



Shopee Feed User Guide

Edited: 21/10/2020

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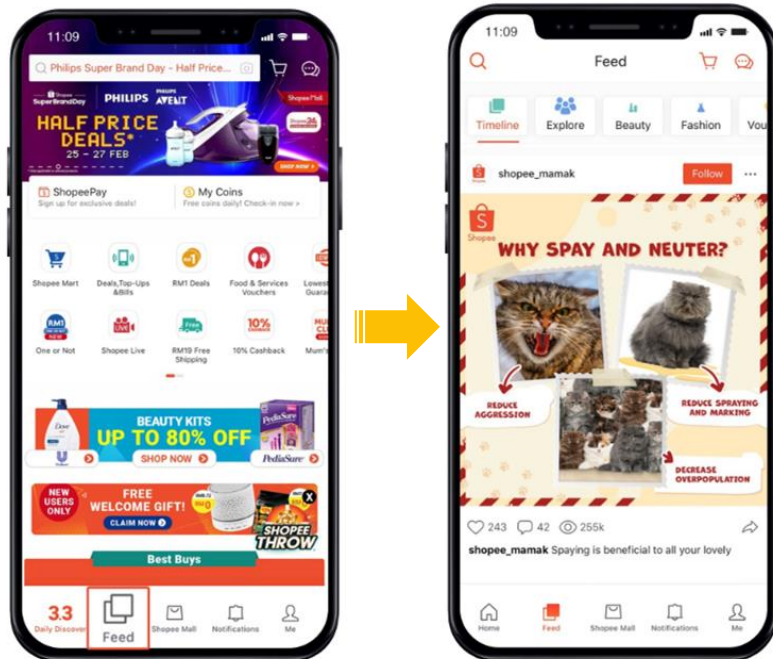
2. Content ideas & tips for Shopee Feed

3. Content guidelines for Shopee Feed

4. Examples of Shopee Feed posts and stories

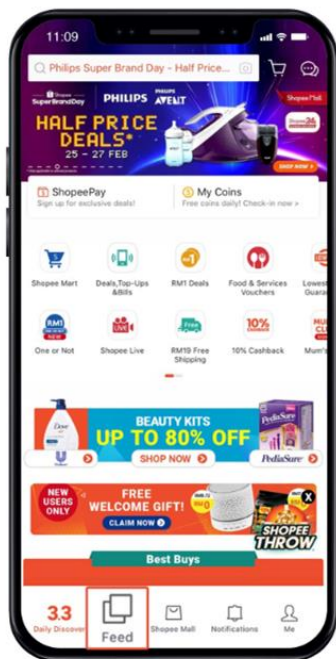
What is Shopee Feed?

A platform for sellers to actively engage with their followers through well designed posts. Sellers can share posts regarding their store promotions etc. to engage buyers and increase sales.



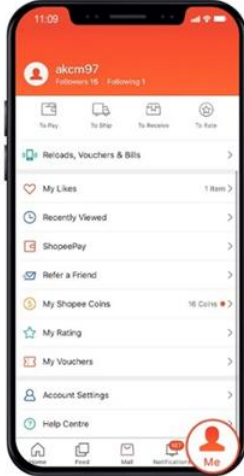
What is Shopee Feed?


A platform for sellers to actively engage with their followers through well designed posts. Sellers can share posts regarding their store promotions etc. to engage buyers and increase sales.





How do I post on Shopee Feed?


- 1** Tap on **Me** page



- 2** Tap on **Posts**

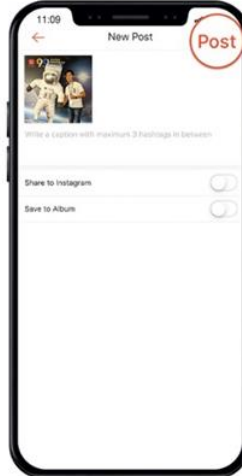

- 3** Tap on **+ icon**


- 4** Choose **create post**


- 5** Choose your **photo**


- 6** Tap **Next**

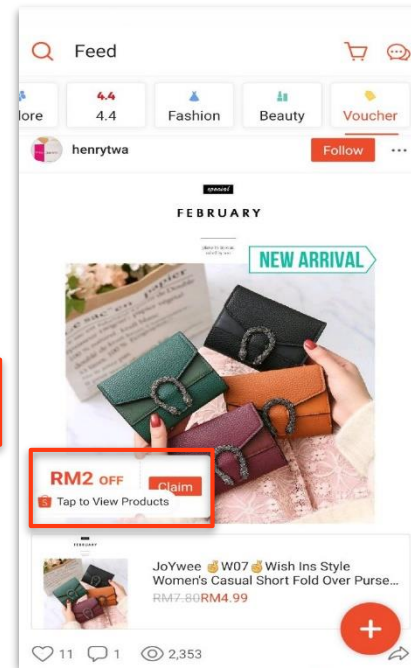
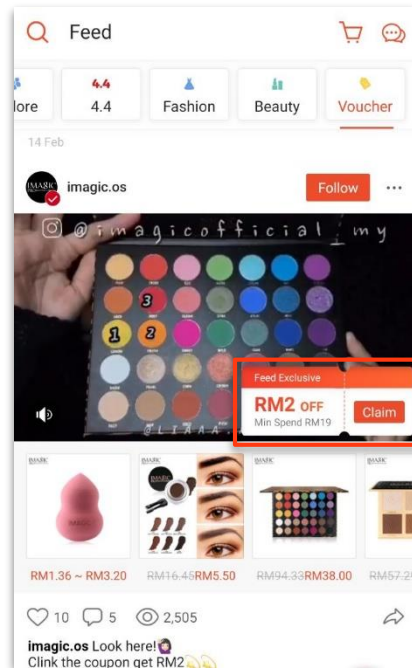

- 7** Ready to **Post**



What are Shopee Feed Voucher Tags?

