

Sell on Facebook and Instagram

Connect your store to your Facebook business page for a Shop tab, then tag your products in Instagram posts.

Add-on [Online store](#)

Facebook and Instagram can show your products and send shoppers toward buying them. Your store keeps the product list, and Facebook and Instagram copy from it. These are your own accounts, which you connect yourself. We never ask for your passwords.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

WATCH OUT

Facebook and Instagram set their own rules and change them often. For US shops, Facebook has required customers to check out on Facebook or Instagram itself rather than on your website. When that applies, orders don't come back to your store, and you update stock by hand. Check Facebook's current rules before you connect.

Before you start

- These steps are for stores that show **Sell on Facebook** under **All Sales Channels**. If yours doesn't, email us and we'll check what your store offers.
- Your Facebook business page must be published, and your own Facebook login needs admin rights on it.
- Your products must follow Facebook's commerce rules. They must be physical, shipped and not free. Your store's currency must be one Facebook supports.
- A Shop already on your page will have its products replaced.

Connect Facebook

1. Log in to your site editor.
2. Open your store's control panel.
3. Click **All Sales Channels**, then **Sell on Facebook**.
4. Click **Connect Facebook page**.
5. Pick your business page and click **Save**. A store connects to one page only.
6. Accept Facebook's merchant terms.

Your enabled products are sent over. Facebook reviews your shop before shoppers can see it, and you can follow the review on the **Pending review** tab. If Facebook turns something down, fix the product or appeal to Facebook.

The store updates Facebook about every 12 hours. For a faster update, click **Sync Products** on the same page.

Tag products on Instagram

1. Switch your Instagram account to a business profile and connect it to your Facebook page.
2. In your store, click **All Sales Channels**, then **Sell on Instagram**, and connect your account.
3. Wait for Instagram's review. It might wrap up in a few hours or run on for a few weeks.
4. When Instagram approves you, open your Instagram profile and tap **Get Started**. If you don't see it, tap **Settings**, then **Shopping**, then **Continue**.
5. Choose your product catalog and tap **Done**.
6. When you make a post, tap the item in the photo, type the product's name, pick it and tap **Done**.

A single photo holds at most 5 product tags, and a carousel holds at most 20. Tags marked **Pending** appear once Instagram approves them.

Good to know

- Facebook shows one product at a time, because its shops have no cart.
- Products that are disabled, or in hidden categories, aren't sent.
- To stop, open **Sell on Facebook** and choose **Disconnect** from the **Status** list. This removes your catalog from Facebook.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us if you'd like help with the store side, and we'll take care of it. We reply within one business day. See [Request a change](#).

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