

Connecting Facebook & Instagram to n8n via the Meta Developer App

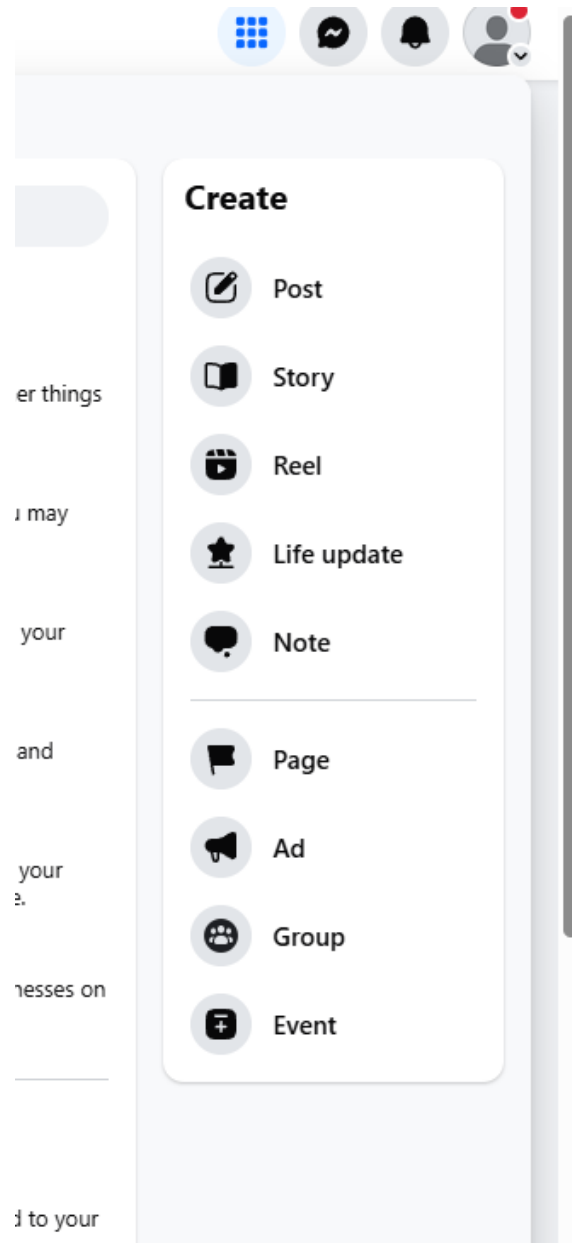
A step-by-step guide to creating a Facebook Page, setting up a Meta Developer App, generating a System User access token, and using it in an n8n workflow.

Step 1. Create a Facebook Account

If you don't already have one, go to facebook.com and sign up for a personal Facebook account. This account will be used to create and manage your Facebook Page and Meta Developer App.

Step 2. Create a Facebook Page

Once logged in to Facebook, click the Create menu (the grid icon in the top navigation bar) and select "Page" from the list of options.



The Create menu — select "Page"

Fill in the required details: the Page name, a Category that best describes it, and an optional Bio. Then click "Create Page."

facebook.com/pages/creation/?ref_typ

Pages · Create a Page

Create a Page

Your Page is where people go to learn more about you. Make sure that yours has all of the information they may need.

Page name (required)

Use the name of your business, brand or organisation, or a name that helps explain your Page. [Learn more about naming your Page](#)

Category (required)

Enter a category that best describes you.

Bio (optional)

Tell people a little about what you do.

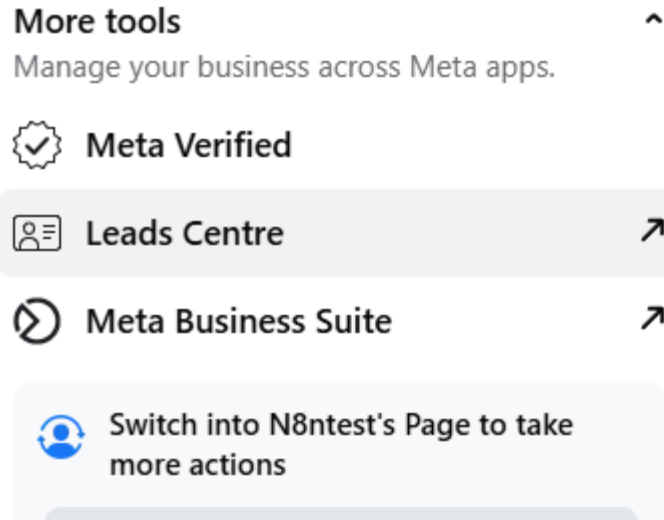
Create Page

By creating a Page, you agree to the [Pages, Groups and Events](#)