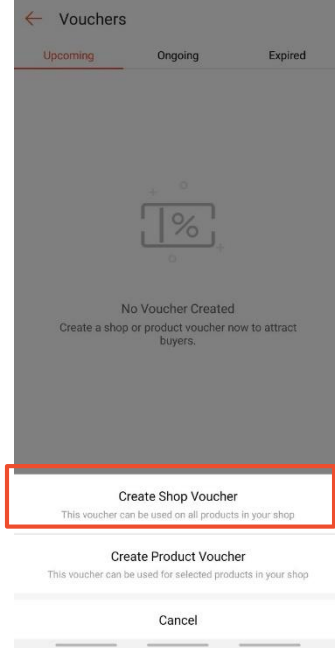
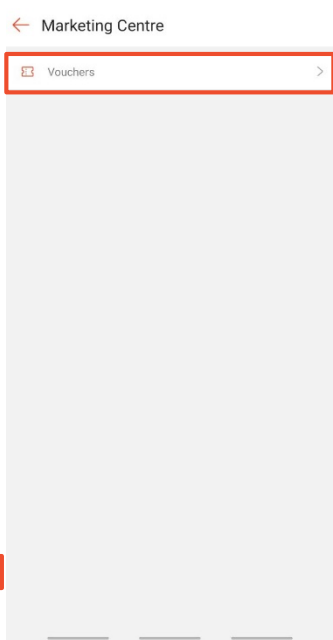
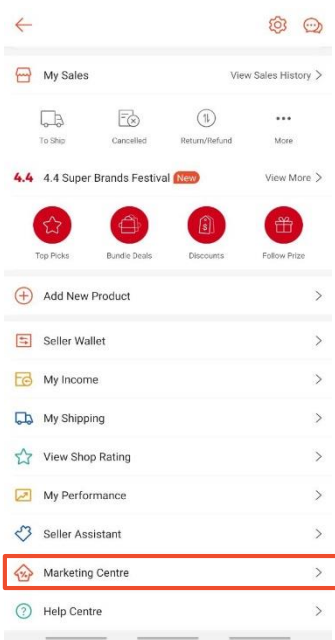
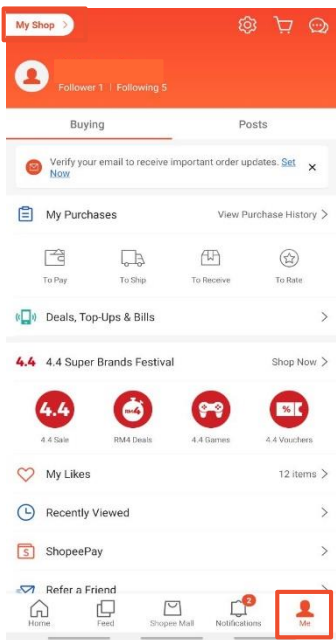
Voucher tags are a feature on Shopee Feed that aims at **increasing seller's exposure** and **increasing seller's order conversion** on Shopee Feed posts. All posts with voucher tags will be accumulated in the **voucher tab** of Shopee Feed. The two types of voucher tags;

- Shopee Feed Exclusive Voucher Tag
- Shopee Feed Regular Voucher Tag



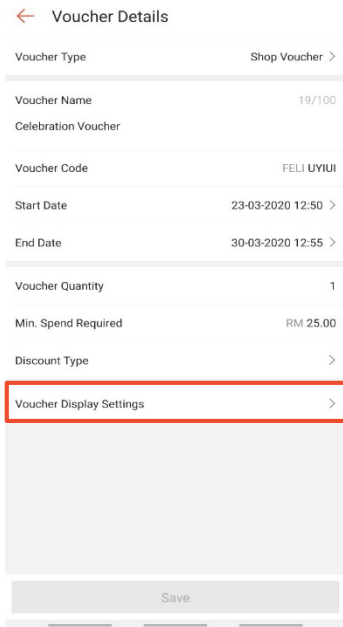
How do I set up Voucher Tags on Shopee Feed?

- 1 Go to **Me** profile & click on **My Shop**
- 2 Click **Marketing Centre**
- 3 Click on **Vouchers**
- 4 Select **Create New Voucher**
- 5 Select **Create Shop Voucher**



How do I set up Voucher Tags on Shopee Feed?(cont'd)

6 Fill in the Voucher Details



← Voucher Details

Voucher Type Shop Voucher >

Voucher Name 19/100
Celebration Voucher

Voucher Code FELI UYIUI

Start Date 23-03-2020 12:50 >

End Date 30-03-2020 12:55 >

Voucher Quantity 1

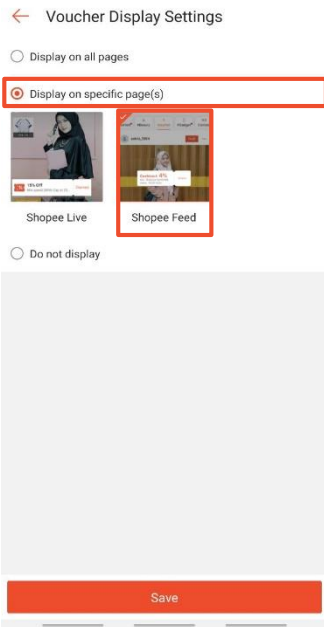
Min. Spend Required RM 25.00

Discount Type >

Voucher Display Settings >

Save

7a Shopee Feed Exclusive Vouchers



← Voucher Display Settings

Display on all pages

Display on specific page(s)

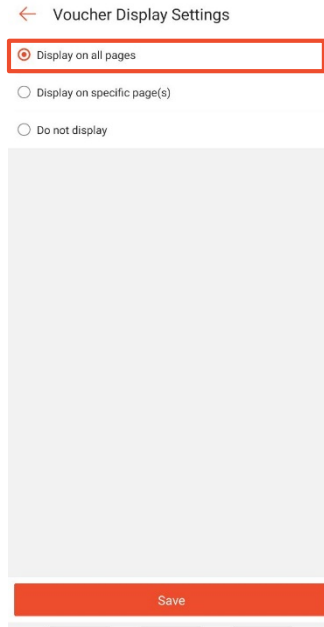
Do not display

Shopee Live

Shopee Feed

Save

7b Shopee Feed Regular Vouchers



← Voucher Display Settings

Display on all pages

Display on specific page(s)

Do not display

Save

7a) To create Shopee Feed Exclusive Vouchers

1. Select **Voucher Display Settings**
2. Select **Display on specific page(s)**
3. Select **Shopee Feed**

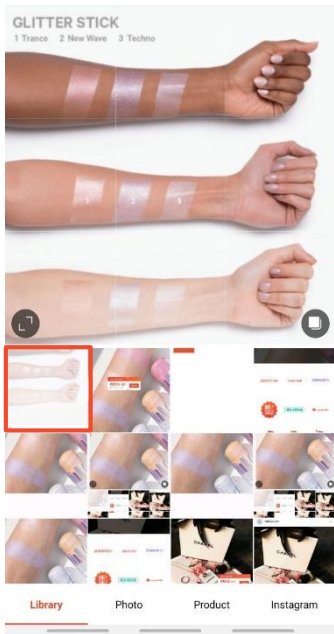
or

7b) To create Regular Shopee Feed Vouchers

1. Select **Voucher Display Settings**
2. Select **Display on all Pages**

How do I set-up voucher tags on Shopee Feed?(cont'd)

