

Two pieces of information are required to use the Marketing API (i) a user ID and (ii) an access token. Below are instructions on how to get these:

[Getting your User ID:](#)

[Creating your access token:](#)

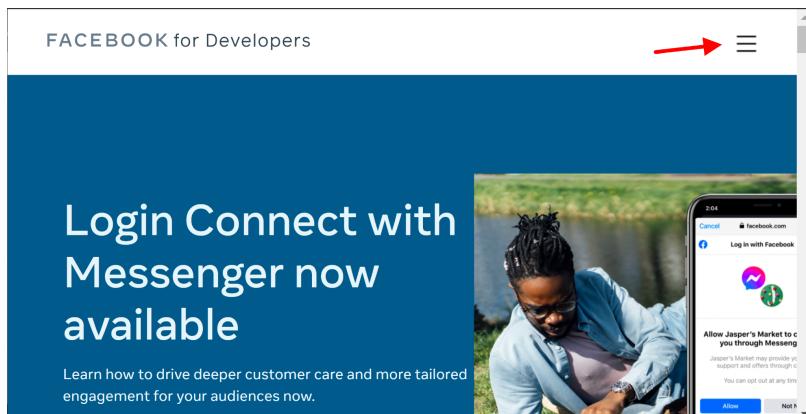
[Changing your access token expiry to Never:](#)

Getting your User ID:

1. Go to: <https://www.facebook.com/business/tools/ads-manager/>
2. Click the 'Go to Ads Manager' button; you may be asked to re-enter your password.
3. On the page you will see a table with your name and ID. Your user ID is a number listed under the 'ID' column.
4. Copy the ID and save it somewhere.

Creating your access token:

1. First you will need a developer account. To set that up go to:
<https://developers.facebook.com/>
2. Click the top-right icon with the three bars.

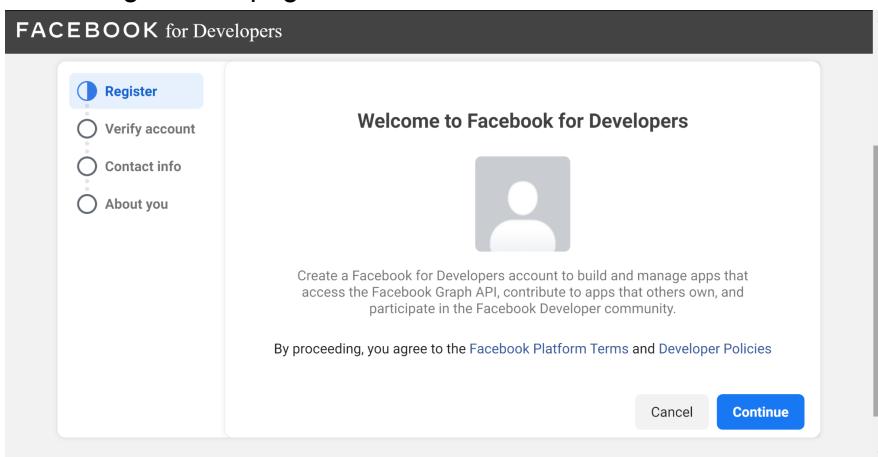


3. This reveals a menu. On that menu click on 'Get Started'. If you have already set up your developer account, then you will see 'My Apps' as an option in the menu instead. In that

case click on 'My Apps' and skip the steps below for setting up a developer account.



4. On the registration page, click the blue 'Continue' button.



5. You will be asked to verify your account using either a mobile number or by adding a credit card. If you previously provided your phone number on FB then there is nothing to

be done on this step.

FACEBOOK for Developers

Register
 Verify account
 Contact info
 About you

Verify Your Account

Verify your developer account by adding a mobile number.

Country Mobile number

Qatar (+974) Enter your phone number

This number will be saved to your Facebook profile. We use mobile numbers to send SMS notifications, help you log in, and personalize experiences, like connecting people and improving ads for everyone on our products. Only you will see your mobile number on your profile. [Learn More](#)

Send Verification SMS

You can also verify your account by [adding a credit card](#)

6. Follow the rest of the instructions to set up your developer account. Verify your email address and click the 'Confirm Email' button. In the 'About you' page select one item from the list and click 'Complete Registration'.

