INFLUENCER PROFILE BOOSTING CONNECTION INSTRUCTIONS

6 steps to get connected. Going through the instructions step by step, you may find out that you may have done some of the steps in the past. You can skip them.

PC instruction is considered to be easier than mobile instruction however we understand if you do not have access to a PC and need to connect through your phone.
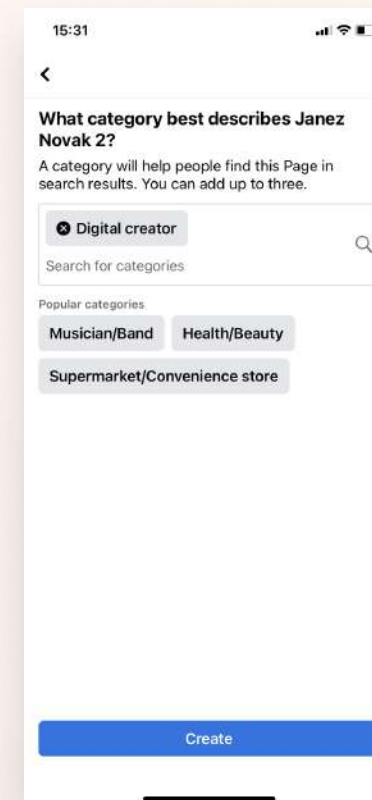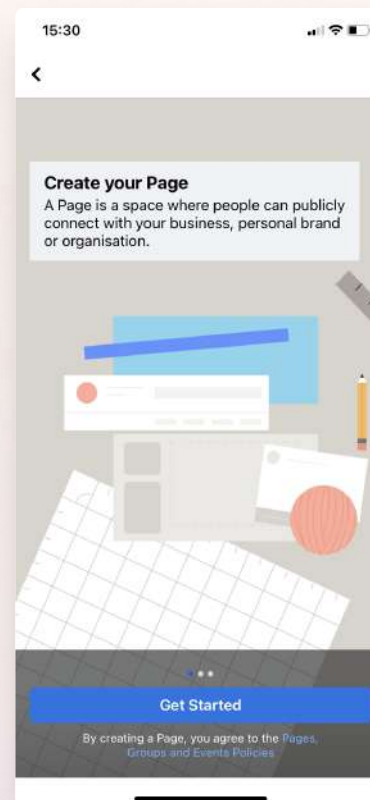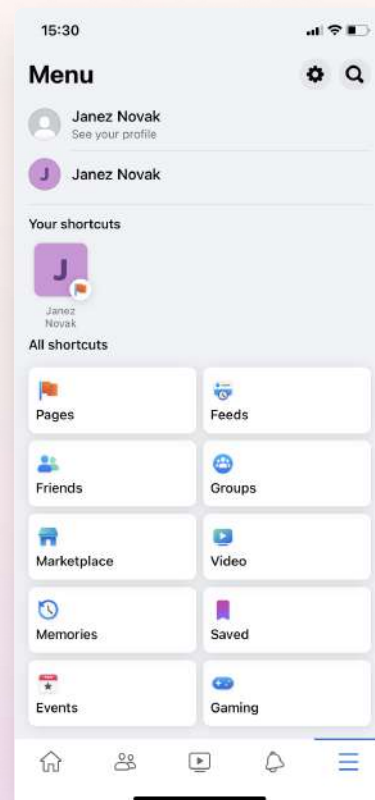
MOBILE INSTRUCTIONS 📲

1. Create a Facebook page

Take this step only if you haven't created a Facebook page yet.

When you log in to your account, select 3 lines in the top right corner.