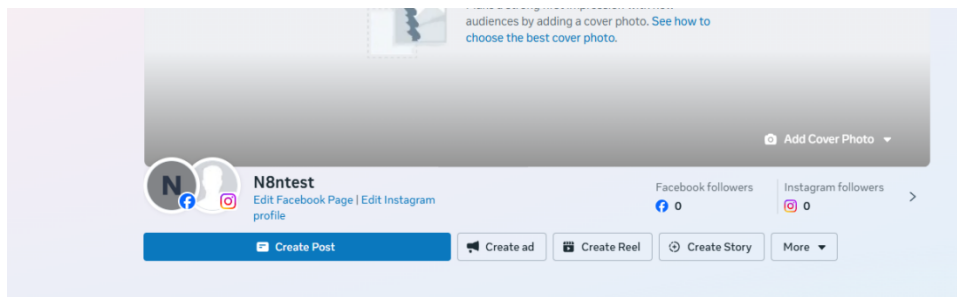
The "Create a Page" form

Step 3. Open Meta Business Suite from Your Page

After your Page is created, open the Page's "More tools" menu and click "Meta Business Suite." This opens your Page inside Meta Business Suite, where all business-level management happens.



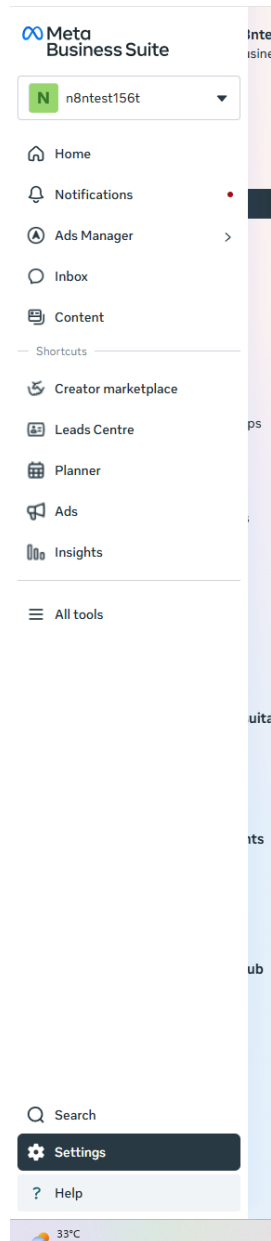
"More tools" menu — click Meta Business Suite



Your Page dashboard inside Meta Business Suite

Step 4. Connect Instagram to the Page

Inside Meta Business Suite, use the left-hand sidebar to connect your Instagram account to the Page (Business Suite will prompt you to link or create an Instagram professional account). Once Instagram is connected, both platforms will be manageable from the same Business Suite account.



Meta Business Suite sidebar — Home, Notifications, Ads Manager, Settings, etc.