FACEBOOK for Developers

Register
 Verify account
 Contact info
 About you

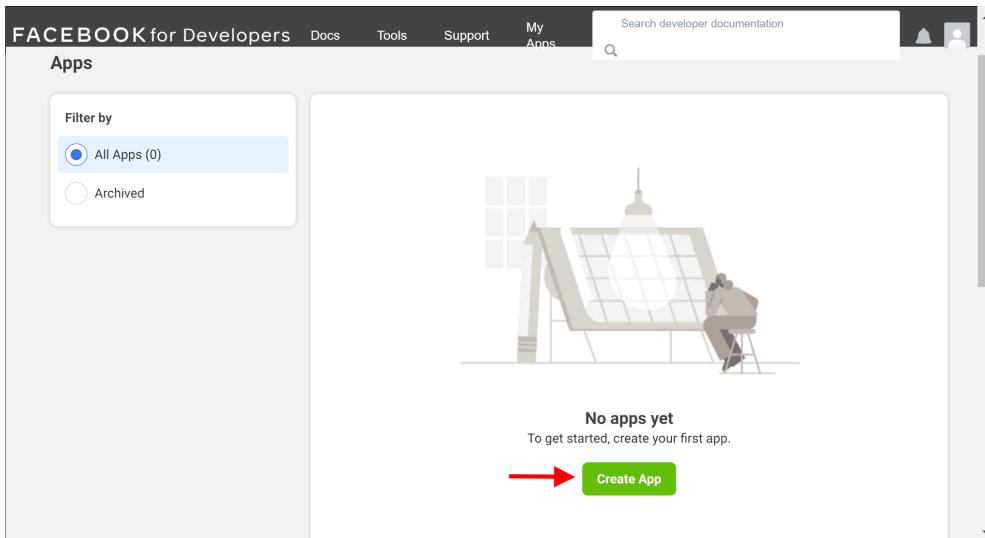
Which of the following best describes you?

Help us improve your experience by telling us which of the following roles best describe you.

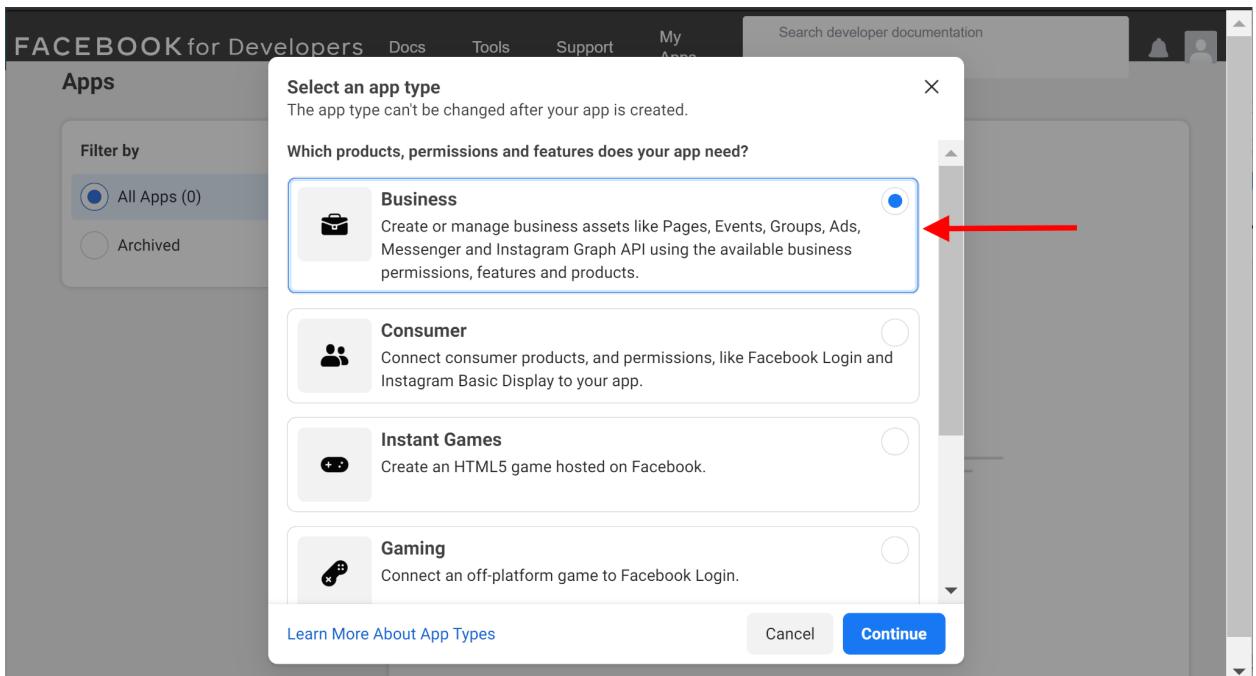
</>	Developer	<input type="checkbox"/>	Marketer	<input type="checkbox"/>
📊	Analyst	<input type="checkbox"/>	Product Manager	<input type="checkbox"/>
🎓	Student	<input type="checkbox"/>	Owner/Founder	<input type="checkbox"/>
👤	Other	<input type="checkbox"/>		

Complete Registration

7. On the next page click the 'Create App' button.



8. Select 'Business' as the app type and click 'Continue'.



9. Give the app any name of your liking. Enter your email address if not already shown. For the 'App Purpose' select the 'Yourself or your own business' option. Then click on

'Create App'. You may be asked to re-enter your password.