Click on **"Pages"**. Click on **"Create a page"** and then, **"Get started"**. Add a name to your page and add a category.
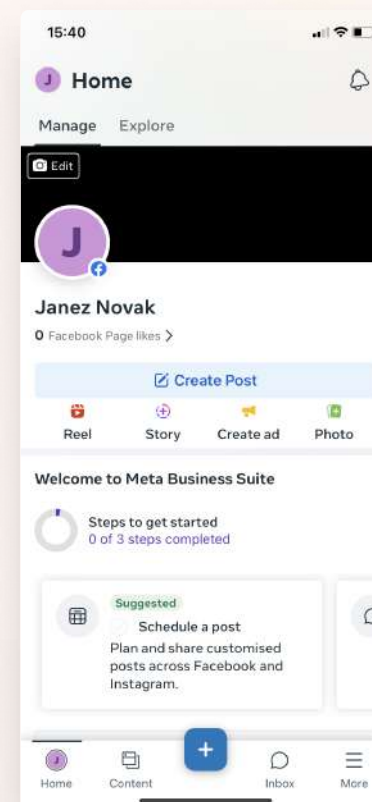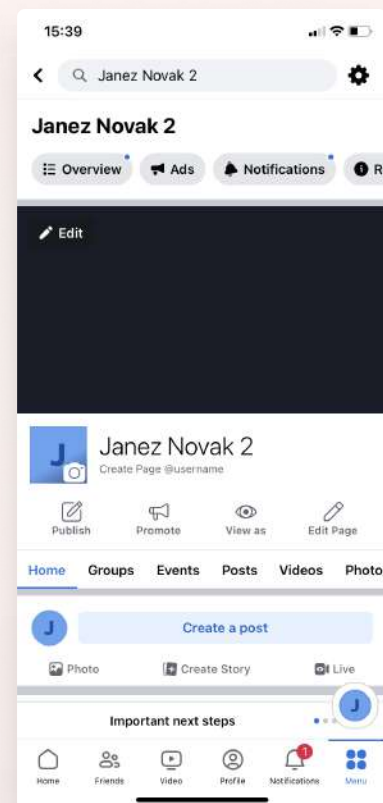
You can also describe what the page is about. If you plan to name your Facebook page with a different name than your Instagram handle, let your campaign manager know so they can find your connection later.

Click on **"Create"** on the bottom of the page.

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2. Profile picture and posts

No matter if you had a page created before or you have just created it, you should upload a profile picture of the page, ideally a photo of you and add at least 2 posts with captions.
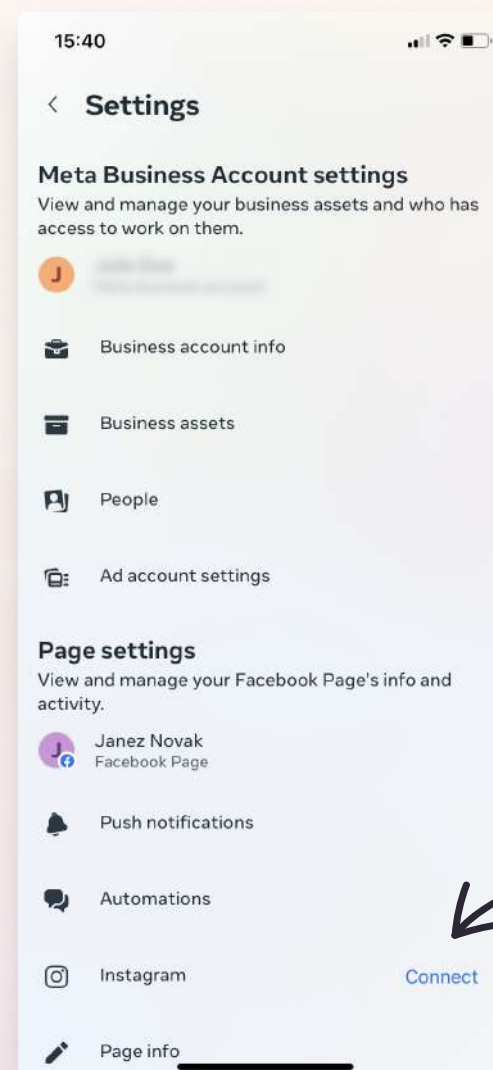

Facebook may mark empty pages as potentially dangerous which may cause problems in boosting dark posts. This is why you should add some photos to your page.
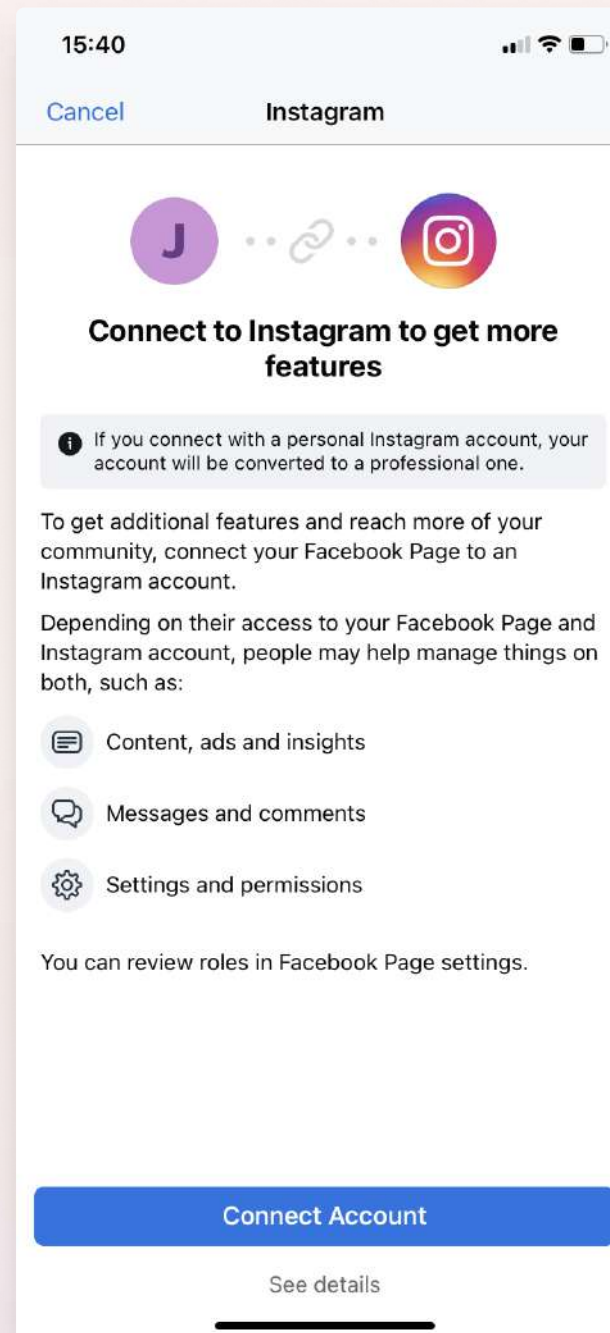
3. Connect your Instagram account with your Facebook page