Step 5. Open Business Suite Settings

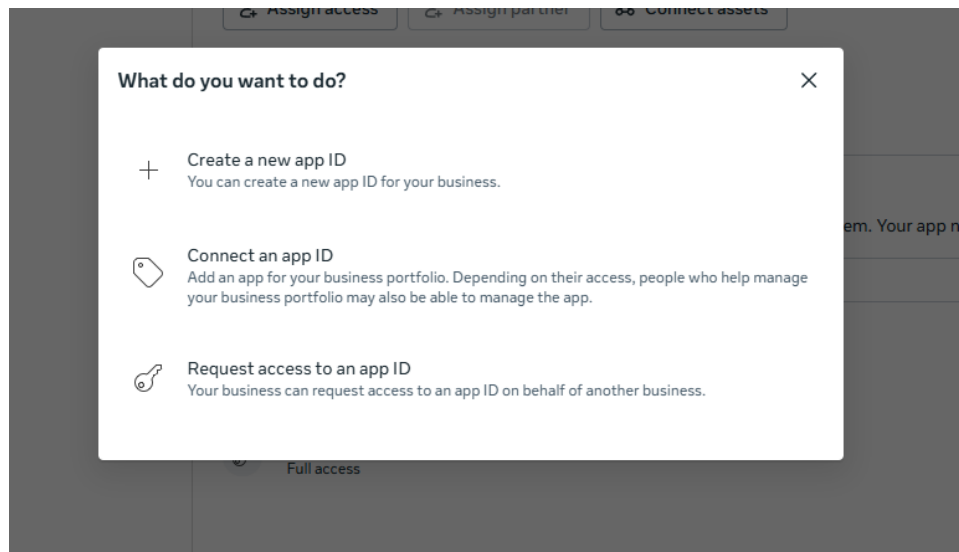
With Instagram connected, click "Settings" at the bottom of the Meta Business Suite sidebar (shown in the screenshot above). This is where you manage Users, Apps, and connected assets for your business.

Step 6. Create a Meta Developer App

Developer login url :-

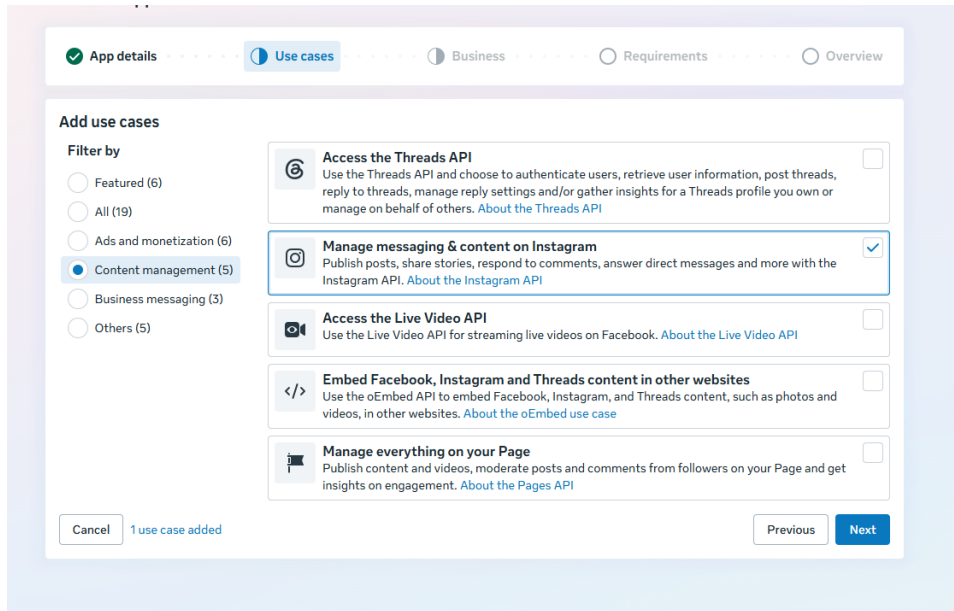
https://business.facebook.com/business/loginpage/?cma_account_switch=true&login_options%5B0%5D=SSO&login_options%5B1%5D=FB&is_logout_from_dfc=true&next=https%3A%2F%2Fdevelopers.facebook.com%2Fapps%2F&request_id=6355dda3-2e52-41a7-8354-c0679567617c

Go to the Meta for Developers site (developers.facebook.com) and create a new account/app if you don't already have one. When prompted "What do you want to do?", choose "Create a new app ID."



Choose "Create a new app ID"

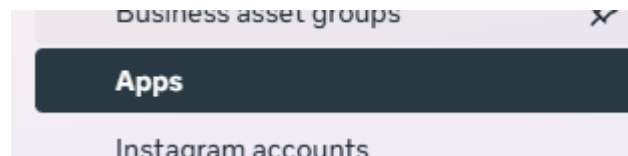
On the app setup screen, add the use cases your workflow needs — for example "Manage messaging & content on Instagram" and "Manage everything on your Page" — then continue through Business and Requirements to finish creating the app.