The screenshot shows the 'Create an App' form on the Facebook Developers website. The 'App Display Name' field is highlighted with a red arrow. Below it, the 'App Contact Email' field is also highlighted with a red arrow. Under the 'App Purpose' section, the radio button for 'Yourself or your own business' is selected and highlighted with a red arrow. At the bottom right, there is a blue 'Create App' button.

10. You will be taken to the app's page. On the left-hand menu click on 'Settings' and then 'Basic'. On the page that opens you will need to enter a web address into the 'Privacy Policy URL' box. You can enter any webpage here. Finally click the blue 'save changes' button.

The screenshot shows the app settings page for 'myResearchApp'. The left sidebar has 'Settings' selected, with 'Basic' highlighted. The main area shows the 'Basic' settings. The 'Privacy Policy URL' field contains 'google.com'. The 'Save changes' button at the bottom right is highlighted with a red arrow. Other fields shown include App ID, App Secret, Display Name, App Domains, Contact Email, Terms of Service URL, and Category.

11. On the left-hand menu click on ‘Dashboard’. Under the ‘Add Products to Your App’ search for ‘Marketing API’ and click on ‘Set Up’.

The screenshot shows the Facebook for Developers dashboard for an app named 'myResearchApp'. The left sidebar includes options like Dashboard, Settings, Roles, Alerts, App Review, Products, Activity Log, and a 'Marketing API' section which is currently expanded. The main area displays several products: Marketing API, Messenger, Web Payments, ThreatExchange, and Webhooks. Each product has 'Read Docs' and 'Set Up' buttons. A red arrow points to the 'Set Up' button for the Marketing API product.

12. In the left-hand menu, you will see ‘Marketing API’ appear; click on the ‘Tools’ option under this. On the page that appears tick the ‘ads_management’ and ‘ads_read’ permissions. Finally, click ‘Get Token’.

The screenshot shows the 'Get Access Token' page under the Marketing API Tools section. The left sidebar highlights the 'Tools' option. The main form has a 'Select Token Permissions' section where 'ads_management' and 'ads_read' are checked (indicated by red arrow 2). Below this is a 'Get Token' button (indicated by red arrow 3). A note at the bottom states: '1 Your app is on the development_access tier, which means that you can create up to 1 sandbox ad account(s.)'.

13. This will generate a long string. That is your access token. Copy and save this token.

14. Check your token expiry date by going to this link:

<https://developers.facebook.com/tools/debug/accesstoken/>;

Enter your token into the box and click ‘debug’. The Expiry date should be in about 2 months. If the expiry date is lower (eg: 1 hour) then follow the procedures in the steps

below to extend the expiry date to 2 months.

The screenshot shows the Facebook Access Token Debugger interface. At the top, there are tabs for 'Sharing Debugger', 'Batch Invalidator', and 'Access Token' (which is selected). A red arrow points to the 'Debug' button in the top right corner. Below the tabs, the 'Access Token Info' section displays various token details:

App ID	myResearchApp
Type	User
App-Scope User ID	Learn More
Issued	1631987273 (about a minute ago)
Expires	1637171273 (in about 2 months) →
Data Access Expires	1639763272 (in about 3 months)
Valid	True
Origin	Web
Scopes	ads_management, ads_read, business_management, public_profile
Granular Scopes	

15. If the expiry date in the previous step was 1 hour then do the remaining steps below to increase it to two months otherwise you can skip them. **If you would like to create a token that never expires then follow the steps in the next section.**

16. Go to: <https://developers.facebook.com/tools/explorer/>

Clear the box under 'Access Token' and paste the access token you generated before into it. Then, click on the little 'i' icon on the left of the box. In the pop-up menu click on the 'Open in Access Token Tool'.

The screenshot shows the Facebook Graph API Explorer. In the top right, there is a 'Submit' button and a '1' with a red arrow pointing to it. Below the search bar, there is a 'GET' dropdown and a URL field containing 'v12.0 / me?fields=id,name'. To the right of the URL field, there is a '2' with a red arrow pointing to the 'Access Token' input field. The input field contains an access token. Below the input field, there is a 'Generate Access Token' button. A '3' with a red arrow points to the 'Open in Access Token Tool' button at the bottom of the modal window. The modal also shows the token information and permissions.

17. Scroll down to the bottom of the page and click on the 'Extend Access Token' button. Copy the newly generated access token which has a longer expiration date of about 2

months.

