



Getting started with **Muse**

Facebook dropped Muse. This guide gets it on your phone or browser, then puts the three reasons from the reel to work: memory that learns who you are, shopping and booking with an approve step, and haggling on Facebook Marketplace.

GraniteAI, Manchester, New Hampshire. Facts checked against Meta's Muse pages on 22 September 2026.
The guide page: graniteai.co/tools/getting-started-with-muse

What you will have at the end

You watched the reel and you have not opened Muse yet. That is who this guide was written for. Muse is Meta's personal AI agent, launched 8 September 2026 and powered by Meta's Muse Spark model. You type the messages; Muse does the legwork.

- ☐ Muse signed in with your Meta account, with Facebook and Instagram connected through Accounts Center, or kept apart if you prefer
- ☐ A Memory file that already knows your name, your city and what you shop for, and that you can read and edit
- ☐ Link by Stripe ready to pay, with a one-time card number for each purchase
- ☐ A first trip planned and brought to the approval, where you pick Allow once, Allow for this task or Deny
- ☐ A Marketplace haggle underway with your item, your ceiling and your opening offer

The three reasons from the reel

1. Memory

Muse builds an understanding of you over time. It remembers what matters to you, so it can suggest things unprompted and act on a detail you mentioned once. With Facebook and Instagram in the same Accounts Center, it connects to both. Steps 2 and 3.

2. Shopping

Muse shops and books for you in its own web browser, up to planning and booking a whole trip. It asks for your approval before any purchase goes through, and Link by Stripe gives each purchase a one-time card number. Step 4.

3. Haggling

Muse negotiates for you. Tell it the item on Facebook Marketplace, the most you will pay and where to open, and it works the deal and brings it back to you. Step 5.

Before you start

- **Where it runs:** iPhone, Android and muse.ai, plus a Mac app and inside WhatsApp. Meta lists AI glasses as coming soon.
- **Who can use it:** adults 18 and older in the US, where Muse is rolling out now. Some features are still in limited testing and are not in every location yet.
- **What it costs:** free with a usage limit. Meta also sells paid plans, listed on its help page About Muse subscriptions.

STEP 1

Get Muse and sign in

On iPhone, download **Muse from Meta** from the App Store. On Android, search Google Play for Muse and pick the one from Meta. On a computer, go to **muse.ai**.

Sign in with your Meta account. No Meta account yet? Make one from your Facebook or Instagram login, or with an email or phone number.

Accounts Center decides what Muse can see. Facebook, Instagram and Threads connect to Muse automatically when they sit in the same Accounts Center as the Meta account you sign in with. That connection is where reason one starts. To keep them apart, sign up with an email that is not linked to them.

Your part: sign in, and decide whether Muse should connect to your Facebook and Instagram.

STEP 2

Tell it who you are

Muse opens on the **Chat** tab. Talking to it works like messaging a person; in Meta's words, "there's no learning curve." Type a message and send several in a row if you like. It does not need you to wait for a reply.

Anything you mention once, Muse can remember and act on later. Give it a head start.

Paste into Muse, then fill in the brackets

```
Hi Muse. Here is who I am, so you can remember it:  
- My name is [name] and I live in [city].  
- For work I [what you do].  
- I usually shop for [things you buy often].  
- I like trips to [places or kinds of trips], flying out of [home airport].  
- On Facebook Marketplace I am hunting for [items].  
Remember all of this. Then tell me in three lines what you know about me so far.
```

Your part: fill in the brackets. The more specific you are, the better its suggestions get. For a fresh side chat later, tap the menu icon top left, then the pencil and note icon.

STEP 3, REASON ONE

Check what it remembered

Muse writes what it learns about you into a file called **Memory.md**. You can open it, read it and change it.

Open it here: Assistant icon > Identity > Memory

Then try one of Meta's own examples: turn a recipe reel you saved on Instagram into a grocery list.

Paste into Muse

Look at the recipe reels I saved on Instagram. Pick one I could make for dinner this week and turn it into a grocery list, grouped by section of the store.

Your part: open Memory and fix anything it got wrong.

Three more memory controls

- **Forget a topic.** Tell Muse in chat to forget it.
- **Bring memory from another assistant.** Settings > Data Controls > Import memory
- **Wipe everything and start over.** Settings > Data Controls > Reset Muse

Connect more apps

Muse can work with other apps you use. Go to Settings > Connectors > Connect, or ask in chat.