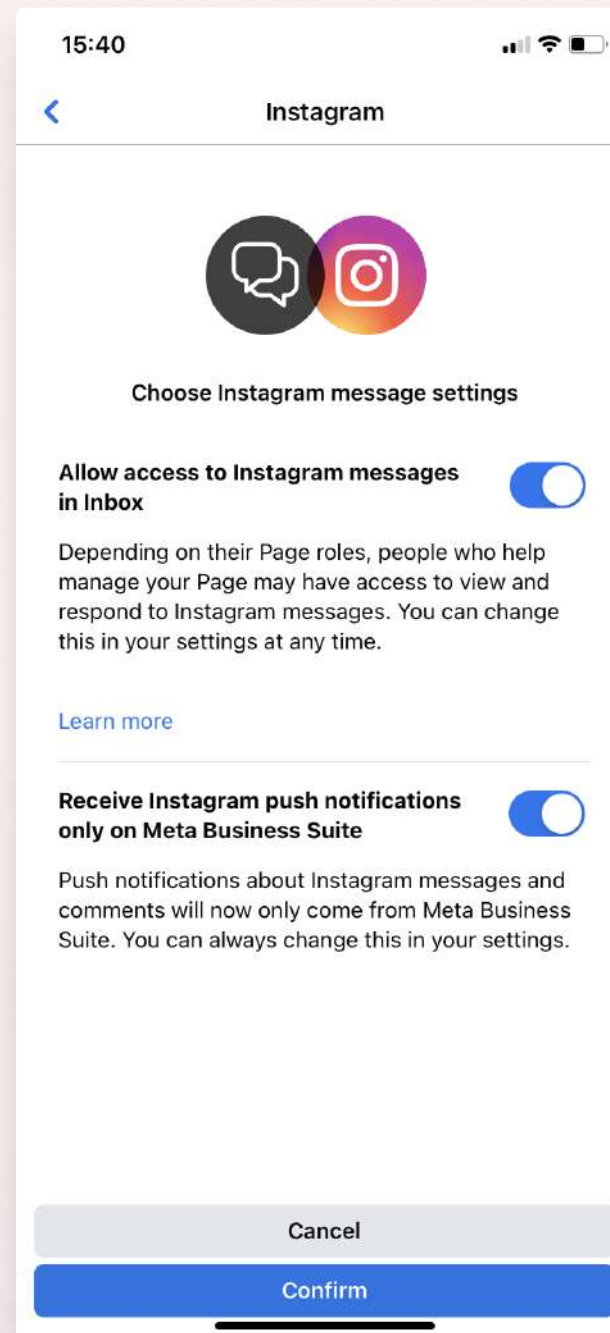This step needs to be done from Facebook Business Suite.

