

# LinkedIn Business Manager: Managing People and Permissions

**Business Manager makes it easy to ensure the right people have access to the right Ad Accounts and Pages:**

- Keep work and personal activities separate with work-email based Business Manager Profile's to access Business Manager, Ad Accounts, and Pages.
- Audit who has access to your organization's Ad Accounts and Pages.
- Give new team members immediate access to Ad Accounts and Pages, or remove people from all your Ad Accounts and Pages in a single click.

**Business Manager uses a two-tiered permission model that allows people to get the precise access they need across Business Manager, Ad Accounts, and Pages.**

**Tier 1: Business Manager Role**

People have a specific Business Manager role that governs what they can see and do in Business Manager.

**Tier 2: Ad Account and Page Roles**

They are further assigned access to specific Ad Accounts and Pages to do their job.

**When people log into Business Manager, they will see a combination of their Business Manager, Campaign Manager Ad Accounts, and LinkedIn Pages roles. For example:**

**Who:**  
Riley, Director of Digital Marketing  
FixDex, a professional services firm

**Tier 1 Business Manager Role:**  
Business Manager Admin

**Tier 2 Ad Account and Page Roles:**

- Able to see all Ad Accounts and Pages across FixDex's business units
- Able to manage FixDex's people's access

**What Riley sees in Business Manager:**

Ad Accounts: Ad Account 1, Ad Account 2, Ad Account 3, Ad Account 4, Ad Account 5, Ad Account 6

Pages: Page 1, Page 2, Page 3, Page 4, Page 5, Page 6

People: [Icons for Sam and Parker]

Riley adds Sam as a Business Manager Employee      Riley adds Parker as a Business Manager Contractor

**Who:**  
Sam, Paid Media Coordinator,  
Financial Services Business Unit, FixDex

**Tier 1 Business Manager Role:**  
Business Manager Employee

**Tier 2 Ad Account and Page Roles:**

- Assigned permissions to see all of FixDex's Financial Services Ad Accounts and Pages
- Assigned permissions to manage FixDex's ads as a Campaign Manager and Sponsored Content Poster

**What Sam sees in Business Manager:**

Ad Accounts: Ad Account 1, Ad Account 2, Ad Account 3

Pages: Page 1, Page 2

**Who:**  
Parker, Freelance Creative Manager

**Tier 1 Business Manager Role:**  
Business Manager Contractor

**Tier 2 Ad Account and Page Roles:**

- Assigned permissions to see all of FixDex's Advisory Services Ad Accounts and Pages
- Assigned permissions to manage FixDex's ads as a Creative Manager to create content for FixDex

**What Parker sees in Business Manager:**

Ad Accounts: Ad Account 4, Ad Account 5, Ad Account 6

Pages: Page 5, Page 6

## People and Permissions: Quick View

Tier 1: Business Manager Role	Admin	Employee	Contractor				
Add People, Ad Accounts and Pages	●						
Add and Remove Partners	●						
Share and un-share Matched Audiences	●						
View Ad Accounts and Pages	●	Only if assigned	Only if assigned				
Tier 2: Ad Account and Page Roles	Ad Accounts						
	Billing Admin	Account Manager	Campaign Manager	Creative Manager	Viewer		
Change billing details	●						
Full control of an Ad Account	●	●					
Create and edit campaigns	●	●	●				
Create and edit creatives	●	●	●	●			
View campaign data	●	●	●	●	●		
Tier 2: Ad Account and Page Roles	Pages						
	Page Admin	Content Admin	Curator	Analyst	Sponsored Content Poster	Lead Gen Form Manager	Landing Page Admin
Full control of a Page	●						
Create and manage Page content	●	●					
View content suggestions & analytics	●	●	●				
Create recommended content	●	●	●				
View Page analytics	●	●	●	●			
Create Sponsored Content ads					●		
Download leads from Lead Gen Form campaigns						●	
Create and edit landing pages							●