

# HOW TO REGAIN OWNERSHIP OF A FACEBOOK ACCOUNT

Facebook's new standard for regaining ownership is multifaceted, but we will try to simplify this process for you as much as possible. Before you begin the process of contacting Facebook, begin by compiling a history of the account and those who have, or have had, access to the account in question. Next, ensure there are no known **BUSINESS MANAGER ACCOUNTS** linked to the account you are disputing. In addition, check with those employees who have access to the account to ensure they have not established a Business Manager account for the page inadvertently. Now it is time to compile your dispute letter and supporting documents.

## IN YOUR LETTER, YOU WILL NEED TO:

### EXPLAIN

#### YOUR CONNECTION TO THE ACCOUNT AND YOUR ROLE WITH YOUR COMPANY

#### YOUR UNDERSTANDING OF HOW YOU LOST ACCESS TO THE ACCOUNT.

This could be from employees having left the company or ending a partnership with an agency or contractor who managed your social media. To ensure there is no confusion, explicitly state the name of the account in question and add a hyperlink to the account.

### PROVIDE

#### THE THREE MOST RECENT INVOICES

for any paid social you have run on the account and

#### THE LAST FOUR DIGITS OF THE CARD

to which the invoice was billed.

In some cases, this may not exist or the ad account may be managed by an entity that is no longer in operation, which means you cannot provide the information. If this is the case, document the information in your letter for Concierge Support.

#### YOUR PERSONAL FACEBOOK ACCOUNT NAME

for a Facebook or Business Manager dispute and

#### HYPERLINK TO YOUR ACCOUNT

since there may be many users on Facebook with your name.



As an aside,

#### ENSURE YOUR AGENCY MAINTAINS RECORDS

of all your social media credentials and ask that they provide to you whenever there is an update.



### PROVIDE

- ☐ 3 recent invoices
- ☐ Last 4 digits of credit card
- ☐ Personal Account Name
- ☐ Hyperlink to Account
- ☐ Email Address for Account
- ☐ Statement that information is true

## THE EMAIL ADDRESS

associated with your personal Facebook account.

## THE EMAIL ADDRESS FOR INSTAGRAM

to which you would like the account in question to be linked.

### DETAILED ASKS SUCH AS:

"My email address is XXX and my profile is XXX. Please add me to the account XXX or release it from its current Business Manager Account. If this is not possible, please add me to the Owing Business Manager Account as I am an authorized agent of XXX company, and we must ensure we are able to fully manage our social account."

### A STATEMENT THAT ALL INFORMATION IS TRUE.

While Facebook Concierge Support provides documents that request verbiage which states, "I certify that the information provided is true and accurate," we recommend that you utilize language which declares that statements are **true under penalty of perjury**. Instagram currently requires all statements be submitted under penalty of perjury, and it appears that Facebook will be requiring the same but has not updated their templates at this time.

## NOW, YOU ARE READY TO BEGIN THE DISPUTE PROCESS!

The best way to begin is by contacting Concierge Support through the chat functionality located [HERE](#). (You will need to be logged into your Facebook account within the browser to access the chat option.) When uploading your supporting documents and your dispute letter, ensure all are submitted as PDFs. Once submitted, support will initiate communication through Messenger. Once connected with a representative, ask them to confirm all documents needed are submitted as well as verify if they can provide immediate support. Most likely, your issue will require support from the Specialist Team and will take a minimum of 48 hours.



### ENSURE ASKS ARE EXPLICIT.

No, not *that* type of explicit.



### SUPPORTING DOCUMENTS INCLUDE:

- ☐ Valid government-issued photo ID
- ☐ Business license
- ☐ Legal declarations depending on the issue



### FOR INSTAGRAM,

you will also be required to have your dispute letter notarized.