tools such as Meta Business Suite.

### Before you begin

- You must have access to Meta Business Suite, using either your Facebook profile or a managed Meta account.
- If you have a managed Meta account, you must have organization management permissions in [Organization Manager](#). If you click the link and you are redirected to **Home** in Meta Business Suite, this means you do not have access to Organization Manager. If you have people migration and/or IT settings access in Organization Manager, but not organization management permissions, then you will not be able to create a business portfolio.
- To keep our platform safe from harm and to prevent advertising abuse, we only grant access to some features when an advertiser has met certain requirements. This means when you create a new business portfolio or ad account, you may not have access to all advertising features. You can see what features you currently have access to, and find out what actions you may need to take to access additional features in [Business Support Home](#).

### Create a business portfolio

To create a business portfolio for your organization:

1. Go to [business.facebook.com](https://business.facebook.com) and log in using your Facebook profile or managed Meta account.
2. Click the dropdown menu below **Home** in the top left.
3. Click **Create a business portfolio**.
4. Enter a name for the business portfolio. This should match the public name of your business or organization because it will be visible across Meta. The name of your business portfolio cannot contain special characters.
5. If you're logged into [business.facebook.com](https://business.facebook.com) with your Facebook profile, then you need to enter your first and last name and your business email. Meta will use this email to contact you about your business. It won't be visible to your customers.
  - If you're logged in with a managed Meta account, then you don't need to do this.
6. Click **Create** or **Create portfolio**. If you're creating a business portfolio using your Facebook profile, then you'll get an email asking you to confirm your business email address.

**Note:** You can personally create up to 2 business portfolios. There is no limit on the number of portfolios you can belong to.

## After creating a business portfolio

After you've created your business portfolio, you get [full control](#) of it and you can add business assets, such as:

- [A Facebook Page](#)
- [An Instagram account](#)
- [An ad account](#)
- [An app owned by your organization](#)
- [A Meta Pixel](#)

Business assets can only belong to 1 business portfolio.

You can also [add people in your organization to join your business portfolio and assign them assets](#) to work on. You can also [add partners](#), such as people who work at an agency your organization works with. Your contact information will be visible to people who are added to the business portfolio.

## Learn more

- [About business portfolio access](#)

- [Best practices for making a business portfolio more secure](#)
  - [Set up and manage your business portfolio and business assets](#)
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