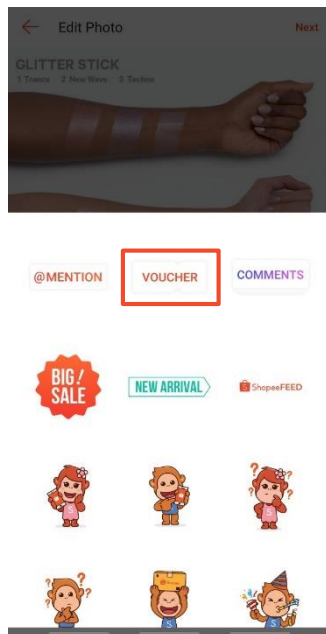
1 Select photo/video to post



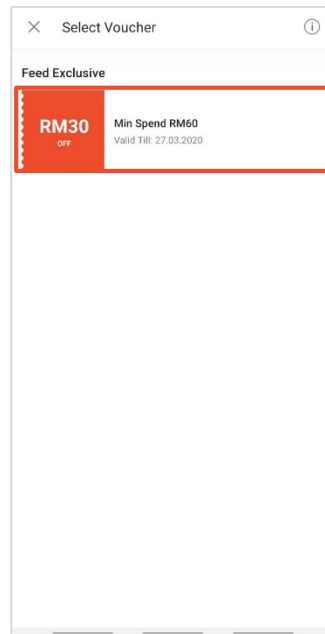
2 Select the sticker icon



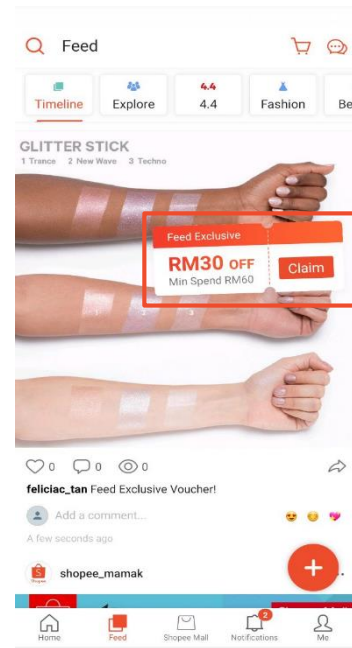
3 Select the voucher tab



4 Select voucher to be featured in post

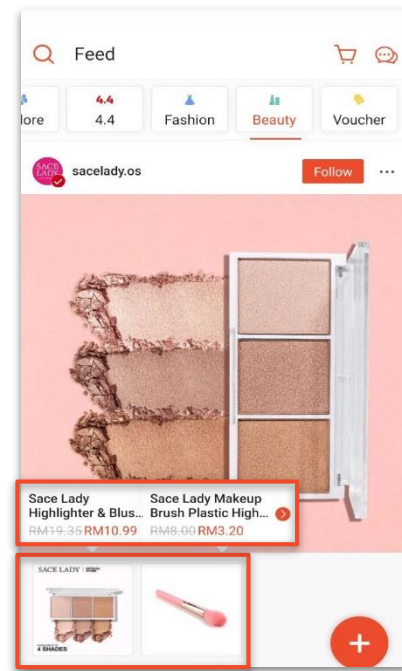
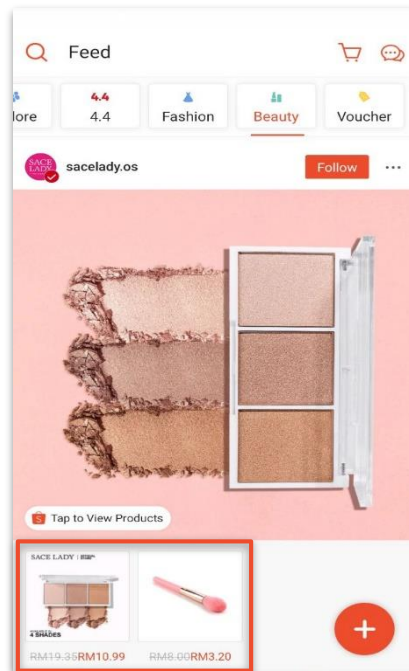


5 Post with featured voucher on Feed



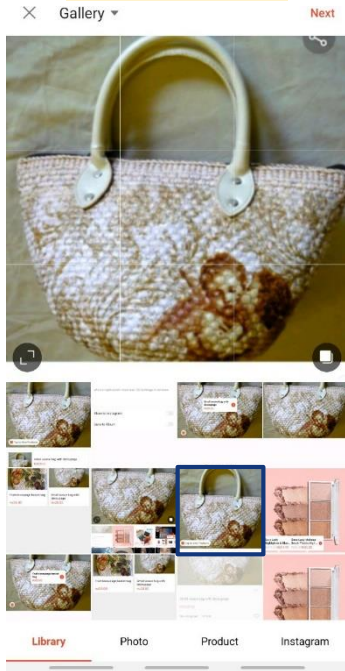
What are Shopee Feed Product Tags?

Product tags are a feature that allows for interested buyers to **easily access the product listing on the post**. This increases likelihood of users purchasing the products featured in the post.

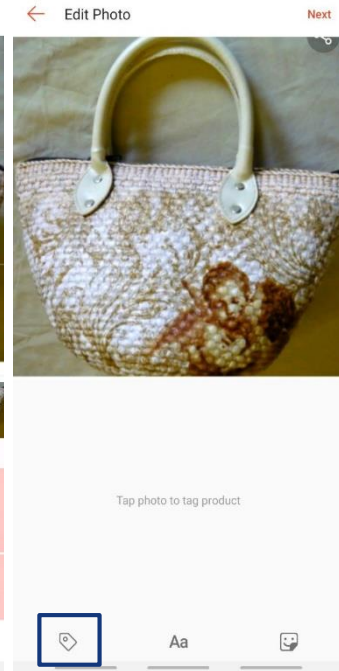


How do I set up product tags in Shopee Feed?