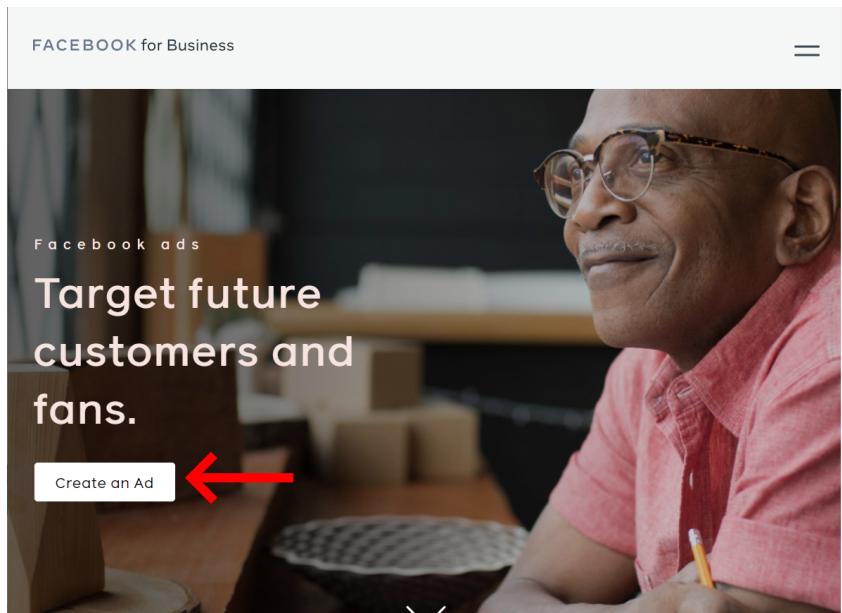
The screenshot shows the Facebook for Developers dashboard with the URL <https://developers.facebook.com/tools/accesstoken/>. The page displays information about an access token, including its validity (valid: true), origin (Unknown), and scopes (pages_show_list, ads_management, ads_read, business_management, public_profile). Below this, a section titled "Granular Scopes" lists four scopes: pages_show_list, ads_management, ads_read, and business_management, each noted as applying to all objects. A prominent red arrow labeled "1" points to a blue "Extend Access Token" button. Another red arrow labeled "2" points to a message stating, "This new long-lived access token will expire on November 17, 2021:", followed by a large, illegible string of characters.

Changing your access token expiry to Never:

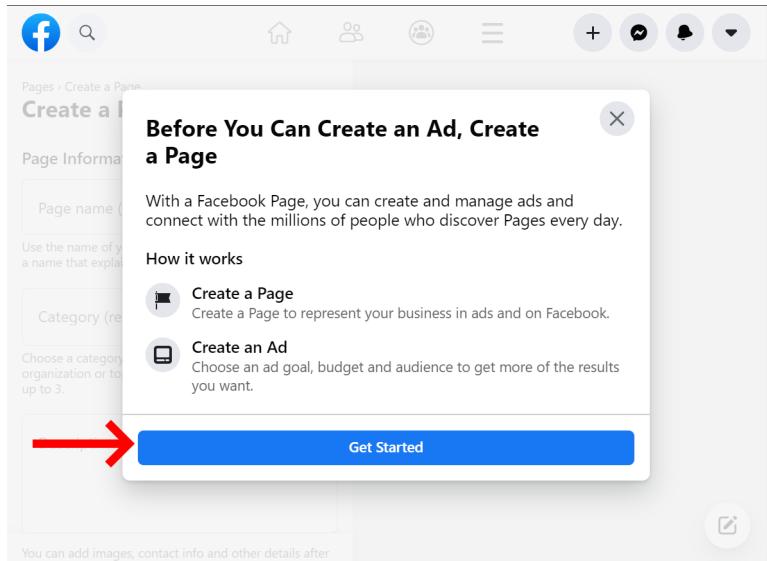
The user token generated above has an expiration date (of about 2 months). Follow the procedure below to change the expiration date of the token so that it never expires:

1. You will first need to create a Facebook page. Go to:

<https://www.facebook.com/business/ads> and click on 'Create an Ad'

