

SECURITY STRUCTURING GUIDELINE FOR META

2 Types of Accounts

1. **Personal brand account (Should be a person)**
2. **Business brand account (On behalf of a business)**

The setup strategy should be different for both.

1. For Personal Influencer Account (Creator account)

Your personal account should represent a real verified human identity.

Must Update

Profile Name

Use your real name consistently everywhere.
Avoid changing names frequently.

Date of Birth (Use your actual DOB)

(Meta uses this for: age verification, recovery, suspicious activity checks)

Gender: Optional, but recommended for authenticity signals.

Mobile Number [Very important. Use: your permanent personal number, not staff number, not a temporary SIM. Enable: SMS recovery, 2 Factor authentication.]

Email ID (Use a professional long-term email. Avoid: random temporary mails, agency staff emails.)

Profile Photo: A clear human face photo helps Meta AI identify it as authentic.

Bio Consistency: Your Instagram, Facebook, YouTube, LinkedIn should all say similar things.
Consistency improves trust score.

**New Feature: Selfie Verification

2. For Business Account

A business account works differently.

Meta does NOT expect: gender, personal DOB, personal identity style setup.
Instead, Meta checks whether it behaves like a legitimate company.

What You SHOULD Use for Business Accounts

Business Name Consistency | Use same branding everywhere: (Instagram, Facebook Page, Website, Gmail, WhatsApp, YouTube, Google Business)

Do NOT keep different spellings across platforms.

Official Business Email: Use domain email ideally. This gives stronger authenticity signals than Gmail.

If domain email is not ready: use one dedicated Gmail permanently.

Business Phone Number

Use: official office/business number, WhatsApp Business number, not changing frequently.

Facebook Page Connection (Very important. Instagram business account should be connected to: correct Facebook page, same business identity, same contact details. This increases trust.)

Business Address

Add proper business location in Meta Business settings.

Even for a small office: use real addresses, avoid fake virtual locations.

Website

This is one of the strongest trust signals.

Even a simple, clean website helps a lot.

Business Verification

Inside Meta Business Manager:

You can verify: business email, domain, documents, phone number.

This dramatically reduces risk.

MOST IMPORTANT SECURITY CHECKLIST

(For BOTH accounts)

1. Enable Two-Factor Authentication

Mandatory.

Use: Authenticator app preferred, SMS as backup

2. Add Backup Email + Number

Always keep: recovery email, secondary number.

3. Avoid Suspicious Activity (Biggest reason for suspension today:

mass following/unfollowing, aggressive cold DM automation, copyright violations, reused content, AI spam posting, fake engagement, logging from many devices rapidly)

4. Avoid Too Many Admins

For business account:

Only trusted admins inside Meta Business Suite.

Remove: old employees, freelancers, temporary editors, previous agencies.

5. Use Meta Business Manager Properly

Do not directly share passwords with staff or anyone.

Instead: assign roles, employee access, limited permissions.

This is the professional setup.

Important for AI Content Creators

Since your agency is entering AI video production:

Meta is now aggressively detecting: misleading AI faces, fake celebrity edits, deepfake misuse, copyright-heavy AI videos.

Safe practice: original storytelling, original voiceovers, your own branding, disclose AI if heavily manipulated.

Suggested Best Structure

Personal Brand

Use: your real identity, creator profile, authentic founder personality.

Business Account

Use: official business identity, polished branding, client works, case studies, team culture, business contact system.

This builds company trust.

Final Meta Authenticity Checklist

Personal Account

- ✓ Real name
- ✓ Real DOB
- ✓ Personal mobile number
- ✓ Permanent email
- ✓ Face profile picture
- ✓ Two factor enabled
- ✓ Consistent branding across platforms
- ✓ No spam actions

Business Account

- ✓ Connected Facebook page
- ✓ Official business email
- ✓ Business phone number
- ✓ Website connected
- ✓ Real address
- ✓ Meta Business Manager setup
- ✓ Proper admin permissions
- ✓ Two Factor for all admins
- ✓ Brand consistency everywhere
- ✓ Domain verification

One more important thing:

If one day your account gets flagged, the accounts that recover fastest are usually the ones with:

clear identity, old trusted activity, proper recovery info, business verification, and no suspicious automation behavior.

This is actually the perfect time to professionally structure everything.

THANKS;
R&D Wing
Mediators Innovations Eco System