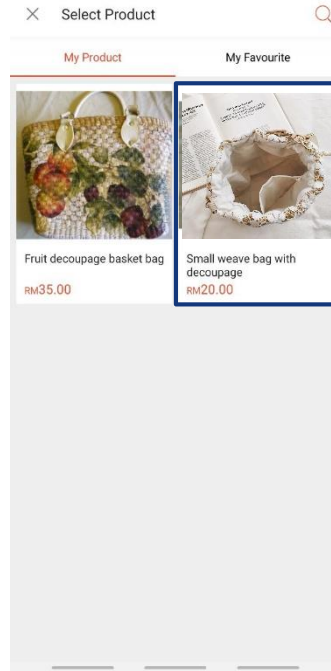
1 Select photo/video to post



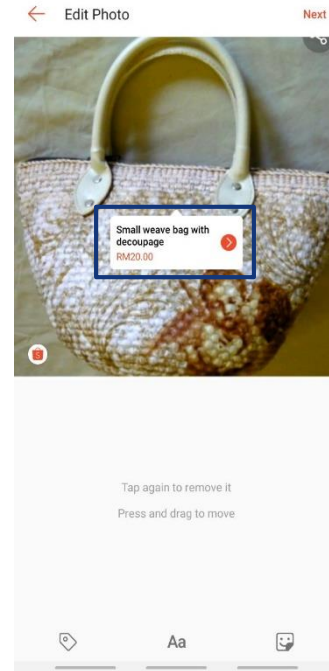
2 Select the tag icon



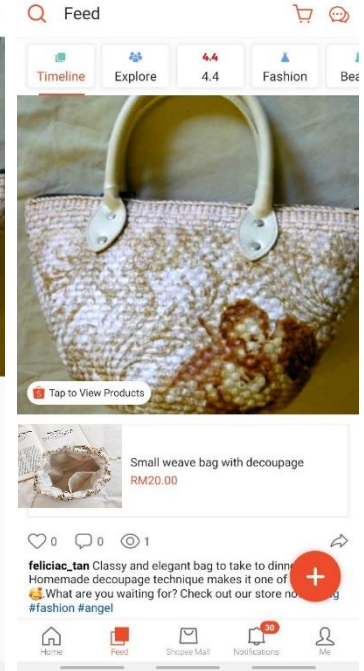
3 Select which product listing to tag



4 Adjust tagging on post



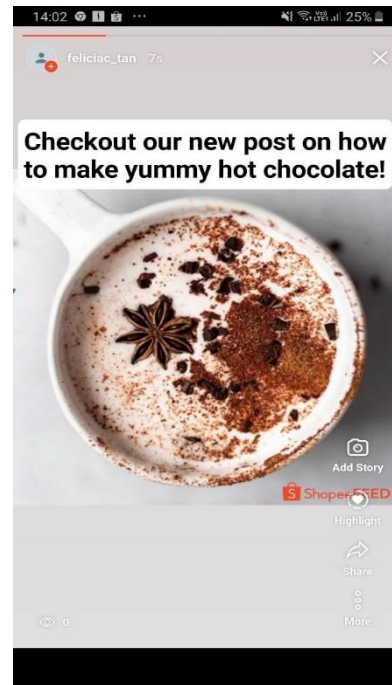
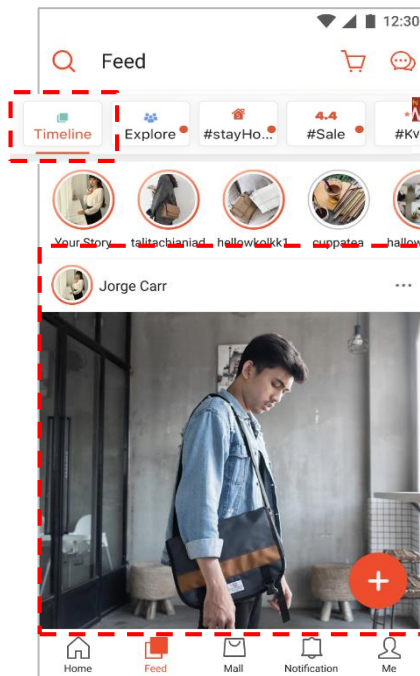
5 Post with product tag on Feed



What is Shopee Story?

Shopee Story allows sellers to **share updates and moments of their day** in both **photo and video** format easily. This allows followers and potential customers to have a **more immersive and engaging experience** of a seller's business.

Shopee Stories also have a **lifespan of only 24 hours** before being no longer available.



Shopee Story Features



Shopee Story that allows on the go content that lasts 24 hrs



Chat entry point that allows for instant replies and seamless interactions with viewers




Instant video or photo postings

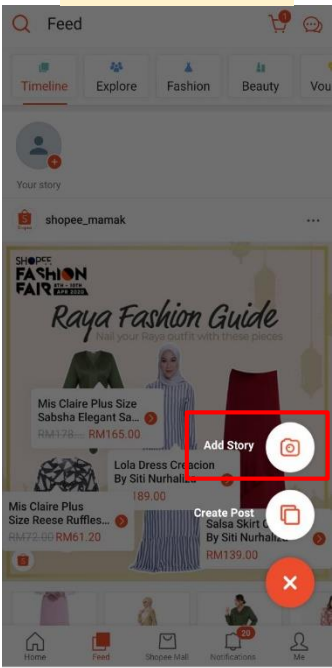



Available product tags, feed stickers, voucher tags, questions and mention stickers

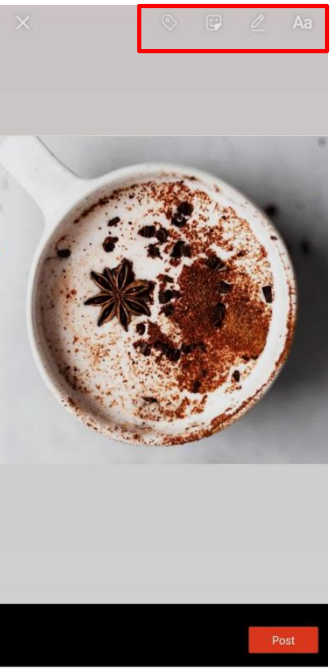
How do I create a Shopee Story?


- 1 Click on 'Your Story'


- 2 Click the + icon and select add story



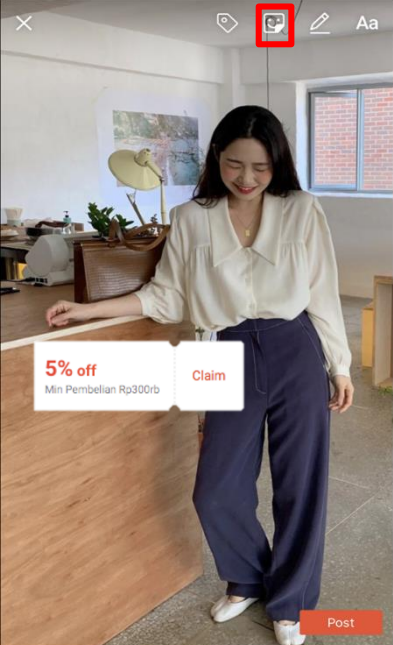


- 3 Click the bottom left icon to access album


- 4 Add text, sticker, product tags or vouchers


- 5 Click 'Post' to finish creating your story



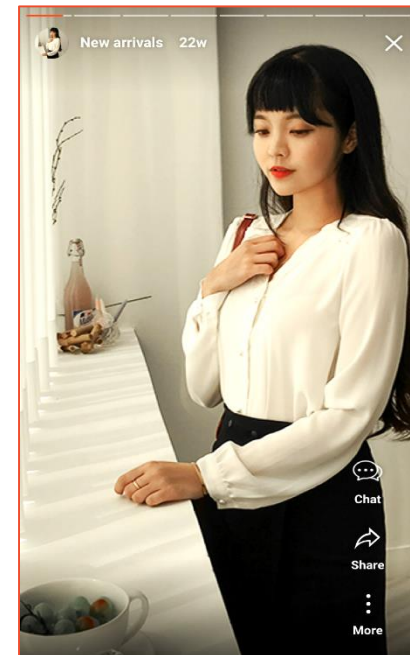
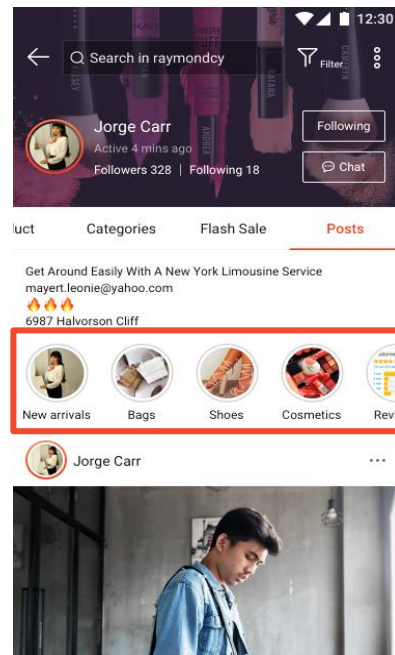
Shopee Story Features

Story Product Tag	Story Account Tag	Story Voucher Tag	Story Q&A
 <p>A woman in a white blouse and dark pants stands in a modern office setting. A product tag is overlaid on the image, showing a small product image and text: "New white half-sleeve T-shirt... \$338 \$105". A red box highlights the product tag icon in the top navigation bar.</p>	 <p>The same woman in the same office setting. An account tag is overlaid, featuring the "SHOP FROM HOME" logo and the handle "@shopeeth". A red box highlights the account tag icon in the top navigation bar.</p>	 <p>The same woman in the same office setting. A voucher tag is overlaid, displaying "5% off" and "Min Pembelian Rp300rb" on the left, and a "Claim" button on the right. A red box highlights the voucher tag icon in the top navigation bar.</p>	 <p>The same woman in the same office setting. A Q&A tag is overlaid with the text "Tell me your fav colour!" and a response area below that says "Viewers respond here". A red box highlights the Q&A tag icon in the top navigation bar.</p>

What is a Shopee Story Highlight Collection?

