



RONIN 1

DIGITAL MARKETING & RECRUITING



FIELD GUIDE 04

2026 EDITION

Manage and Moderate Your Online Presence

Meta Business Suite, Meta Business Agent, WhatsApp
Business and reputation management for 2026

INTRODUCTION

Stay On, Even When You're Off

Customers and candidates expect answers in minutes, not days, and they message at 11 p.m. on a Sunday. A slow or missing reply doesn't just lose one sale; it shows up in reviews and tells everyone watching that nobody's home.

The good news: 2026 brought the biggest upgrade to small-business messaging in years. On June 3, 2026, Meta launched **Meta Business Agent** globally, a free-to-start AI assistant built into WhatsApp, Messenger and Instagram that can answer questions, recommend products, book appointments and qualify leads, then hand off to a person. This guide shows you how to combine scheduling, automation, AI and human judgment so your brand is responsive without becoming robotic.

01 Meta Business Suite essentials

One dashboard for Facebook and Instagram

02 Plan and schedule content

Planner, previews and boosting

03 The unified inbox and automated replies

Instant replies, away messages, FAQs and saved replies

04 Meta Business Agent (new in 2026)

What it does, how to set it up, and guardrails

05 WhatsApp Business

Greeting, away and quick replies, catalogs and the AI agent

06 Moderation and reputation

Comments, reviews, trolls and crisis response

About this guide

Produced by Ronin 1 Digital Marketing & Recruiting LLC for small businesses and staffing agencies. Platform features, menus and prices change often, so this edition reflects what was publicly announced as of fall 2026. Always confirm the latest steps inside each app or its help center. Want it done for you? Visit ronin1dmr.com or email keven@ronin1digital.com.

SECTION 01

Meta Business Suite Essentials

Meta Business Suite is the free control center for your Facebook Page and Instagram professional account. Open it at business.facebook.com on a computer, or download the Meta Business Suite app.

Connect Facebook and Instagram first

1. Make sure your Instagram account is a professional account (see Field Guide 01).
2. In Meta Business Suite, open **Settings** and look for the option to connect an Instagram account, or in the Instagram app go to your profile settings and link your Facebook Page.
3. Log in to Instagram when prompted and confirm the connection.
4. If your Page doesn't appear, check that you have full control (admin-level) access to it.
5. Optionally connect your WhatsApp Business number so messages from all three apps appear together.

What you can do from one place

Area	What it's for
Home	Snapshot of recent posts, unread messages, comments and to-dos.
Planner / Content	Create, schedule and manage posts, Reels and Stories for Facebook and Instagram together.
Inbox	Messages and comments from Messenger, Instagram and WhatsApp in one feed, plus automations.
Insights	Reach, engagement, audience demographics, and which content drives results.
Ads	Boost posts and run campaigns with audience targeting and budgets.
Settings	Business info, connected accounts, and team access with specific permissions.

Security first

Give team members only the access they need, require two-factor authentication, and remove access the same day someone leaves. Never share the owner's personal Facebook password.

SECTION 02

Plan and Schedule Content

Posting consistently keeps you top of mind for the day someone is ready to buy or apply. Scheduling lets you do it in one sitting a week.

1. Open **Planner** (or Content) and choose **Create post**, **Create reel** or **Create story**.
2. Select where it should publish: your Facebook Page, Instagram, or both.
3. Add media, caption, location and tags. Customize the caption per platform if needed.
4. Use the preview to check how it looks on each app and in each placement.
5. Choose **Schedule**, pick a date and time, and confirm. Use Insights to find when your audience is most active.

Review what's working

- Filter published content by platform to compare Facebook against Instagram.
- Watch **shares, saves and messages**, not just likes. They're the strongest signals of real interest.
- Edit or delete a post from the Content area if you spot a mistake.
- **Boost** posts that are already performing well organically. Choose a goal (messages, website visits, calls), set the audience by location, age and interests, then set a daily budget and duration.



Ronin tip

Before boosting a hiring post, set the ad goal to messages or leads and make sure your automated replies are ready. Paying for attention and then replying hours later wastes the budget.

SECTION 03

Inbox and Automated Replies

The unified Inbox pulls comments and messages from Facebook, Instagram and (if connected) WhatsApp into one place. Use labels or folders such as *New lead*, *Follow up*, *Candidate*, *Done* and *Spam* to keep it clean.

The four automations every business should turn on

Automation	When it fires	Write it like this
Instant reply	The first time someone messages you	Thank them, say who you are, and tell them when to expect a reply. Offer two or three quick options.
Away message	Outside your business hours	Share your hours, a link to your FAQ or application page, and promise a follow-up.
Frequently asked questions	When someone starts a chat and taps a question button	Up to a handful of buttons such as Get a quote, Apply for a job, Hours and location, Talk to a person.
Saved replies	When your team types a shortcut	Pre-written answers for pricing, service area, documents candidates need, and directions.

Find these under **Inbox > Automations** in Meta Business Suite. Menu names change from time to time, so look for "Automations" or "Automated responses" if you don't see them exactly as described.

