

Creating a Meta Ad Account



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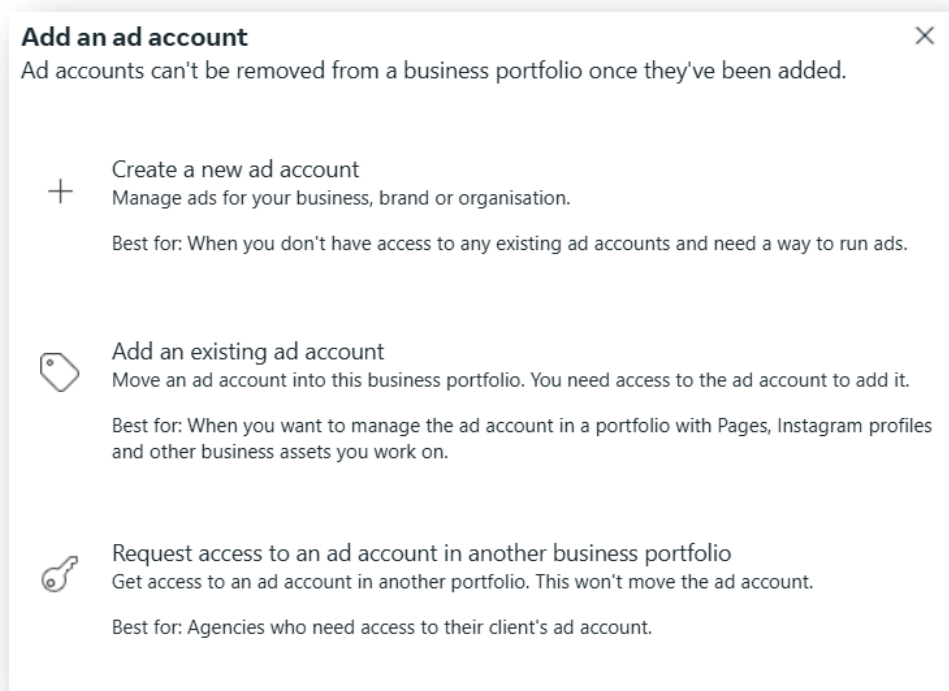
It is essential that you have an ad account to participate in the practical exercises that occur during the training. Create your ad account on the browser version of Facebook via Facebook.com.

Step 1: Go to Business Settings

- Navigate to your Meta Business Suite. The MBS is accessible from your Facebook Page. Navigate to your page (on your computer browser), and click the link on the left for the Meta Business Suite.
- Choose the correct business if you manage multiple. Select the correct business from the dropdown list at the top left.
- Click the gear icon (⚙️) in the left-hand menu to access Business Settings/Business Portfolio.

Step 2: Go to “Ad Accounts”

- In the left-hand menu, under Accounts, click Ad Accounts.
- If you have an ad account, it will be listed under the name section. If you do not have an ad account, please create one.
- Click the blue “Add” button (top right) > then select “Create a new ad account”.



Step 3: Enter Ad Account Details

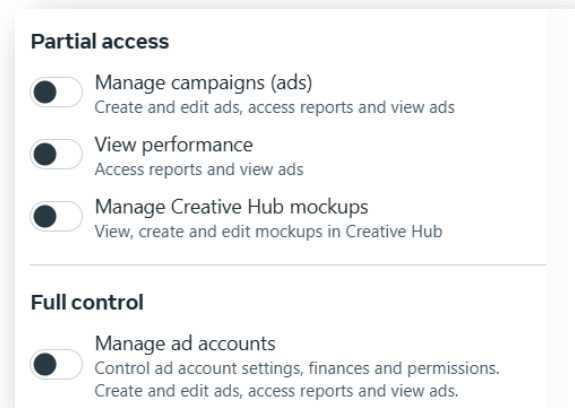
Fill in:

- Ad account name (e.g. "Wild Atlantic Tours Ads")
- Time zone (e.g. GMT+1 Dublin/London)

- Currency (usually EUR – Euro)
- Payment method – you can add this later if needed.
- Click Next.

Step 4: Assign Permissions

- Choose who in the business should have access to the ad account. Click **Assign** People and choose from the list of people that have access to your Business Portfolio.
- Choose what level of access you want to give them.



If you need to add a new Administrator and give them access to the Ad Account, follow these steps.

Adding an Administrator

Step 1: add a new user

- In the left-hand menu, under Users, click People.
- Click the blue “Invite people” button (top right). This person must have a Facebook account, and they must have an email registered on their account.
- Add the email address of the new user. This is the email they use to access their Facebook account.
- Decide on the level of access you want to give them
 - Temporary Access
 - Partial Access
 - Full Control
 - Click next

Assign access ✕

Select the tasks that best fit what people need to do in the **Sandra Hennessy - Be Dynamic** business portfolio.

Partial access

Basic
View people with full control. Everyone added to the business portfolio gets basic access. They can only work on Pages, Instagram accounts or other business assets that are assigned to them.

Apps and integrations
Set up Conversions API. Monitor events, edit applications and create access tokens.

Manage

Full control

Everything
This is the most control that you can give someone. They can do all of the above, assign other people full control and delete the business portfolio.

Manage

Step 2: Assign Assets

- Decide what assets you would like this new user to have access to and at what level.
 - Select the asset type in the first column
 - Select the asset e.g. which ad account would you like them to have access to
 - Select the permissions
- Click next and review the invitation. Click the blue button Send Invitation
- The user will be emailed instructions from Meta/Facebook to complete.

Assign business assets ✕

Assign people to Facebook Pages, Instagram accounts or other business assets in the **Sandra Hennessy - Be Dynamic** business portfolio.
[Switch to individual asset assignment](#)

Select asset type ⓘ	Select assets	Assign permissions
Pages Missing permissions 1	<input type="text" value="Search by name or ID"/>	Partial access
Ad accounts 1	<input type="checkbox"/> Select all	<input checked="" type="checkbox"/> Manage campaigns (ads) Create and edit ads, access reports and view ads
Catalogues	<input type="checkbox"/> 214691674	<input checked="" type="checkbox"/> View performance Access reports and view ads
Pixels	<input checked="" type="checkbox"/> Be Dynamic	<input checked="" type="checkbox"/> Manage Creative Hub mockups View, create and edit mockups in Creative Hub
Instagram accounts		Full control
WhatsApp accounts		<input checked="" type="checkbox"/> Manage ad accounts Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.