What your own Meta connection is, and what you'll need

This page explains what you're setting up in this book, so you can decide whether you need it and gather what you'll need before you start.

Meta Ads for Authors usually reaches your ad account through **meta-ads**, Meta's own connector (see Connect the plugin's connectors in Claude). Meta is still opening that connector up, and some ad accounts can't use it yet. If yours is one of them, you can connect Claude to Meta another way: through the **personal Meta server**, a small program that runs on your own computer and talks to Meta for Claude.

There's now a second way that needs nothing on your computer: our hosted Meta connector, which takes an access token you make once. See Make a Meta access token for the hosted Meta connector. The rest of this page is about the personal server.

How it works

There are three pieces, and you set each one up once:

1. **A Meta app of your own.** It's not something you publish or anyone else sees. It's how Meta knows which program is asking for access to your ads. It gives you an **App ID** and an **App secret**.
2. **The personal Meta server**, installed on your computer.
3. **A personal access token.** You sign in to Facebook once, Meta asks whether to let your app manage your ads, and the server keeps the token it gets back.

After that, Claude uses the server just as it would Meta's connector, and the method works the same way.

About the 60 days

A personal access token lasts about **60 days**. When it runs out, Claude can't reach your ads until you sign in again, which takes a minute (see Renew your Meta sign-in every 60 days). That's the trade-off for a quick start. Later on, you can switch to a *system user* token from your business portfolio, which doesn't expire. That will have its own guide.

What you'll need

- **The Claude desktop app** on Windows or a Mac. The personal Meta server runs on your computer, so it doesn't work on claude.ai in a browser or in the phone app.
- **The Facebook account that runs your ads**, with admin access to your ad account and its business portfolio.
- **About half an hour**, and a willingness to type a few commands into a terminal window. Every command is on the page, ready to copy.

The steps

1. Create your Meta app
2. Install the personal Meta server
3. Sign in to Meta and get your access token
4. Add the personal Meta server to Claude
5. Renew your Meta sign-in every 60 days

Nothing here changes your ads. The server makes everything it creates paused, and it can't delete anything, so you stay in charge of what goes live.

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