Log in to your Instagram account and click on the 3 lines visible on the bottom right.
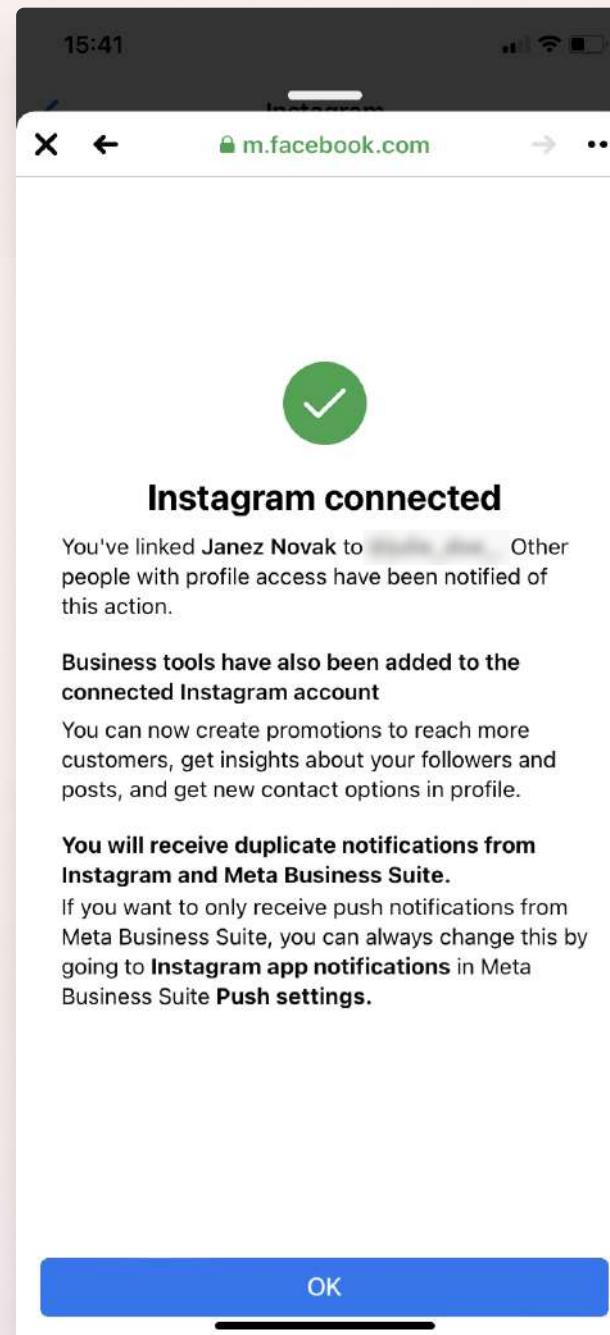
Go to **"Settings"**, find **"Instagram"** and click **"Connect"**.

Pop up window 1: Click **"Connect Account"**

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Pop up window 2: You can enable messages and notifications if you want to and then click **"Confirm"**.
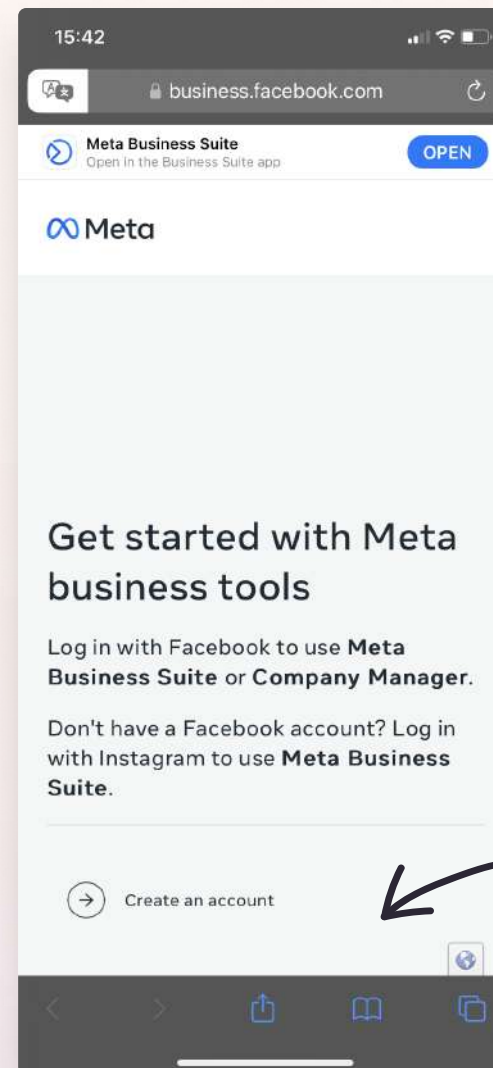
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Pop up window 3: Log in to your Instagram
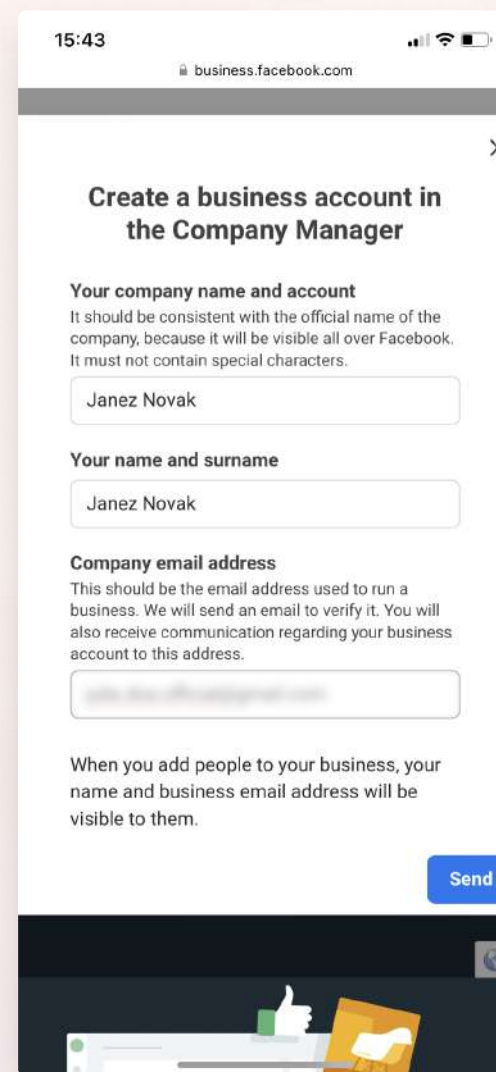
4. Create a business partner

