Can't sign in to Facebook (corporate-managed accounts)

If your brand’s Facebook is managed centrally by corporate, you may not have a username or password. Don’t reset the account—ask your corporate team to provision access or ask Support to coordinate the connection.

In many franchise brands, Facebook/Meta accounts are owned and managed by the corporate team. Franchise locations typically do not receive direct login credentials.

When this applies

- You need to sign in to Facebook but were never given a username or password.
- Your brand has a corporate team that manages Meta accounts for franchisees.

What to do

1. Confirm with your brand whether Facebook is corporate-managed for your location.
2. If yes, do not attempt a password reset or create a new Page.
3. Contact your corporate brand team to grant you access or connect your location’s account as needed.
4. Alternatively, open a support ticket with us and include your location and brand. We will coordinate with the corporate team that manages Meta accounts to get your account connected.
5. We will confirm once the connection is complete and you can proceed as directed by your corporate team.

Notes

- We cannot reset Facebook passwords for accounts owned by your brand’s corporate team.
- If your Facebook is not corporate-managed and you control it directly, use your standard Facebook login and connection process.