Adding use cases to the new app

Step 7. Link the App in Business Suite Settings

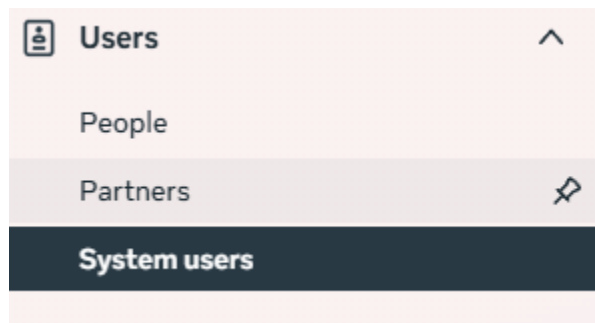
Go back to Meta Business Suite → Settings → Apps, and add (connect) the app you just created to your business portfolio.



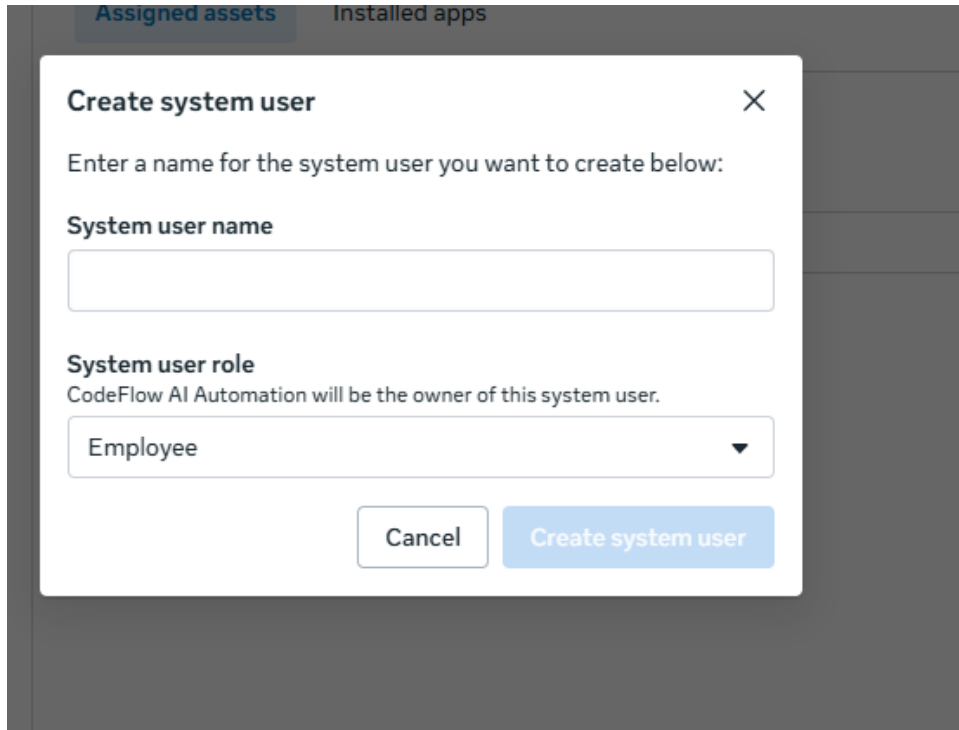
Business Settings — "Apps" section

Step 8. Create a System User and Assign Access

In Business Settings, go to Users → System users, and create a new system user with the "Admin" role.