Go to **Safari** or **Google Chrome**.

Go to **business.facebook.com/overview/**

Click on **"Create an account"**.

Enter a name for your business. **(if you are an influencer you need to use the same name as for your profile)**, your name and work email address and click **Submit**.

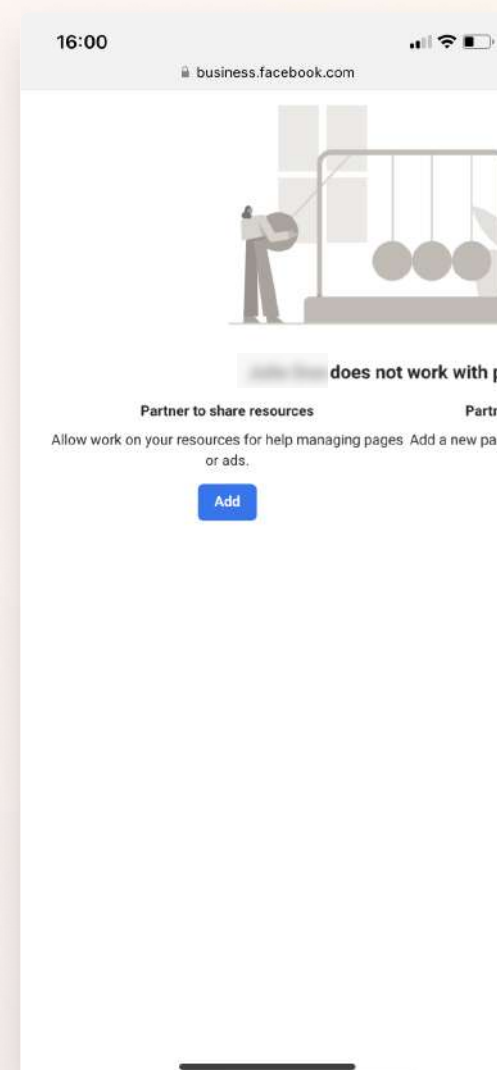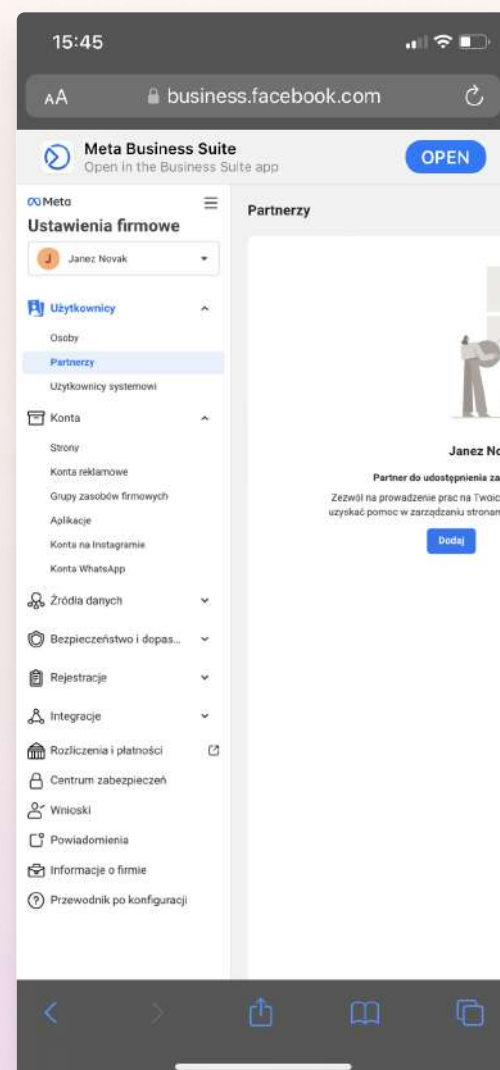❗ It may happen that you will receive an email to confirm your account.

