

Meta Muse, explained in two pages

What Meta's new AI agent is, what it can do for a small business, and whether you can use it yet.

WHAT IT IS

An AI assistant from Meta that does the work, not just answers

Muse is a personal AI agent from Meta, the company behind Facebook, Instagram and WhatsApp. You give it a task or a goal, and it gets on with it. For bigger jobs it keeps working after you close the app, and comes back to you when something changes or when it needs your OK.

Muse for Small Business is not a separate app. It's the same Muse, with extra skills and connections to the tools a business already uses.

WHAT IT DOES FOR A BUSINESS

- Connects to your Instagram professional account, Facebook Pages and Meta ad accounts in a few clicks
- Learns what you sell, how your brand sounds, and what customers keep asking you
- Looks at what's working in your ads and posts, and drafts the next campaign
- Flags emails that need a reply and writes first drafts
- Works with tools like Canva, Shopify, Stripe, QuickBooks, Notion, Slack and Zoom

WHAT IT REPLACES

The jobs you do because nobody else can

Checking ad results, working out what to post next, digging through your inbox, keeping an eye on the numbers. Meta built it for owners who are short on hours, not ideas.

CAN YOU USE IT?

Check these three things

1 Where you live: right now, the US and Canada only.

Meta hasn't announced a date for other countries yet. If you live somewhere else, this guide is for knowing what's coming.

2 Your age: you must be 18 or older.

3 The price: free for most things.

Meta says the free version covers most of what people need. If you use it a lot, you'll hit limits and can pay for a subscription to get more.

WHERE TO FIND IT

Two ways in, same assistant

WHERE	HOW
The Muse app	Search for "Muse" by Meta in the App Store or Google Play
WhatsApp	Message Muse inside WhatsApp, like any other chat

The list of tools you can connect is in the Muse app's settings. Meta says more are coming.

TRY THESE FIRST

Four messages Meta suggests for small businesses

- I'm underwater. What do I need to pay attention to from my email, calendar, news, etc? Can you take any of it off my plate?
- How do I improve my ads and content? Can you analyze what's working or not, and draft a campaign for next week?
- How was my business's financial performance this month? Find any expenses that look off.
- Analyze this year's sales, campaigns, and social and make me a growth plan to meet my business goals for next year.

The last two work best once you've connected your sales or accounting tools.

GOOD TO KNOW

You stay in control. Meta says nothing gets published, sent or paid for without your approval. Still, read what it prepares before you approve it, especially anything going to a customer or anything that costs money. Connect only the accounts it actually needs, and start small: one job, check the result, then give it more.