Setting up Online Shopping via Facebook

Check if You Have Access to the Shop Section

To find out if you have access to the 'Shop Section' feature on your Facebook page, visit your page and **look for the 'Add Shop Section' link** (in blue under 'Share' icon) **below your Facebook page cover photo**.


Or alternatively, click the 3 dots,
- 'Edit page settings',
- Templates & Tabs section,
- scroll down to 'Shop' click and switch 'on' to continue.

Click on 'Create Call to Action' or hover over it to edit this tab and set to 'Contact you' via message, phone etc, refer below for further instructions.

#1: Click the Add Shop Section Link

Clicking the 'Add Shop Section' link brings up a prompt explaining what this section will allow you to do. Click the 'Add Shop Section', or if this does not show, click the 'Add Shop Section' button.
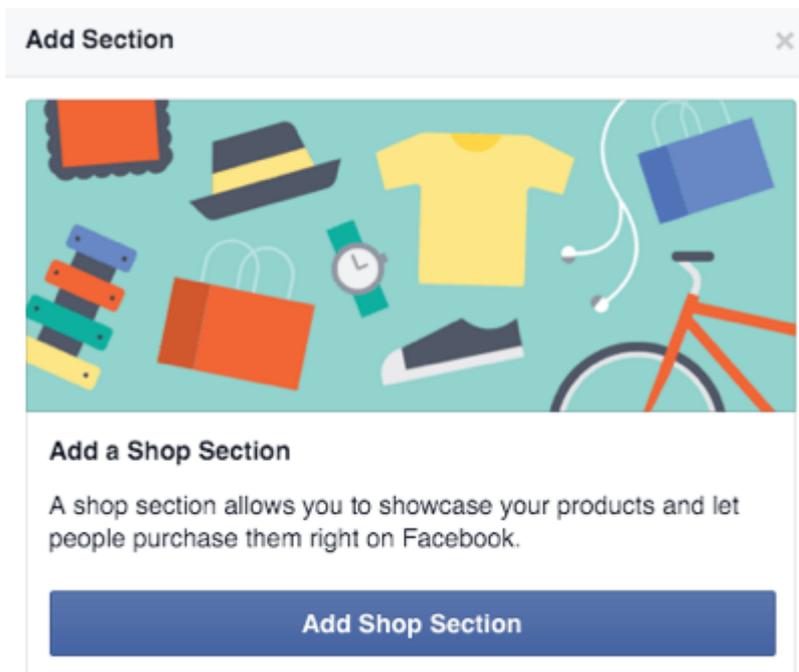
#2: Agree to Merchant Terms and Policies

Next, you are asked to agree to Merchant Terms and Policies on Facebook. **Be sure to read these over**. They include important information about what you can sell on your Facebook page, how problems will be handled during the "test phase" of the 'Shop Section' launch, return and refund policies, and other details.
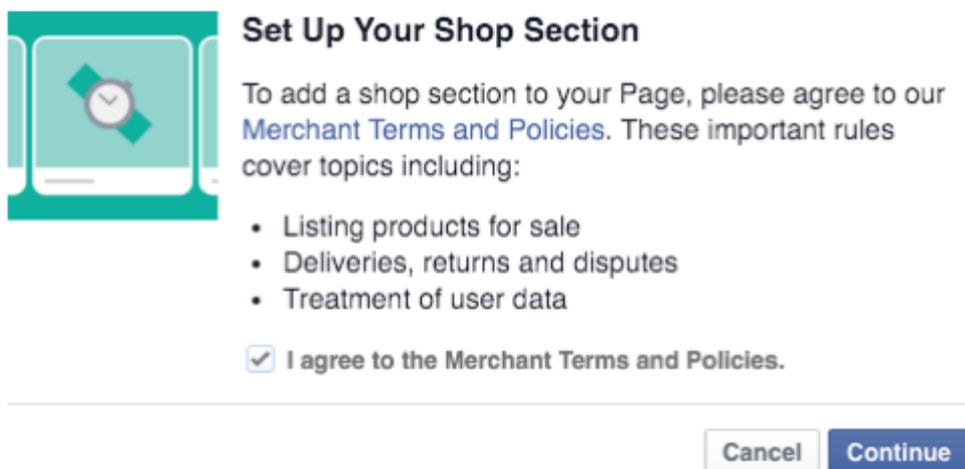
Agree to the Merchant Terms and Policies.