❗ It can also happen that you will receive an email that your page was restricted from posting ads. **This is more common for newly created pages.** In this case, you will need to verify your identity. This is nothing you should be scared of. Please, follow the link from the email to Facebook. You will be asked to provide a picture of you (it will never be posted to your page). Then, you need to wait for 24h for verification and that's it!

5. Connect to a brand's business manager

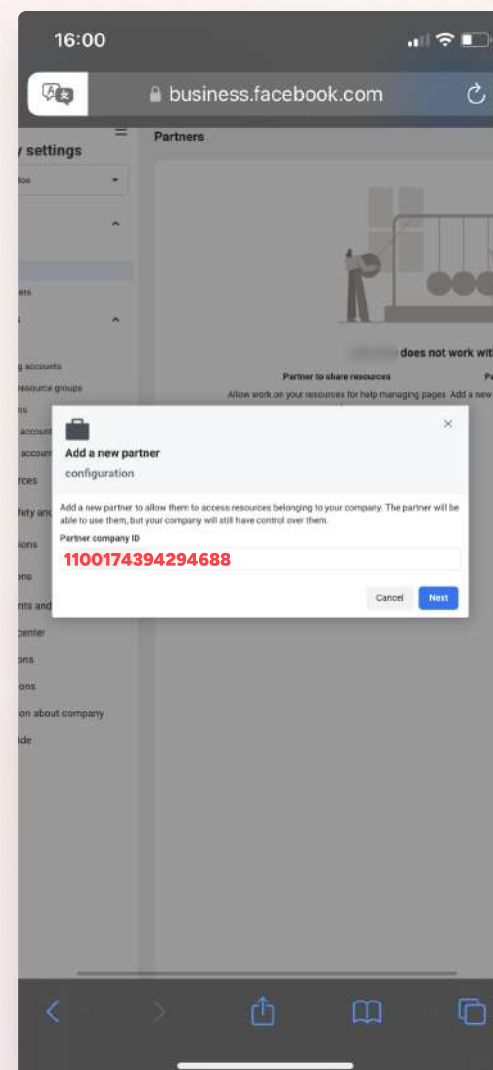Go to **business.facebook.com/settings** and log in if necessary.

You should see the **"Partners"** option selected in the left menu. Click **"Add a new partner"**.

Important! You want to GIVE access to your assets to the partner.
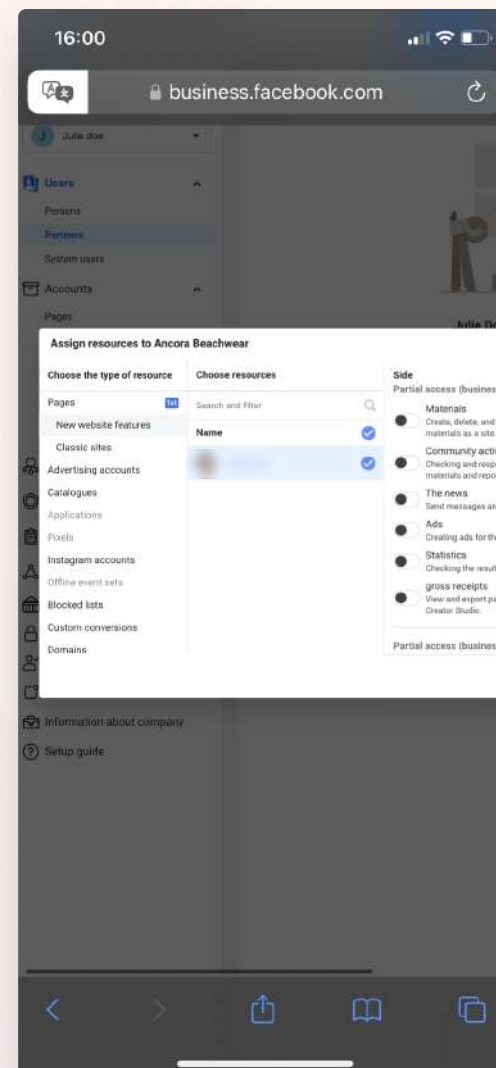**Please, do not select "ask a partner for the access to their assets".**

