

META BUSINESS SUITE

QUICK REFERENCE GUIDE



For Facebook and Instagram Business Management

What Meta Business Suite Is

A centralized tool to manage Facebook and Instagram together – schedule posts, view insights, respond to messages/comments, and run ads from one place.

Access: <https://business.facebook.com/>

Home (Overview)

Quick snapshot of activity across both platforms.

- View notifications and recent engagement
- Monitor comments, reviews, and alerts
- Review daily to stay responsive

Posts & Stories

Create and publish content.

- Share educational tips, practice updates, and promotions
- Upload photos, videos, or links
- Boost posts directly from this section

Insights

Measure performance.

- Review reach and engagement
- Understand audience demographics
- Identify best posting times
- Check weekly to guide future content decisions

Planner (Content Calendar)

Schedule posts in advance.

- Plan weekly or monthly content
- Schedule to Facebook and Instagram at the same time
- View upcoming posts in calendar format

Inbox

Manage conversations in one place.

- Respond to Facebook and Instagram messages
- Reply to comments efficiently
- Aim to respond within 24 hours

Ads / Boost Post

Promote posts to reach more local patients.

- Target by location, age, and interests
- Set budget and campaign duration
- Increase visibility for events, services, or promotions
- Start with a modest budget and refine based on results