How To Set Up Instagram Shopping

Follow these steps for creating a shop on Instagram to get access to features like product tags.

Step 1: Confirm eligibility

Step 2: Convert to a business account

Step 3: Connect your Facebook Page

Step 4: Upload a product catalog

Step 5: Complete account review

Step 6: Turn on Shopping

Step 7: Make content actionable

STEP 1: CONFIRM ELIGIBILITY

If your business checks all of these boxes, you are eligible and able to setup Instagram Shopping.

- **Your business is located in a SUPPORTED MARKET**
- **Your business has an eligible product**
- **Your business complies with the MERCHANT AGREEMENT and COMMERCE POLICIES**
- **Your business owns a website domain in which you intend to sell from**

STEP 2: CONVERT TO A BUSINESS OR CREATOR ACCOUNT

Follow these steps to convert your account to a business account. Once you have a business account, you can add in relevant business information like store hours, business address, phone number and a link to your website.

STEP 3: CONNECT TO A FACEBOOK PAGE

Follow these steps to link your Instagram business account with a Facebook page.

1. Go to your business's Instagram profile
2. Select "Edit Profile"
3. Under the "Public Business Information" section, select "Page"
4. Choose a Facebook Page from your Pages that you'd like to connect
5. If you do not have a Facebook Page select "Create a New Facebook Page"
6. Note: Facebook Page Shop is not required, only a Facebook Page.

STEP 4: UPLOAD PRODUCT CATALOG

Instagram Shopping is powered by your product catalog. There are two ways to connect a product catalog to your Instagram Business Account:

CATALOG MANAGER

is the "do it yourself" method found within Facebook Business Manager.

OR

ECOMMERCE PLATFORM PARTNER

is an integration through one of our certified eccommerce platform partners like Shopify or BigCommerce

STEP 5: ACCOUNT REVIEW

Once you connect a product catalog to your Instagram and have products in your catalog, **submit your account for review** by following these steps. Account reviews typically take a few days but sometimes can take longer.

1. Go to your business's Instagram profile and tap ≡
2. Select "Settings"
3. Sign up for shopping
4. Follow the steps to submit your account for review.
5. Visit "Shopping" in your "Settings" at any time to check your status.

Some businesses may be notified that additional information is necessary to prove ownership of your website domain. If you receive this notification, follow the steps to complete the **domain verification** process to submit your account for review.

STEP 6: TURN ON SHOPPING

Once your account is approved you can turn on Shopping features. Note: If you don't see Shopping in your Settings, your account is probably still under review or it hasn't been approved for Instagram Shopping.

To enable the ability to feature products from the Instagram App:

1. Go to your profile and tap ≡

2. Tap ⚙ Settings

3. Tap Business.

4. Tap Shopping. Note: The option to tap Shopping is only available to accounts that have been approved for Instagram Shopping.

5. Tap Continue

6. Select a product catalog to connect to your professional account.

7. Tap Done.

STEP 7: START TAGGING!

Now that you've enabled Shopping you can use product tags to highlight products in your photos and videos across Feed and Stories.

PRODUCT TAGS IN POSTS

To tag products within an Instagram post, start by uploading a photo as you normally would and follow the below instructions before posting:

1. Tap "Add Photo"
2. Add a caption
3. Tap on "Tag Products"
4. Tap on photo
5. Search for product
6. Select product
7. Tap "Done"

8. Tap "Share"

SHOPPING STICKER IN STORIES

Right after you have chosen an image for your story follow the below instructions before posting:

1. Tap the sticker icon in the top right corner
2. Select the product sticker from the sticker tray
3. Select the product from your catalog that you want to feature
4. Move the product sticker to where you would like it to appear on your story
5. Change the text color of the product sticker by tapping the sticker
6. Share your story