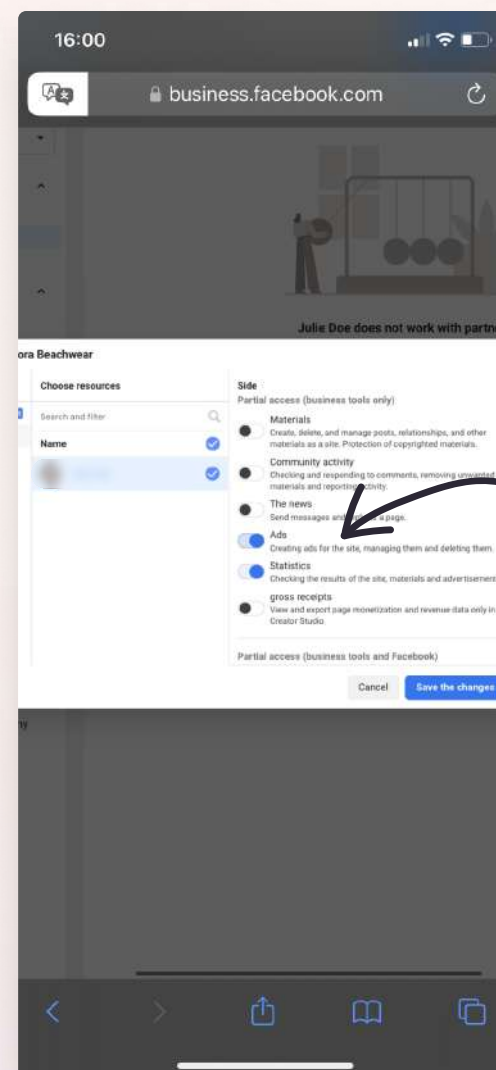**Pop up window 1**: Type the **partner's ID number: 1100174394294688**

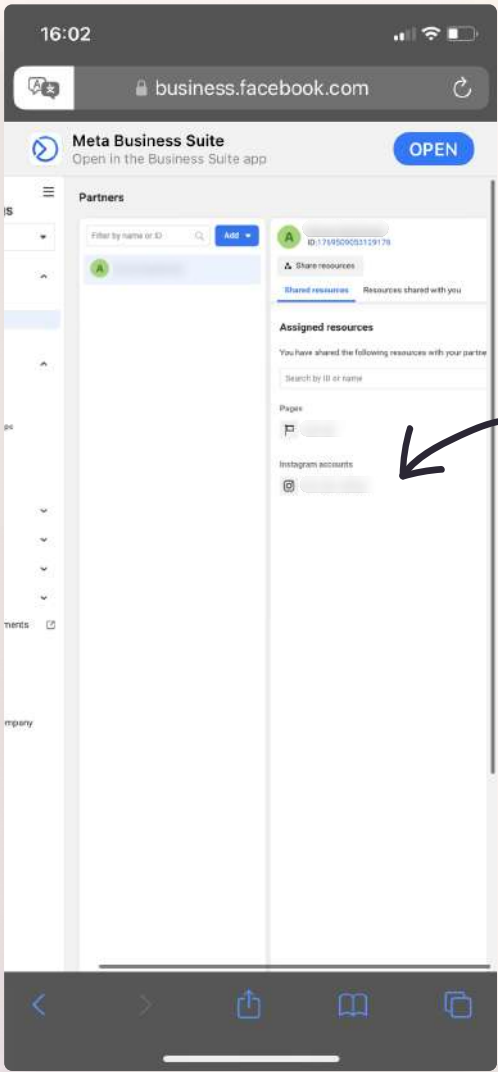*If the EPIDEMIC campaign manager provides a different ID number, please enter that one.*

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Pop up window 2: In the left menu, select **"Pages"** and then either **"Classic pages"** or **"New pages experience"** depending on where you will see the name of your page.