Rules for automation that doesn't annoy people

- **Keep it short.** If a customer is still talking to automation after about three messages, hand them to a human.
- **Always show the exit.** Every flow should include an easy "talk to a person" option.
- **Be honest.** Make it clear when a reply is automated or AI-generated. Don't pretend a bot is a staff member.
- **Personalize lightly.** Using the customer's first name is friendly. Over-familiar scripted chat is not.
- **Review monthly.** Read automated conversations and update answers that confuse people.

SECTION 04 · NEW IN 2026

Meta Business Agent

Meta Business Agent is an AI assistant that talks with customers for you across WhatsApp, Messenger and Instagram. Meta says more than a million businesses were already using a version of it when it launched worldwide in June 2026.

What it can do

- Answer questions about your business using the information you give it
- Recommend products or services from your catalog
- Book appointments and qualify sales leads
- Route conversations to a person when needed
- Connect to tools you already use, such as Shopify, Salesforce and Google Calendar, for live pricing and availability
- Coming or in testing: morning briefings that summarize overnight chats, and helping customers discover businesses inside WhatsApp

Setting it up (WhatsApp Business app)

1. Update WhatsApp Business to the latest version, then open **Business tools**.
2. Find the AI agent option and start setup. Decide whether the agent may learn from your past chats.
3. Feed it accurate details: services, prices, hours, service area, policies and FAQs.
4. Test it by asking it the questions your customers really ask. Fix anything wrong.
5. Manage and refine it through the dedicated agent chat. Switch to a manual mode any time you want replies to be yours alone.

Cost

Businesses can start for free. Meta has said it plans to bundle the agent into some paid WhatsApp Business Premium tiers for smaller businesses, while large companies pay based on usage. Check current pricing in the app.

Guardrails before you go live

- Never let the agent quote prices, pay rates or guarantees you haven't verified in its knowledge base.
- Hand off anything sensitive to a human: complaints, refunds, legal, medical, safety or pay disputes.
- Tell people they're chatting with an AI assistant and how to reach a person.
- For staffing agencies: don't let the agent make hiring decisions or screen candidates on protected characteristics. Use it for FAQs, scheduling and collecting application details, with a human reviewing every candidate.
- Don't load confidential client or candidate data you wouldn't want quoted back to a stranger.

SECTION 05

WhatsApp Business

WhatsApp is the main messaging app for billions of people and is especially popular with Spanish-speaking and international audiences. The free WhatsApp Business app gives you a business profile and built-in automation.

Profile setup

- Use a dedicated business phone number.
- Add your logo, description, address, hours, website and email under **Business tools** > **Business profile**.
- Add a **catalog** of services or products with prices and photos.
- Use **labels** (New customer, Pending payment, Candidate, Follow up) to organize chats.

Built-in messaging tools

Tool	Where to find it	Tip
Greeting message	Business tools > Greeting message	Welcome first-time contacts and anyone returning after a long gap. Include hours and expected reply time.
Away message	Business tools > Away message	Schedule it for outside business hours or always-on during busy periods. Add your FAQ link.
Quick replies	Business tools > Quick replies	Type "/" in a chat to insert saved answers. Works with images and videos too.
Recipients	Inside greeting and away settings	Choose everyone, only people not in your contacts, or a custom list.
Meta Business Agent	Business tools	Let AI handle common questions and bookings around the clock (see Section 04).

Respect the rules

Only message people who have contacted you or opted in. Bulk unsolicited messages can get your number restricted or banned, and they damage your brand.

SECTION 06

Moderation and Reputation

Your comment sections and reviews are public customer service. Everyone reading sees how you treat people.

Daily moderation routine (10 to 15 minutes)

1. Reply to every genuine question and comment, newest first.
2. Hide or delete spam, scams and impersonator comments. Report fake accounts using your name.
3. Turn on keyword filters in Facebook and Instagram settings to hide offensive words and common scam phrases automatically.
4. Move complaints to private messages after a short, polite public reply.
5. Log recurring questions and add them to your FAQs, saved replies and AI agent.

Handling negative comments and reviews

Situation	What to do
Honest complaint	Respond publicly within a day. Thank them, apologize for the experience, and move to DM to fix it. Follow up publicly once resolved if appropriate.
Misinformation	Correct it calmly with facts and a link. Don't argue.
Trolls and abuse	Don't engage. Hide, restrict or block, and report threats.
Fake review	Report it to the platform with evidence. Reply briefly and professionally in case readers see it.
Impersonation or scam accounts	Report immediately, warn followers in a Story or post, and never ask customers for payment details by DM.

Mini crisis plan

- Name who is allowed to respond publicly when something goes wrong.
- Pause scheduled posts and ads during a crisis so cheerful content doesn't run at the wrong moment.
- Post one clear, human statement. Update it as facts change.
- Keep screenshots and a timeline of what happened and how you responded.

Let Ronin 1 manage it for you

Ronin 1 offers social media management, CRM and ATS setup, and automated messaging for small businesses and staffing agencies. Visit ronin1dmr.com or email keven@ronin1digital.com.



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DIGITAL MARKETING & RECRUITING LLC

Marketing · Recruiting · Business Development

ronin1dmr.com | keven@ronin1digital.com | [@Ronin1DM](https://twitter.com/Ronin1DM)

