Meta App Review for publishing apps

Cheat sheet · Facebook Pages, Instagram and Threads · Graph API v27.0 · checked 28 Nov 2026 · apiwings.com/blog/meta-app-review

Do you need App Review?

Who uses the app	Access	App Review	Business Verification
Only people with a role on the app (your own Pages and accounts)	Standard	Not required	Not required
Other businesses' Pages or accounts (SaaS, agencies, schedulers)	Advanced	Required, per permission	Required

Permissions a publishing app requests

Publishes to	Login	Publishing permission	Also include (dependencies)
Facebook Page	Facebook Login	`pages_manage_posts`	`pages_read_engagement`, `pages_show_list`
Instagram	Facebook Login	`instagram_content_publish`	`instagram_basic`, `pages_read_engagement`, `pages_show_list`, `pages_read_user_content` (via instagram_basic)
Instagram	Instagram Login	`instagram_business_content_publish`	`instagram_business_basic`
Threads	Threads	`threads_content_publish`	`threads_basic`

One Instagram login type per app. Video posts on a Page: add `publish_video`. Instagram via a Page may need Page Publishing Authorization (PPA).

The steps

1. Verify your business (Advanced Access).
2. 1 successful API call per permission, ≤ 30 days before submitting; logged within 2 days.
3. Basic settings: 1024×1024 icon (no Meta marks), Privacy Policy, data deletion callback or instructions URL, category, contact email, App Purpose = Clients, Terms URL for Live mode.
4. Data handling questions.
5. App Verification: numbered test steps; reviewers use their own test accounts.
6. Per permission: its own description + a screen recording.
7. Submit: a decision "within a week".
8. Approved: switch to Live mode. Every year: Data Use Checkup.

Screen recording

- Start logged out; show the whole login flow.
- Show the consent screen granting each permission.
- Show the feature working and the result (the post on the Page or account).
- 1080p or more; monitor 1440 px wide or less.
- English UI or captions; no voice-over (not listened to).
- Mouse over shortcuts, large cursor.

Limits

- 3 submissions in progress (developer and business portfolio).
- 15 per developer, 30 per business portfolio, rolling 30 days.

Why submissions get rejected

Problem	What Meta does	Fix
App or login cannot be reached	Whole submission rejected	Public URL, working login button, test steps
Recording missing for a permission	That permission not approved	One recording per permission (or one covering all)
App looks unfinished	Rejected	Submit when development is complete
Permission for a future feature	Rejected	Request it later, in a new submission
Fake account in the instructions	Whole submission rejected	Never; reviewers bring their own accounts
Copy-pasted descriptions	Against the guide	Who, what, where, which data, per permission

Meta's pages disagree on names: `instagram_content_publishing` (Instagram App Review page) vs `instagram_content_publish` (reference); `pages_manage_read_engagement` (Pages getting started) vs `pages_read_engagement`. Use the exact name in your App Dashboard.