



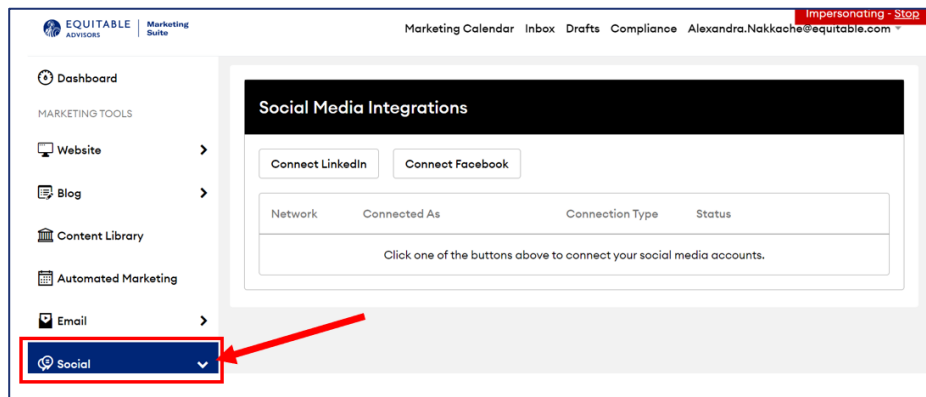
QRC – Connecting Your Social Media Accounts: Facebook Business Page

Equitable Advisors Financial Professionals & authorized branch personnel who wish to use social media for business purposes must enroll in Equitable Advisors Marketing Suite (FMG) & Proofpoint Patrol. This ensures Equitable Advisors to comply with company policy and meet existing regulatory obligations. Proofpoint Patrol is the platform for social media supervision.

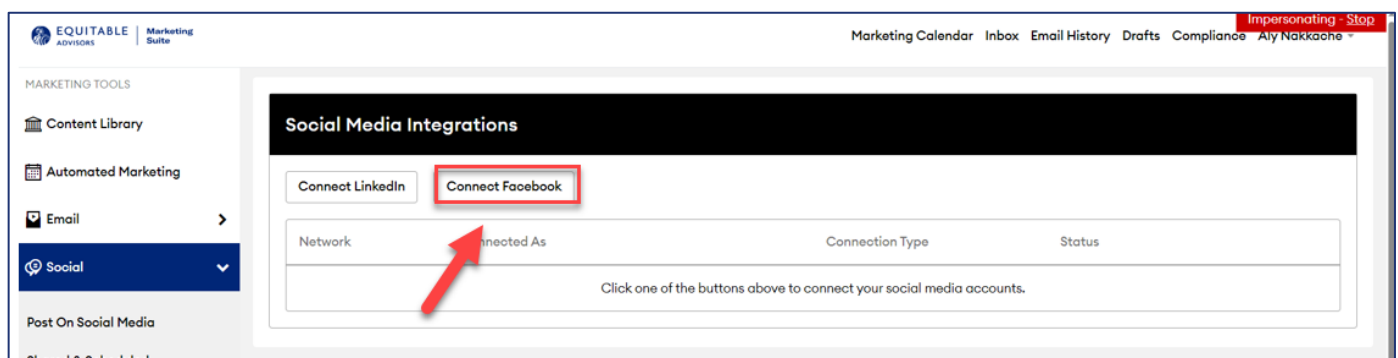
Financial professionals (FPs) will be able to connect their Facebook Business Pages to Equitable Advisors Marketing Suite & Proofpoint Patrol.

Please use the job aide below to connect your Facebook Business Page. Please make certain you have your Facebook username/email address and password. Please also make certain your Equitable UserID & Password Portal is current.

- 1.) Login to the **Equitable Company Portal** and launch **Equitable Advisors Marketing Suite**
- 2.) Navigate to the **Social** Tab on the Left Toolbar



- 3.) Select **Connect Facebook**.





4.) Please enter your Facebook social media profile email address/username and password. Select **Log In**.

Log Into Facebook

Email or phone number

Password

Log In

Forgot account?

or

Create new account

Not now

NOTE: If you enabled Facebook Dual Factor Authentication you may be required to authorize your account.

5.) Select **Continue**

https://www.facebook.com/v13.0/dialog/oauth...

Continue as Aly LaSpisa?

FMG Social will receive your name and profile picture.

Not Aly LaSpisa? Log into another account.

By continuing, FMG Social will receive ongoing access to the information you share on Facebook and Meta will record when FMG Social accesses it. [Learn more about this](#) and the settings you have.

