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 Profiles 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.

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

**People and Permissions: Quick View**

**Tier 1:**
- Ad Account and Page Roles
  - Ad Account
    - Billing Admin
    - Account Manager
    - Campaign Manager
    - Creative Manager
  - Campaign
    - Creative Manager
    - Viewer
  - Pages
    - Page Admin
    - Page Content
    - Custom Mention
    - Create and manage Page content

**Tier 2:**
- Ad Account and Page Roles
  - Employee
    - Business Manager Role and everything added to it
  - Contract
    - Business Manager Employee Role
    - Business Manager Contractor Role
  - Freelance Creative Manager Role

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:

**When RILEY logs in:**
- Business Manager Role: Business Manager Admin
- 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

**When SAM logs in:**
- Business Manager Role: Business Manager Employee
- 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

**When PARKER logs in:**
- Business Manager Role: Business Manager Contractor
- 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

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