Shopee Story Highlight Collection is a **group of permanently saved stories** that viewers can continuously view on **your shop profile page**.

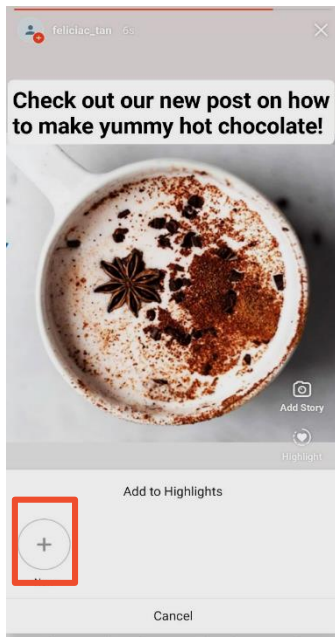
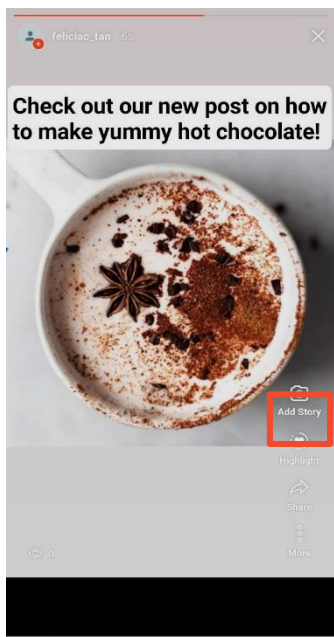
Sellers can curate these highlight collections to feature only the best stories for followers and potential customers.



How do I create a Story Highlight Collection?

1 Click on the **highlight** option on **Your Story** to add from **live stories**

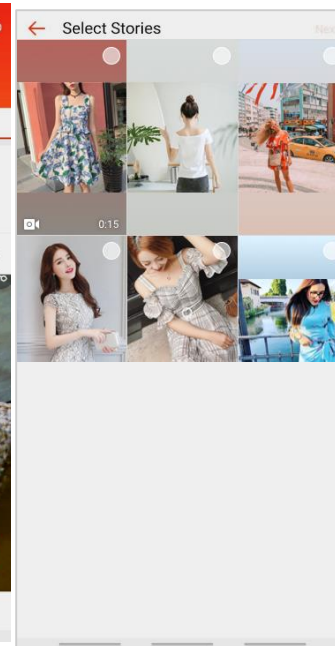
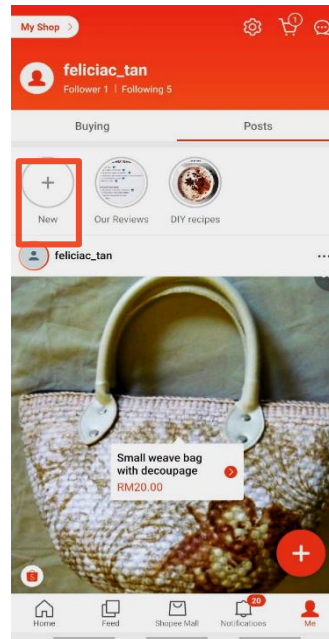
2 Select the **+** button to create **new highlight**



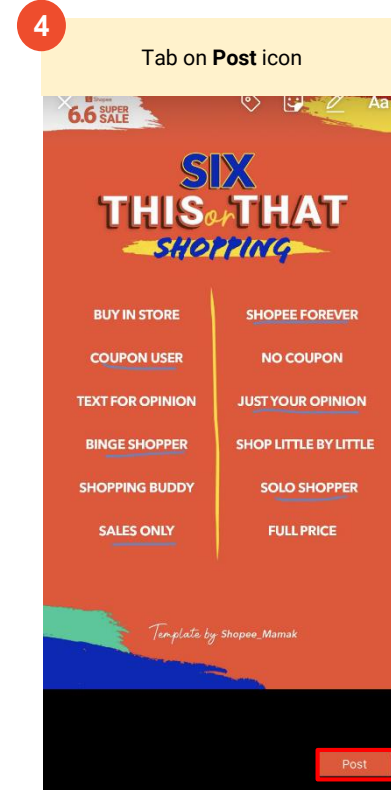
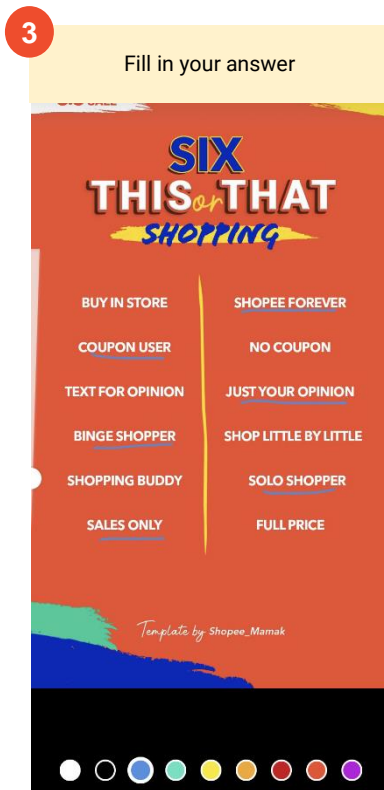
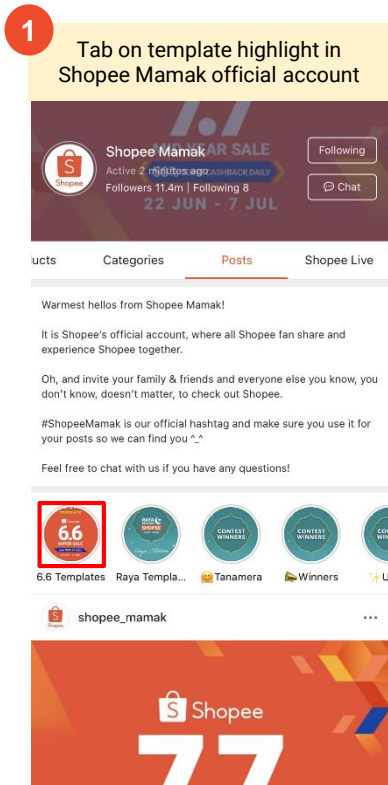
Or

1 At **ME tab** select **+** new button to create a new highlight

2 Choose past stories to add to the highlight collection



How to use Story Template

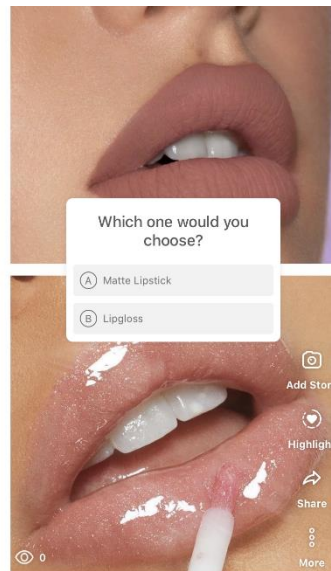


Shopee Story Quiz & Voting Sticker

This feature is a tool to allow sellers to interact with users who view their story.

