Creator Account Overview
FOR META ACCOUNTS

Choose the right account type to connect, grow and share with confidence.

Professional

Personal
Connect with friends and family.

- Connect with friends and family (5,000 friend limit)
- Share content privately or publically
- No access to professional insights
- Best for privately posting and not trying to grow an audience

Creator
Build a public presence as a creator.

- Connect with a wider public audience
- Share content with anyone on the platform
- Eligible for creator features and access to creator insights
- Best for growing your brand as a creator and entrepreneur

Business
Represent a business, brand or organization.

- Connect with a public audience
- Share content public audience or only followers
- Access to business insights and tools
- Best for keeping up with your unit, teams and planning events

Meta Recommendations

Creator Account is ideal for individuals who want to build a public presence online while maintaining their personal style and branding.

Business Pages are best for representing a business, brand, product, or organization.

Pick the account that is best for YOU! Find more information about social best practices in the Global Social Media Guidelines.

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