Users → System users



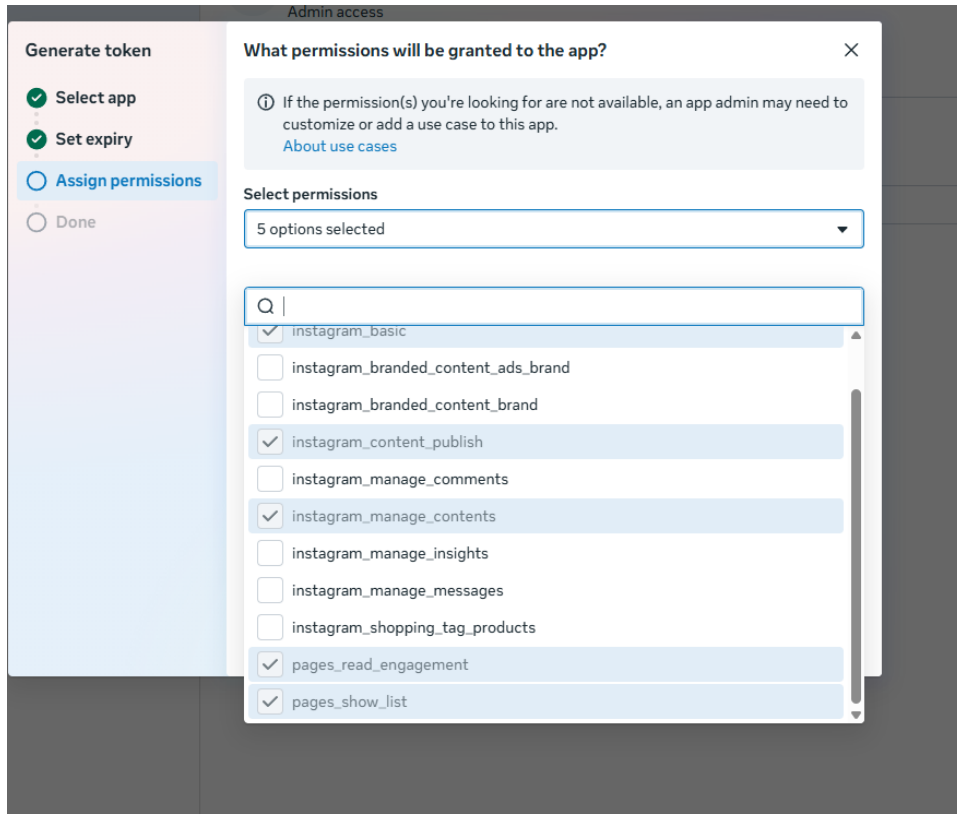
Creating a new system user

Assign this system user full access to all three assets:

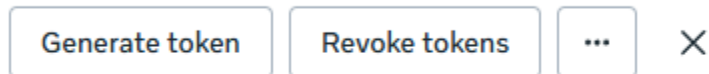
- The Meta App you created
- The connected Instagram account
- The Facebook Page

Step 9. Generate and Save the Access Token

With the system user selected, click "Generate token," pick the app, set an expiry, and select the permissions the token needs (for example `instagram_basic`, `instagram_content_publish`, `instagram_manage_contents`, `pages_read_engagement`, `pages_show_list`).



Selecting permissions to assign to the token



Generate token / Revoke tokens controls

Once generated, copy the token immediately and save it in a secure place (such as a password manager or encrypted note) — it will only be shown once.

Step 10. Use the Token in n8n

Go to n8n and create a simple workflow using the Facebook/Instagram node (or an HTTP Request node calling the Graph API) with the access token you saved. Run the workflow to confirm the connection works before building out the full automation.

JSON Parameters Settings Execute step OUTPUT

Preview

Credential
n8ntest

Host URL
Default

HTTP Request Method
POST

Graph API Version
v25.0

Node ⓘ Fixed Expression
Your ID

Edge
media

Ignore SSL Issues (Insecure)

Send Binary File

Page /photos and /videos edges accept binary uploads. Instagram container endpoints (e.g. /media) require image_url or video_url as Query Parameters instead.

Options

Query Parameters

Name	Value
video_url	https://mediadrop.lazamarket.com/files/google_meme_teacher_google_spodie_funny_gog

ble JSON Parameters Settings Execute step OUTPUT

Preview Host URL
Default

Preview HTTP Request Method
POST

Preview Graph API Version
v25.0

Node Fixed Expression

`YOUR ID`

Result Item 0
YOUR ID

Tip: Execute previous nodes to use input data

Ignore SSL Issues (Insecure)

Send Binary File

Page /photos and /videos edges accept binary uploads. Instagram container endpoints (e.g. /media) require image_url or video_url as Query Parameters instead.

Options

Query Parameters

Name
creation_id

Value
`{{ $('Facebook Graph API2').item.json.id }}`