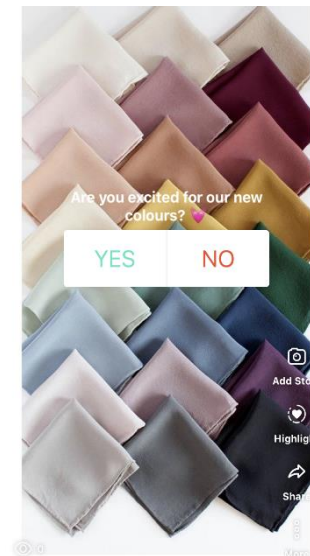
By asking the right questions, you can get a good idea of what your followers and visitors preferences are when it comes to your products.

Quiz Sticker



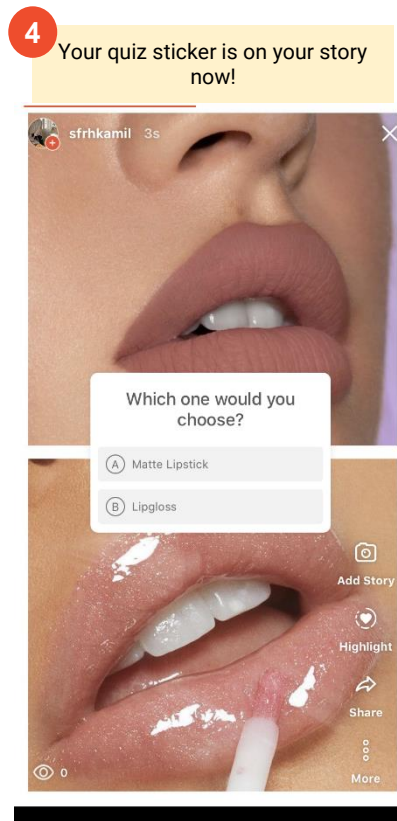
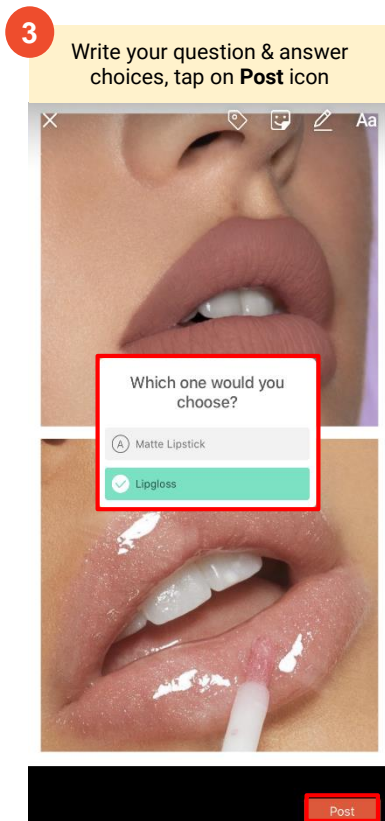
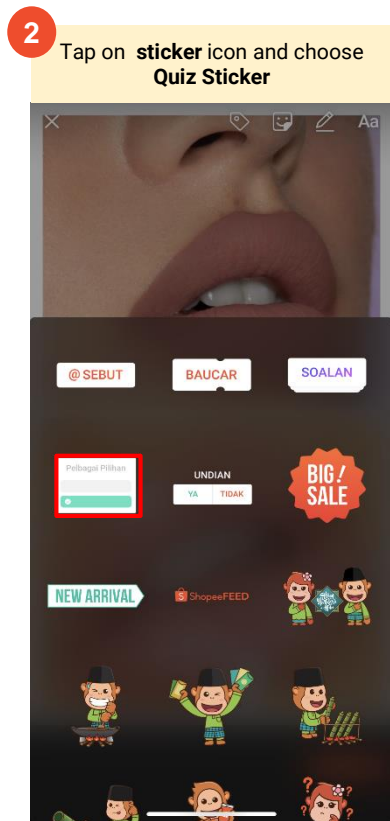
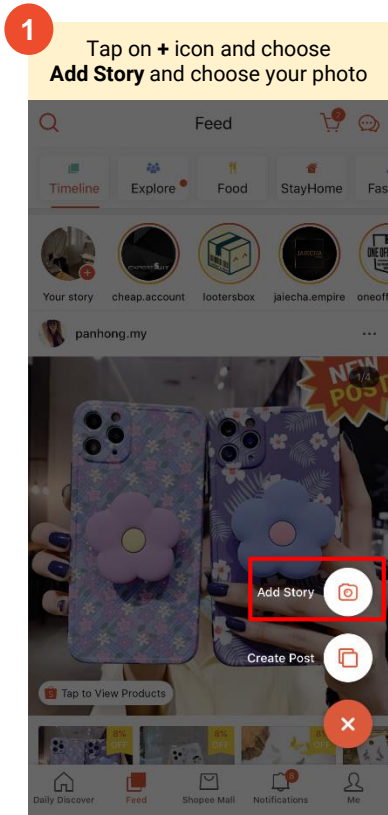
Use the feature to see how well your followers know them by asking questions like what are they prefer a certain product or which one is their favourite.