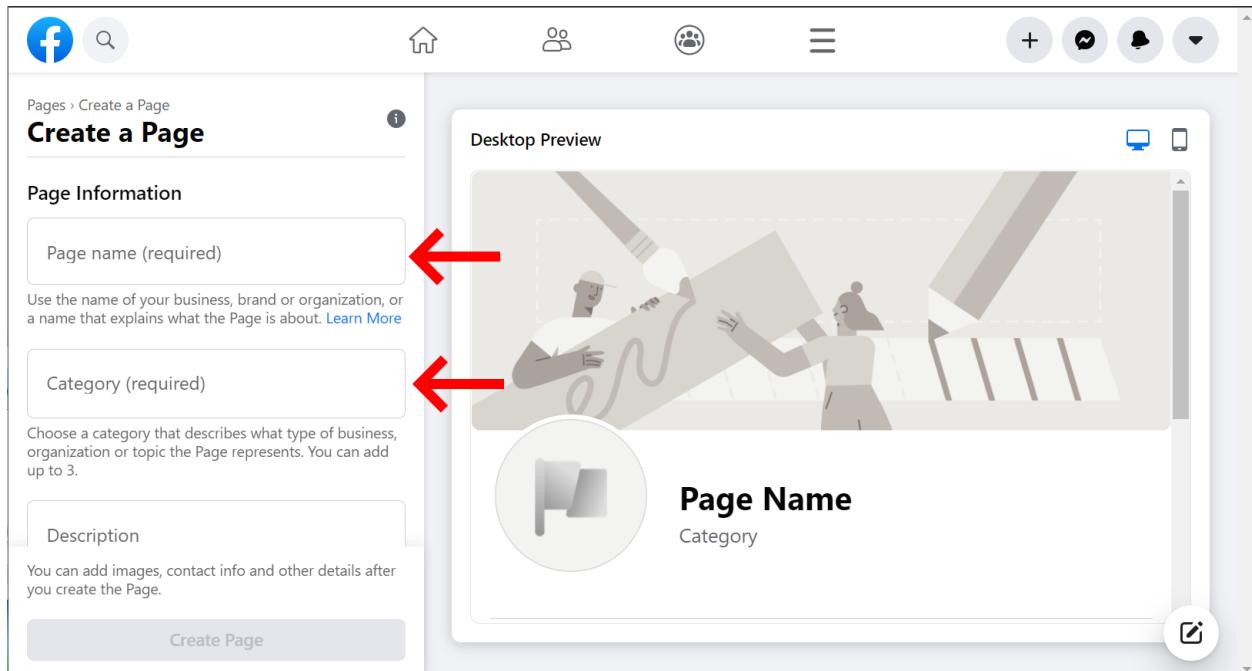


2. You will be asked to create a page. Click on the 'Get Started' button.

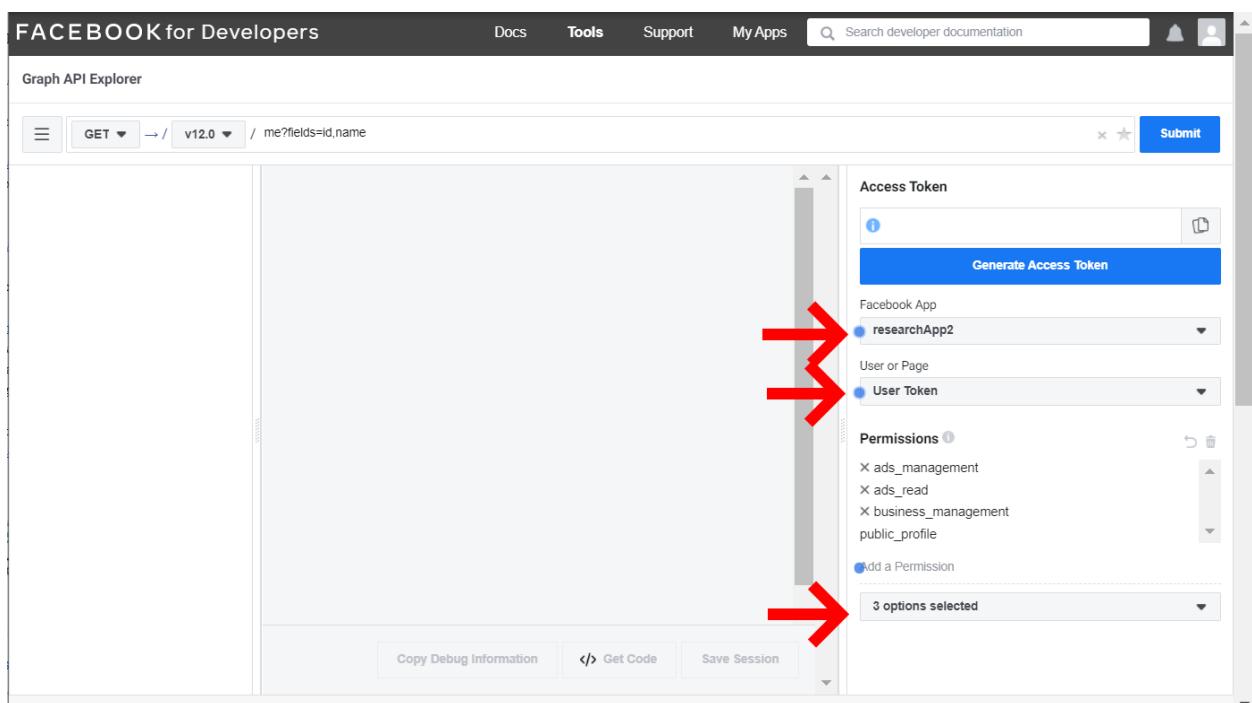


3. Fill out the details for the Facebook page. You will need to give your page a name and category; for the category you will be given suggestions after you type in the category. You will need to select one of the suggested categories. Then click on the 'Create Page'

button.