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On the right side, find **"Ads"** and enable it (click on it). Press **"Save"**.
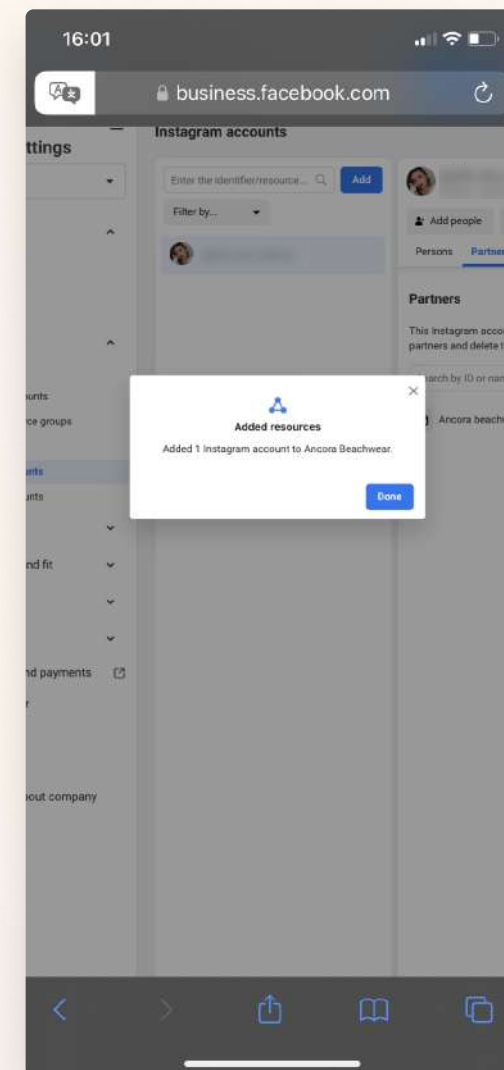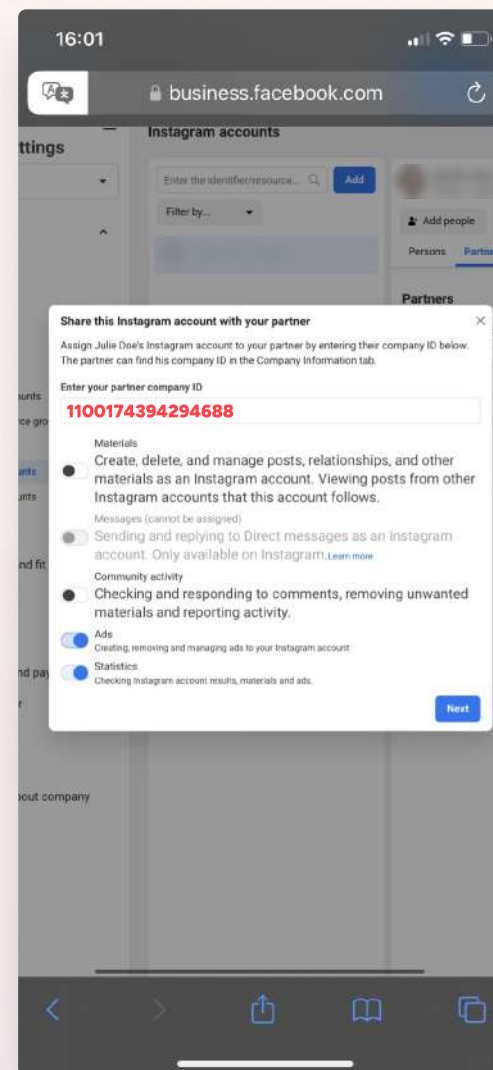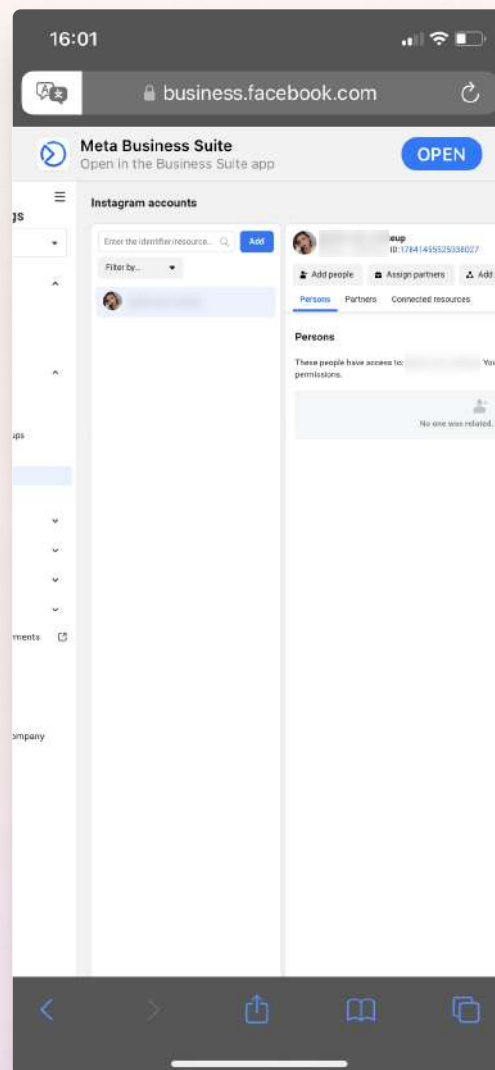
Please, check if your Instagram account is connected below the Partner view.

If your Instagram handle does not appear there:
- Find **"Instagram accounts"** in the left menu.
- Select your Instagram account, click on **"Partners"**.
- Select **"Sign up partners"**.
- Type the business manager's **ID number (1100174394294688)** and enable **"Ads"** below.
- Click **"Next"**.

6. Screenshot

Your manager needs a confirmation of your connection since checking it manually can take some time.

Please, take a screenshot of your partners' page and send it to your manager via email.