#3: Add Business and Payment Processing Details

Once you've agreed to 'Merchant Terms and Policies', you'll enter your business details and set up payment processing with Stripe. If you have a Stripe account already, log into that account first and then **click the link to connect to an existing Stripe account**. Otherwise, you'll need to **set up a Stripe account and then proceed with the following setup**. –

(**Please Note:** you don't need to set this up and just have your client's message you with order, then email out invoice for payment.)

Enter business details and set up payment processing.

Once you've finished this setup, your call to action button changes to a 'Shop Now' button, which takes page visitors to your Shop section.

The call-to-action button changes to Shop Now, message you, to phone you – you make the necessary choice.

#4: Describe What You Sell

Next, describe what your Facebook page shop sells in 200 characters or fewer.

Now you're ready to add products to your shop. To do this, **click the 'Add Products' button**.

You'll then be able to **configure the following details for each of your products**.

Fill in product details.

You can **find Facebook's detailed guidelines and recommendations for photos on the product listing guidelines page**. They include the following:

- You must have one image for each product.
- The image must be a real image of the product, not a graphical representation, illustration, or icon of the product.
- It is recommended that the image is a minimum of 1,024 x 1,024 pixels.
- It is recommended that the product image has a white backdrop or captures the product in use in real-life situations.
- The image cannot contain text (calls to action or promo codes), offensive content, advertising or promotional material, watermarks, or time-sensitive information.

You'll also need to **follow the guidelines and recommendations for your product description**. They include the following:

- The description should pertain to the product only and be easily digestible, making use of short sentences and bullet points.
- The description cannot contain HTML, phone numbers, email addresses, long titles, excessive punctuation, all letters capitalized or in lowercase, book or movie spoilers, or external links.

Finally, you will find a few guidelines and recommendations about product variants. In short, you can have only four variants per product and variations must be spelled out, not abbreviated. For example, you should say "Large," not "L," for sizing options.

The 'Advanced Options' tab allows you to set custom tax percentages. Note: Facebook only shows your shop to customers in the United States and automatically calculates taxes based on specific locations. You can enter your own rates, but you'll be responsible for whether they're accurate.
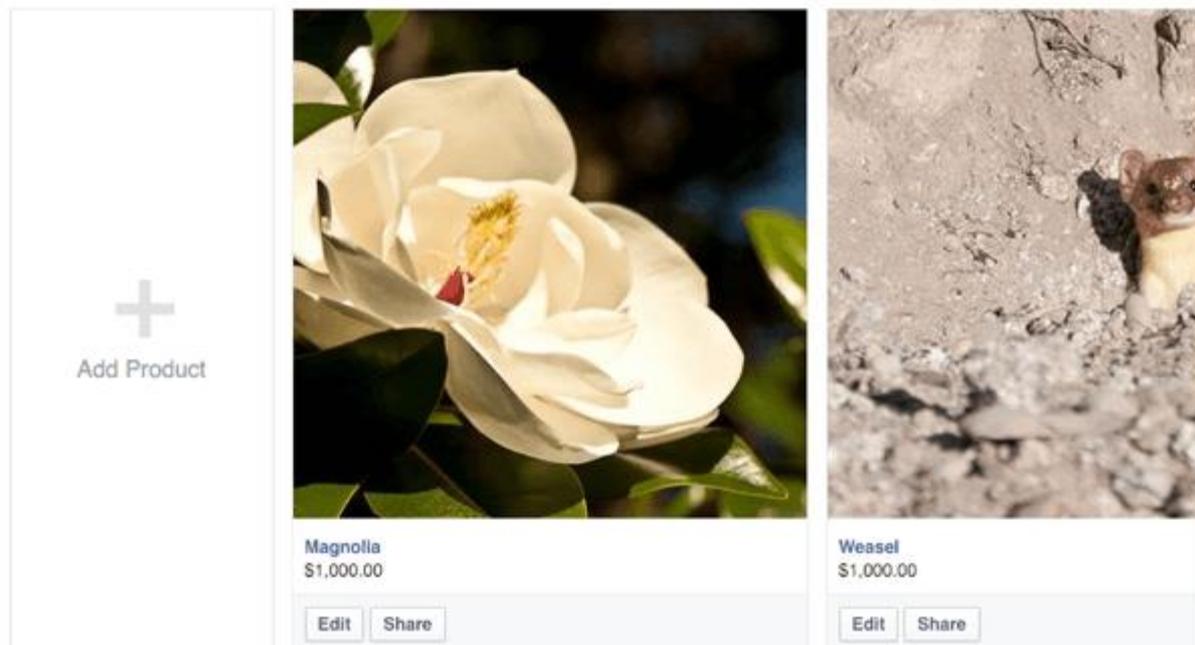

If you enter custom product taxes, you are responsible for their accuracy.