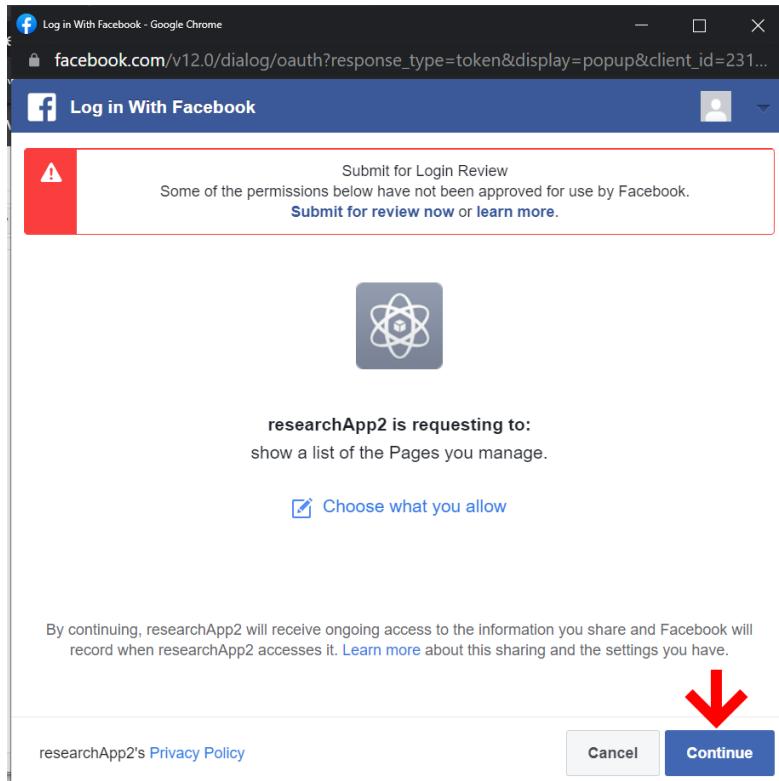
4. Your page has been created.
5. Go to: <https://developers.facebook.com/tools/explorer/>
Under 'Facebook App' select your app and under 'User or Page' selected 'User Token'. You will see 'ads_management', 'ads_read' and some other permissions selected by default.



6. Click on the drop-down menu under 'Permissions' and select the following additional permission: "**pages_show_list**"

The new permissions will show up in Green. Click on the blue ‘Generate Access Token’ button.

7. In the pop-up menu click the ‘Continue’ button to grant the app the above-mentioned permissions.



8. Go to: <https://developers.facebook.com/tools/accesstoken/>

You will see tables (one for each app that you have previously created). Go to the table for the app that you are using. In the ‘User Token’ row click the ‘Debug’ button on the

right.

The screenshot shows the Facebook for Developers Access Token Tool. It lists two apps: 'researchApp2' and 'myResearchApp'. Each app entry contains two rows: 'User Token' and 'App Token', each with a long string of characters and a 'Debug' button to its right. Red arrows point from the text to the 'Debug' buttons for both tokens in both app entries.

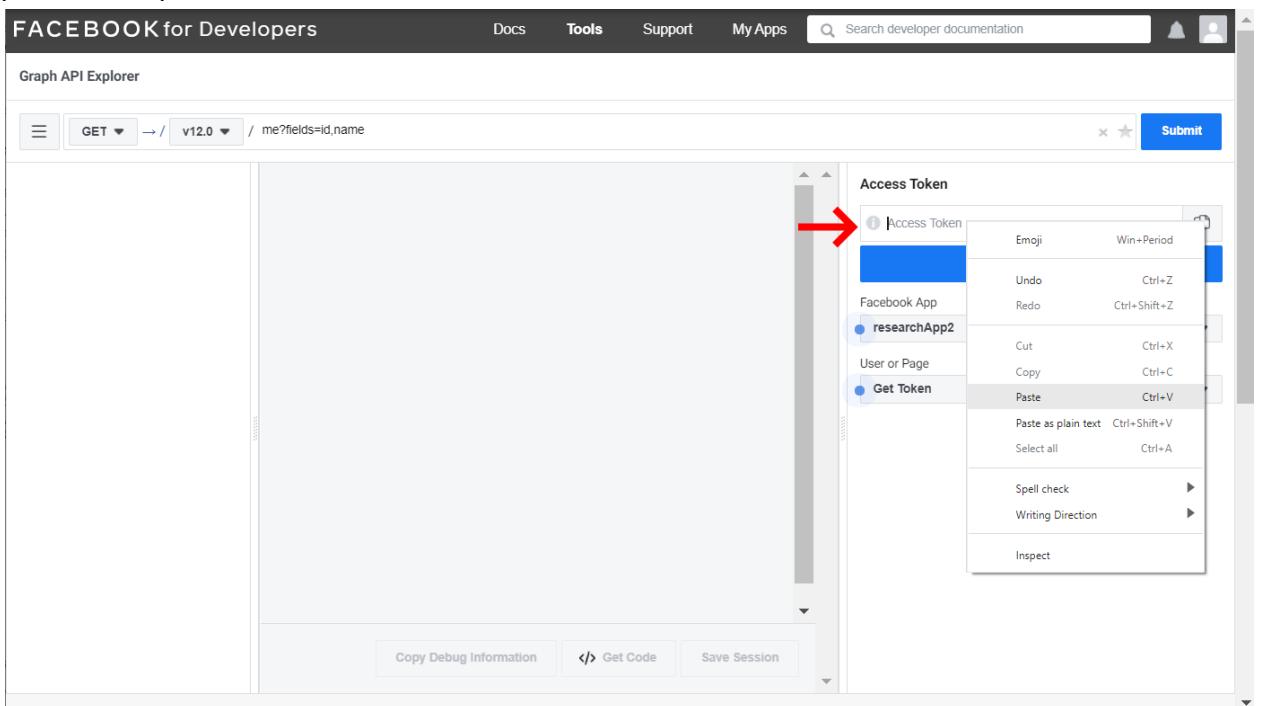
9. On the page that opens, check the token expiry date under the row 'Expires'. This should be about 2 months. If not, click the 'Extend Access Token' button at the bottom of the page. Copy the token (or the newly generated token if you clicked the 'Extend Access Token' button).