Voting Sticker

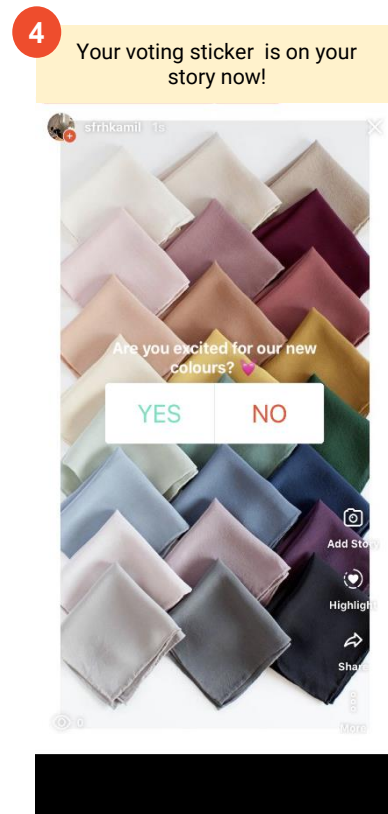
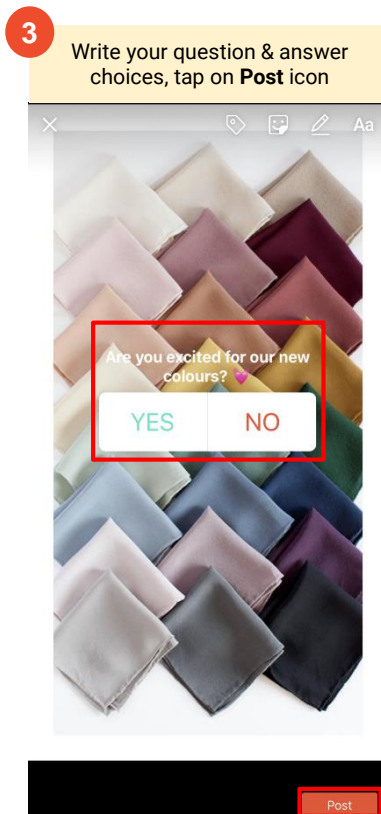
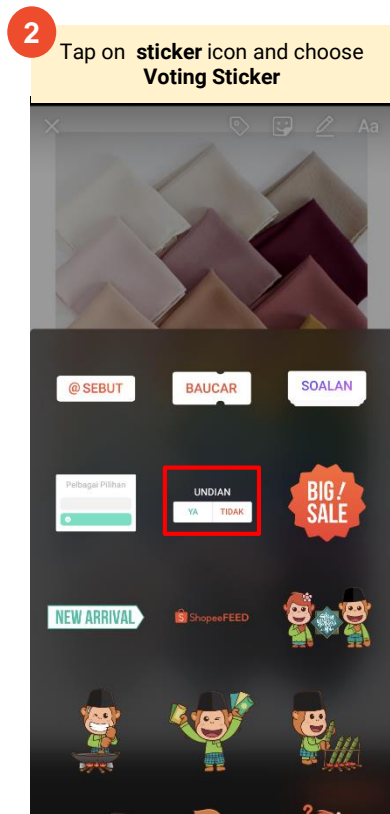
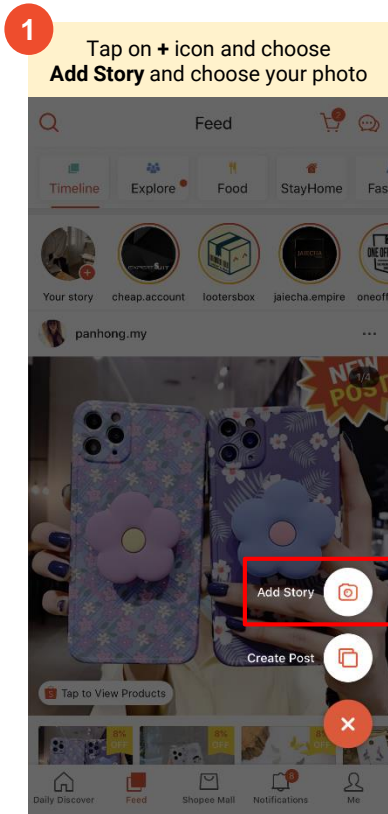


When followers "votes" on sellers quiz, they'll be able to see whether they got it right and you'll be able to see how many votes each option received and how each person voted.

How do I use Story Quiz Sticker?



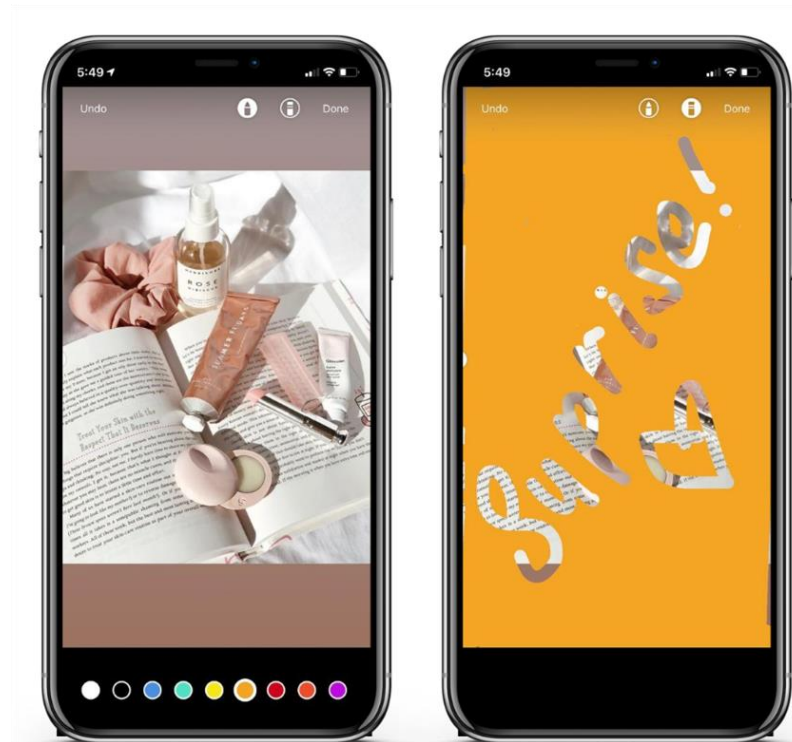
How do I use Story Voting Sticker?



Shopee Story Eraser Tool

Eraser tool improvement is a brush to delete drawings and allows for better editing flexibility in Story

Update app to v2.58 to see changes

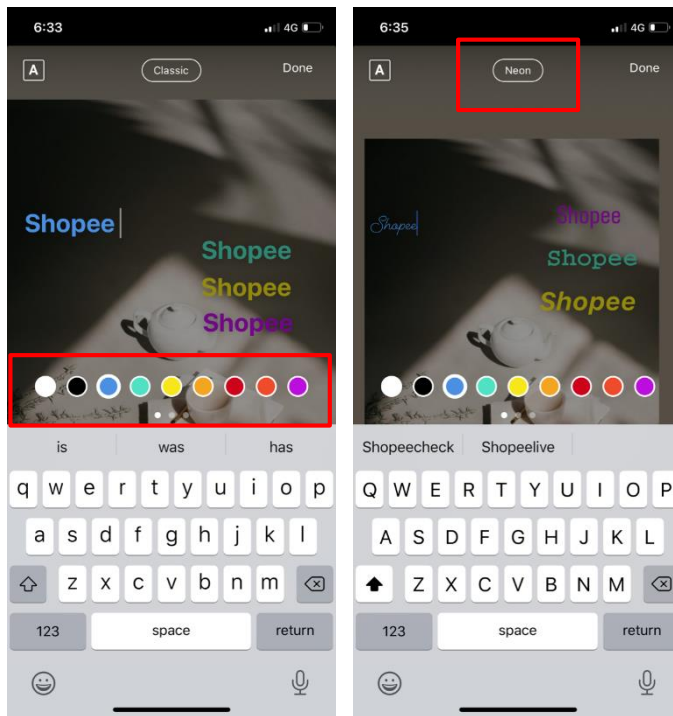


Example of story on Shopee Feed with Eraser Tool

Shopee Story Text: Font & Colours

When adding text to Stories, sellers can now select from a range of colours. Scroll to the right on the colour option to see two more pages of preselected colours to choose from.

Sellers also choose from 4 preselected font styles when they click on the font button after having inserted a piece of text.