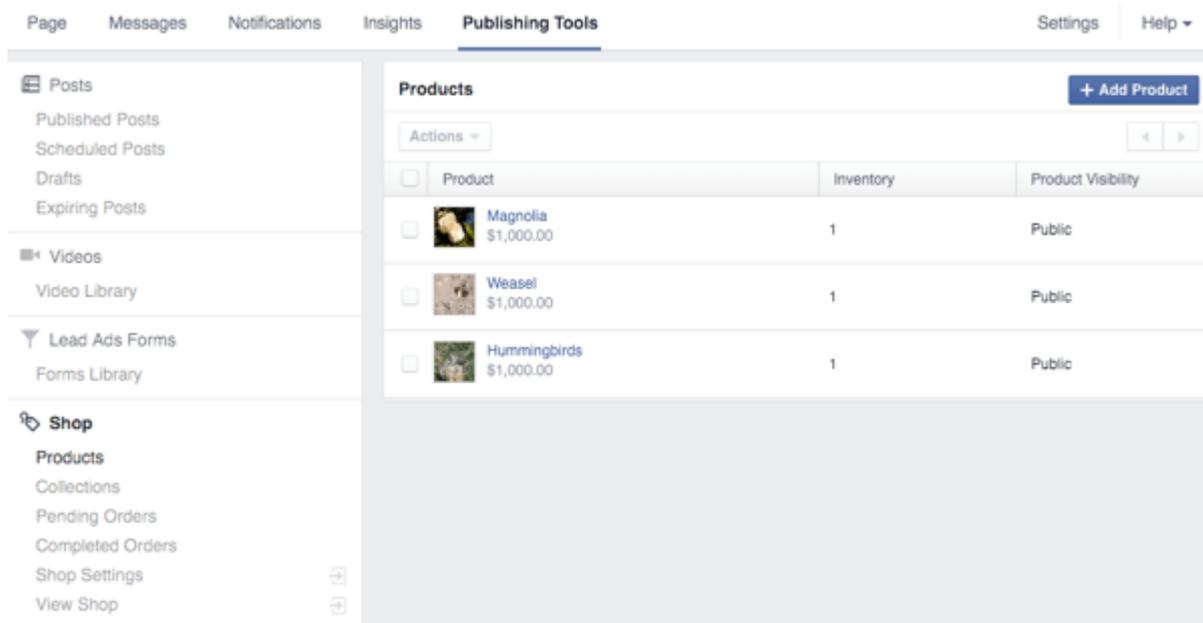After you start adding products, your shop will begin to look like this.