The screenshot shows the Facebook for Developers Access Token Debugger page for the app 'researchApp2'. At the top, there are tabs for 'Sharing Debugger', 'Batch Invalidator', and 'Access Token' (which is highlighted). Below the tabs, there's a large input field containing a long access token. A red arrow points to the 'Access Token Info' table. In this table, the 'Expires' row shows the token's expiration date as '1637413152 (in about 2 months)'. Another red arrow points to the 'Access Token' tab at the top of the page.

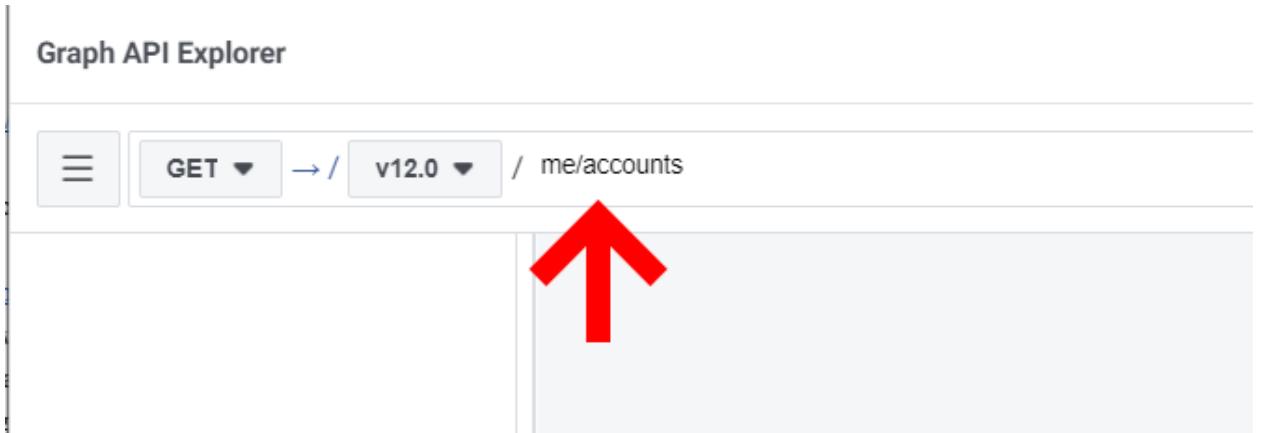
Access Token Info	
App ID	researchApp2
Type	User
App-Scoped User ID Learn More	User last installed this app via API N/A
Issued	1632229152 (about an hour ago)
Expires	1637413152 (in about 2 months)
Data Access Expires	1640005152 (in about 3 months)
Valid	True
Origin	Unknown
Scopes	ads_management, ads_read, business_management, public_profile
Granular Scopes	
ads_management	Applies to all objects

10. Go to: <https://developers.facebook.com/tools/explorer/>
Clear the box under 'Access Token' and paste into it the token you had copied in the

previous step.