Paste into Muse

Connect my Gmail

STEP 4, REASON TWO

Set up paying and book a trip

Muse has two ways to pay:

- **Link by Stripe, Meta's recommended option.** Link issues a one-time card number for each purchase, so your real card number stays private.
- **A store login.** Muse logs into a store where your card is already saved.

Meta says Muse has no visibility into your passwords or payment methods. Meta has announced Shop Pay and 1Password support as coming.

Meta says Muse can plan and book a whole trip in its own web browser. Shopping works the same way, from a phone case to a flight.

Paste into Muse, then fill in the brackets

Plan a round trip from [home airport] to [city], leaving [date] and coming back [date], for [number] people. Keep it under \$[budget] total. Give me three options with airline, times, stops and total price. When I pick one, set up Link by Stripe for payment if it is not set up yet, and bring me the approval before you book.

Your part: pick the option you want, follow Muse's prompt to connect Link when it gets to checkout, and answer the approval.

The approve button

Muse asks for your approval before any purchase goes through. You get five answers:

- **Allow once**
- **Allow for this task**
- **Allow for this site**
- **Always allow**
- **Deny**

Pick the one that fits the purchase. To set defaults ahead of time, see step 6.

Link purchase protections cover Muse purchases: damaged or lost items, price drops, no-fee returns, and a return guarantee on eligible purchases, for eligible US residents.

STEP 5, REASON THREE

Haggle on Facebook Marketplace

Meta built Muse to negotiate for you; its own examples are selling a car for more and lowering a bill. On Marketplace, you give it three things: the item, the most you will pay, and where to open. It works the deal and brings it back to you.

Paste into Muse, then fill in the brackets

Find a [item] on Facebook Marketplace within [number] miles of [city]. The most I will pay is \$[ceiling]. Pick the three listings that look like the fairest deal and open each one at \$[opening offer]. Negotiate toward my number, keep it friendly, and check with me before you agree to a price or a pickup time.

Your part: set the three numbers: the item, your ceiling and your opener. Then pick the deal Muse brings back and arrange the pickup.

Make the haggle your own

- **Swap the tone.** Change "keep it friendly" to however you like to deal.
- **Add your must-haves.** Condition, size, color, or pickup days go in the same message.

STEP 6, OPTIONAL

Set your default approvals

Your defaults live in `Settings > Permissions`, so you decide how often Muse asks before it acts.

To see what Muse has done, open `Assistant icon > Activity log`. **Upcoming** lists the tasks it has scheduled.

Your part: set the defaults you want there.

The specifics

Topic	The fact
What it costs	Free with a usage limit. Meta also sells paid plans, listed on its help page About Muse subscriptions.
Where it runs	iPhone, Android and muse.ai, plus a Mac app and inside WhatsApp. Meta lists AI glasses as coming soon.
Who can use it	Adults 18 and older in the US, where it is rolling out now. Some features are still in limited testing.
How it pays	Link by Stripe, Meta’s recommended option, with a one-time card number per purchase. Or a store login where your card is already saved.
AI training setting	Help improve our AI models is on by default. It lives in Settings > Data controls.

When something goes wrong

What you see	What it means	The fix
Muse is not in your app store	Muse is rolling out in the US, and some of it is in limited testing.	Try muse.ai in a browser, or check the store again in a few days.
It knows nothing from your Instagram	Your Instagram sits in a different Accounts Center from the Meta account you signed in with.	Add Instagram to the same Accounts Center, or tell Muse the details in chat.
It remembered something wrong	Memory.md holds a detail you want changed.	Edit it at Assistant icon > Identity > Memory, or tell Muse to forget the topic.
It stopped and is waiting	It reached an approval.	Answer with Allow once, Allow for this task, Allow for this site, Always allow or Deny. Change defaults in Settings > Permissions.
It says you hit a limit	The free plan has a usage limit.	See Meta's help page About Muse subscriptions for the paid plans.
You are not sure what it did	Muse logs what it does in the Activity log.	Open Assistant icon > Activity log. Upcoming lists scheduled tasks.

Something looks broken	A bug worth reporting to Meta.	Shake your phone, or go to Settings > Report an issue.
You want a clean slate	You want Muse to drop everything it has learned.	Settings > Data Controls > Reset Muse.

Menu paths and labels checked against Meta's Muse announcement and help pages on 22 September 2026. Muse is new and rolling out in stages, so a label may move.

KEEP GOING

The guide page

Every step and message in this PDF lives on the page too, with the latest checked facts:
graniteai.co/tools/getting-started-with-muse

GraniteAI makes the Mica Social Media Analyzer and Mica Social. See both here:
graniteai.co/tools/getting-started-with-muse#products