FMG Social's Privacy Policy and Terms of Service

Not Now

Continue as Aly LaSpisa

Facebook gives users the option to authorize platforms to interact with Meta Business profiles associated with their Facebook account. Marketing Suite and Proofpoint Patrol must be authorized to access the Meta Business profile to be able to post to any of the Pages under the Business, as opposed to Pages under an individual profile.

NOTE: Equitable Advisors Marketing Suite will only connect your Facebook Business Page. It will not access your personal Facebook profile.



6.) Please select first option **Opt in to all current and future Businesses**. Then click **Continue**.

Choose the Businesses you want Proofpoint Social Patrol to access
Later you'll be able to review what Proofpoint Social Patrol will be able to do with the Businesses you select.

☒ **Opt in to all current and future Businesses**
This will give Proofpoint Social Patrol access to your current Businesses, in addition to any Business you create in the future.

☐ **Opt in to current Businesses only**
This will only give Proofpoint Social Patrol access to the Businesses you select.

[Proofpoint Social Patrol's Privacy Policy and Terms of Service](#) [Back](#) [Continue](#)

7.) Please select option **Opt in to all current and future Business** and select your **Facebook Business Page**. Then click **Continue**.

Log in With Facebook - Work - Microsoft Edge
<https://www.facebook.com/v13.0/dialog/oauth...>

Choose the Businesses you want FMG Social to access
Later you'll be able to review what FMG Social will be able to do with the Businesses you select.

☒ **Opt in to all current and future Businesses**
This will give FMG Social access to your current Businesses, in addition to any Business you create in the future.

☐ **Opt in to current Businesses only**
This will only give FMG Social access to the Businesses you select.

☐ **Select all** 0 Assets Selected

☐ **Karr Barth Associates**
251142633789974

☒ **Equitable Advisors Business Account Manager**
1886888586124008

[FMG Social's Privacy Policy and Terms of Service](#) [Back](#) [Continue](#)



8.) Proofpoint Patrol is the platform for social media supervision. Proofpoint Patrol is **ONLY** requesting permission to your Facebook Business Page. Please select **Save**.

Review what Proofpoint Social Patrol is requesting permission to do

Manage your business
Opted in to all current and future Businesses

Manage and access Page conversations in Messenger
2 Pages selected

Log events on your Page's behalf and send those events to Facebook
2 Pages selected

Create and manage content on your Page
2 Pages selected

Manage comments on your Page
2 Pages selected

Read content posted on the Page
2 Pages selected

Proofpoint Social Patrol's [Privacy Policy](#) and [Terms of Service](#)

Back **Save**

9.) You will now see your Facebook confirmation screen. Please select **Got It** to continue

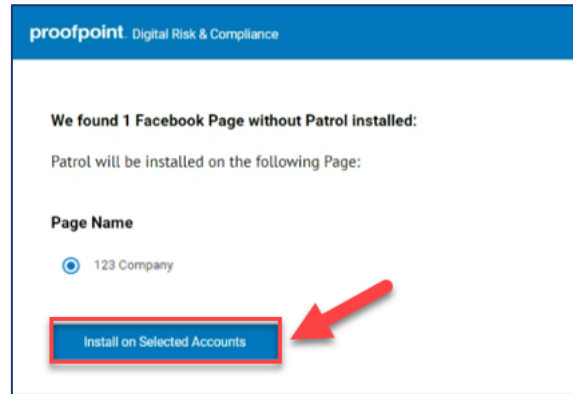
Aly LaSpisa has been connected to Proofpoint Social Patrol
To manage this connection, [go to Business Integrations](#).

Proofpoint Social Patrol's [Privacy Policy](#) and [Terms of Service](#)