11. Edit the top-left box by changing it to 'me/accounts'. Then click the blue 'Submit' button on the right.



12. This will generate a json text in the central panel which lists the details of the page you had created previously. Copy the access token that is printed in green under the key

"access_token"

Graph API Explorer

GET / v12.0 / me/accounts

Edge: me/accounts

Search for a field

Response received in 219 ms

Copy Debug Information Get Code Save Session

```
{ "data": [ { "access_token": "EAAD[REDACTED]...[REDACTED]", "category": "Education Website", "category_list": [ { "id": "2704", "name": "Education Website" } ], "name": "Poverty Mapping", "id": "100000000000000", "tasks": [ "ANALYZE", "ADVERTISE", "MESSAGING", "MODERATE", "CREATE_CONTENT", "MANAGE" ] }, { "paging": { "cursors": { "before": "MTA7Njic1MDAvMDc2NTc4" } } } ] }
```

13. Go to: <https://developers.facebook.com/tools/debug/accesstoken/>

Paste the token which you copied in the previous step into the box and click the 'Debug'

button. You should see the ‘Expires’ row listed as ‘Never’.

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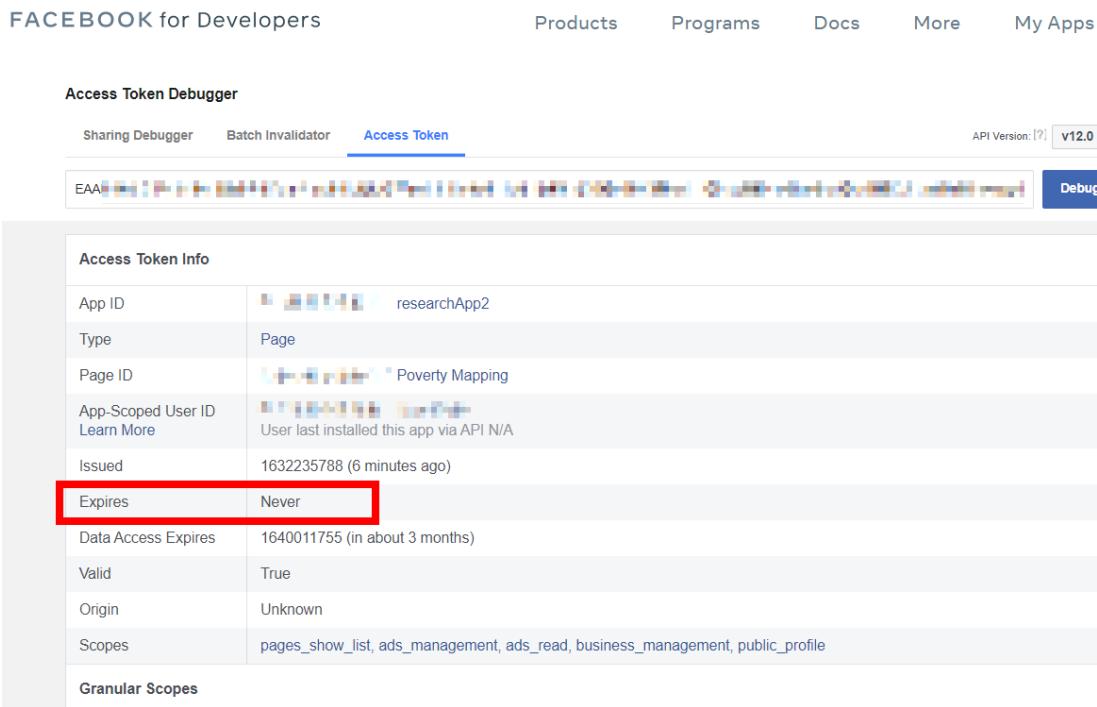
Access Token Debugger

Sharing Debugger Batch Invalidator Access Token API Version: [?] v12.0

EAA... Debug

Access Token Info	
App ID	researchApp2
Type	Page
Page ID	Poverty Mapping
App-Scope User ID Learn More	User last installed this app via API N/A
Issued	1632235788 (6 minutes ago)
Expires	Never
Data Access Expires	1640011755 (in about 3 months)
Valid	True
Origin	Unknown
Scopes	pages_show_list, ads_management, ads_read, business_management, public_profile

Granular Scopes



14. At this point, the expiry date of the access token you had initially generated should have changed to never.

To confirm this, on the same page, clear the token from the box and instead copy and paste the initial access token that you had generated from your app; click ‘Debug’. You should see the ‘Expires’ date specified as ‘Never’.

FACEBOOK for Developers Products Programs Docs More My Apps

Access Token Debugger

Sharing Debugger Batch Invalidator Access Token API Version: [?] v12.0

EAA... Debug

Access Token Info	
App ID	researchApp2
Type	User
App-Scope User ID Learn More	User last installed this app via API N/A
Issued	1632235788 (11 minutes ago)
Expires	Never
Data Access Expires	1640011755 (in about 3 months)
Valid	True
Origin	Web
Scopes	pages_show_list, ads_management, ads_read, business_management, public_profile

Granular Scopes

pages_show_list Applies to all objects