Products may initially be marked "In Review" (similar to ads) to make sure they meet Merchant Terms and Policies, as well as product listing guidelines. So, while you can see them, the public may not until they're approved. Once they're approved, individual item listings will look like this.
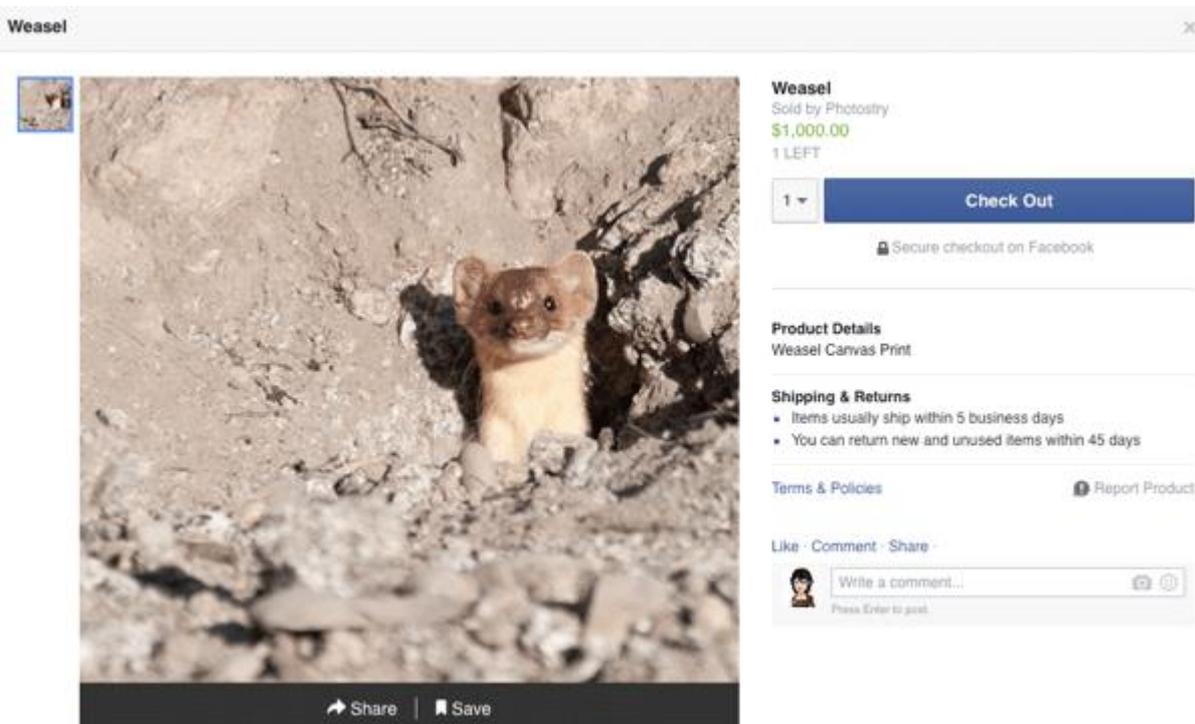

Note: the default shipping and returns policy on individual items pages states items must ship within five business days and items can be returned within 45 days. This is a policy required of all Facebook pages that use the 'Shop' section and cannot be changed.

If you want to **add more products**, go to your shop and click on the 'Add Product' block or go to your 'Publishing Tools' and access the 'Shop' section there.

#6: Create Collections

If you have a lot of different types of products, you have the option to create collections to **organize your products**. This option will be shown beneath your products once you start adding them to your shop.
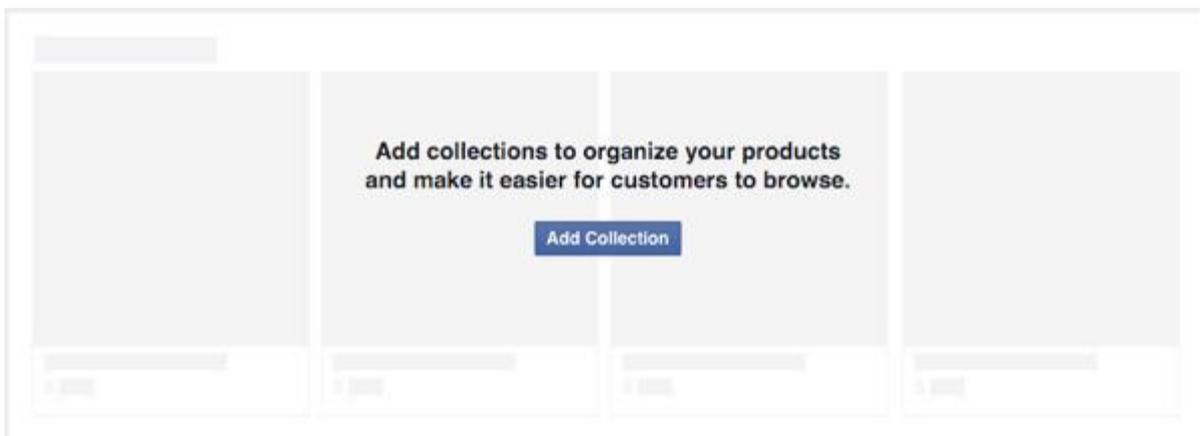
When you **click the 'Add Collection' button**, you're taken to the 'Shop' section in your Publishing Tools. You will **see a Featured Products collection already in place** where you can add your best products.

To add products to the Featured Products collection, **click the collection and then click the 'Add Products' button**. **Select which products to add** to your collection and **click Add**.

The first products in your Featured Products collection will appear above your timeline on your Facebook page.

These products will also appear first in your shop, based on the order you arranged them in your Featured Products collection.