Got it

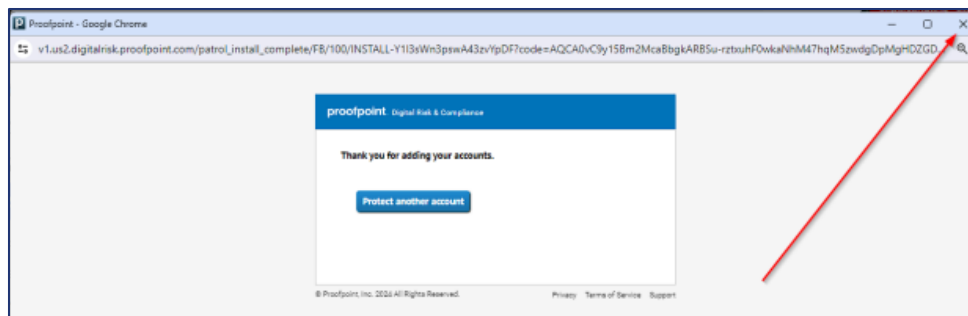


10.) Please select **Install on Selected Accounts**

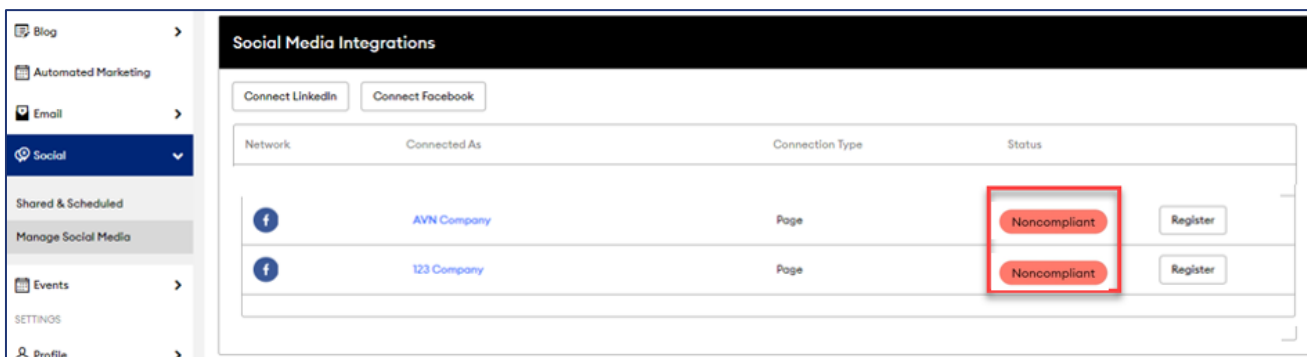


11.) Below is the confirmation message after adding your Facebook Business page to your account. Your Facebook Business Page is now connected to Marketing Suite.

NOTE: This window must be closed from the browser by clicking the X as there is no button within the window for doing this.

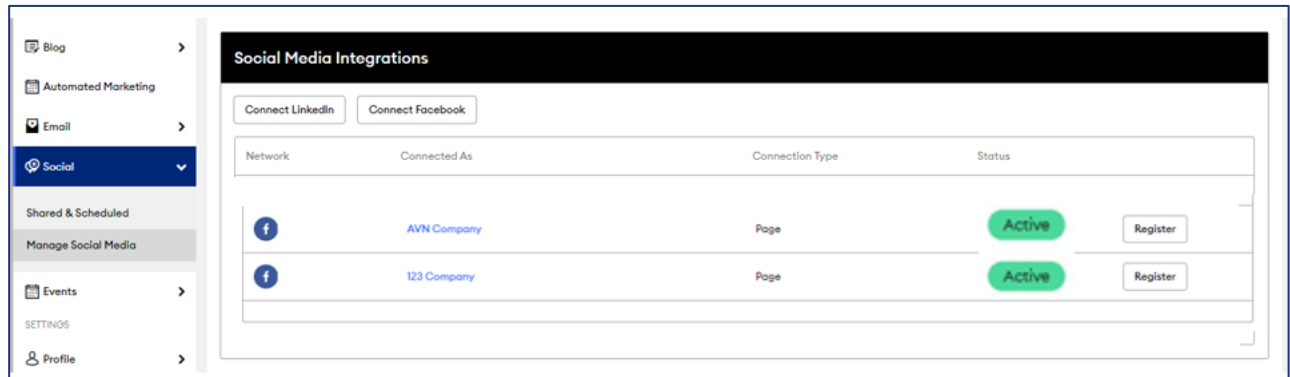


12.) Your Facebook Business Page status will first display as **Noncompliant**





13.) Your Regional Compliance Team will review your Facebook Business Page. Once the review is the status in Marketing Suite will be updated to **Active**. You will now be able to share posts to your Facebook Business Page networks.



If you wish to make profile updates to your Facebook Business Page, please follow the steps outlined in the Updating Social Media Profiles & Facebook Business Page Fields QRC.

READY TO LEARN MORE?

Visit our program microsite: www.equitable.fmgsuite.com
Contact FMG Support: Equitable@fmgsuite.com or (858) 500-5479
Contact MarTech Project Team: AdvisorMartech@Equitable.com