Example of fonts and colours available on Shopee Story

Shopee Story Clickable Hashtag Text

This feature allows sellers to include hashtags which are clickable on their Shopee Stories.

As users are now able to browse relevant posts via the Story hashtag, Sellers should curate hashtags to improve Seller story interactions with buyers.



How do I add hashtags to my Story?

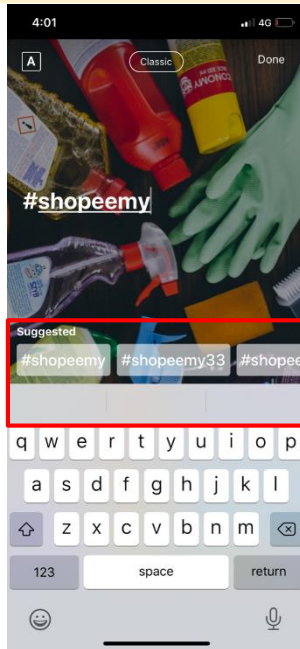
1

In Stories, click on the **text tool**



2

Enter “#” and enter a character after the “#”. You can either select one of the recommended hashtags or create your own



3

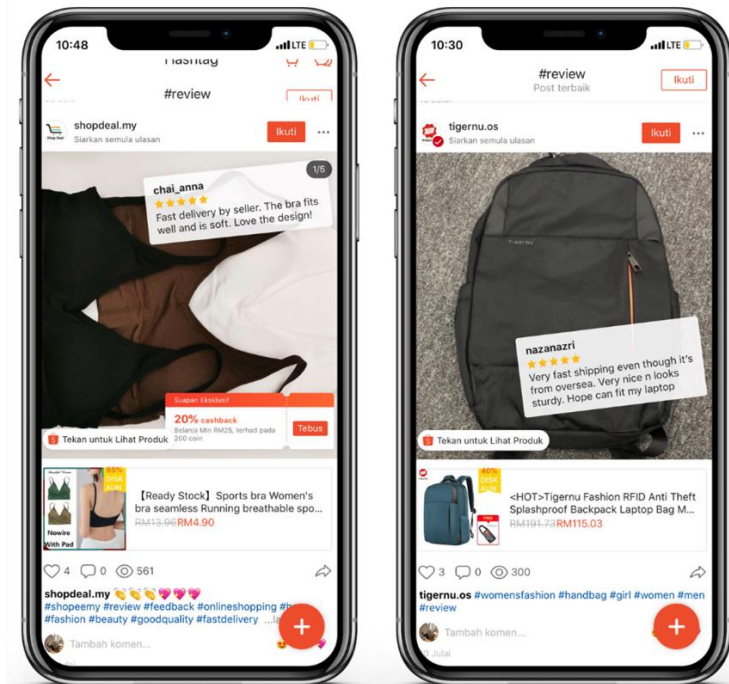
Once completed, click “**Post**” to post the Story



Promote Review on Posts

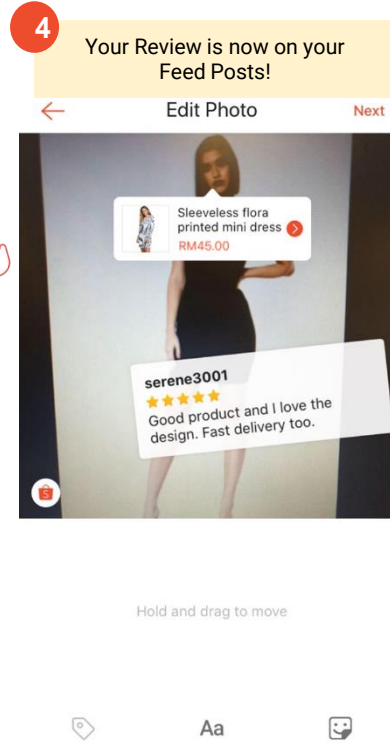
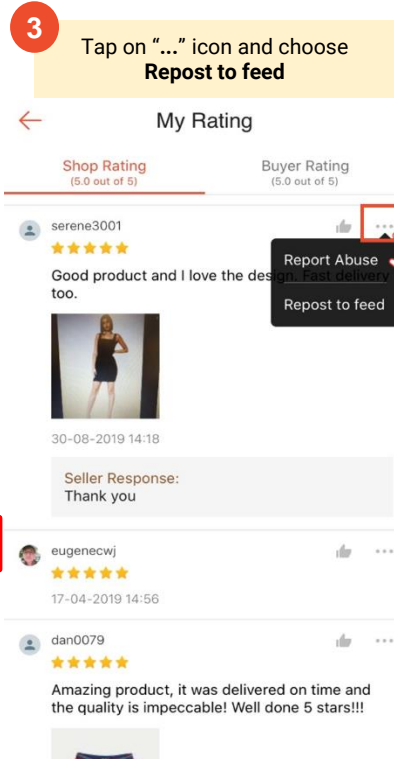
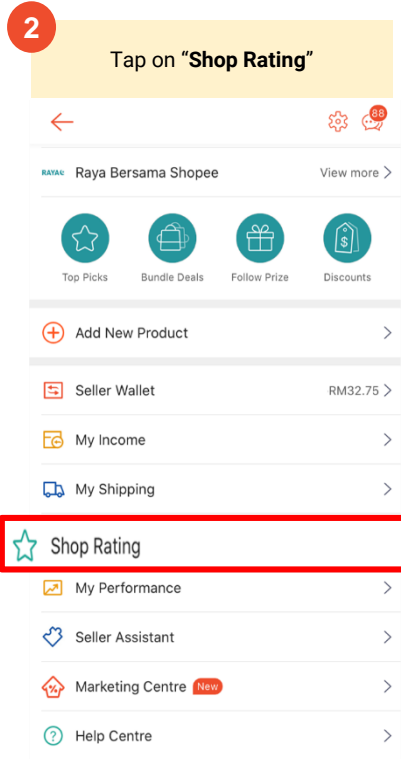
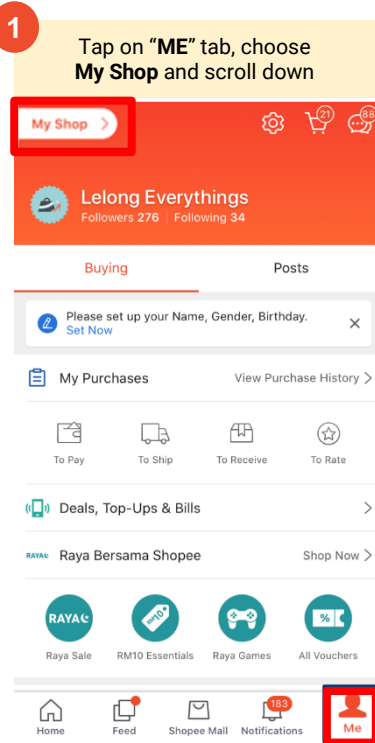
Share the good news with your audience.
Customer reviews play a significant role in the purchasing decisions of other shoppers.

Effectively leverage your shopper's positive reviews to build your brand and attract more new customers.



Example of Posts with Buyer Review

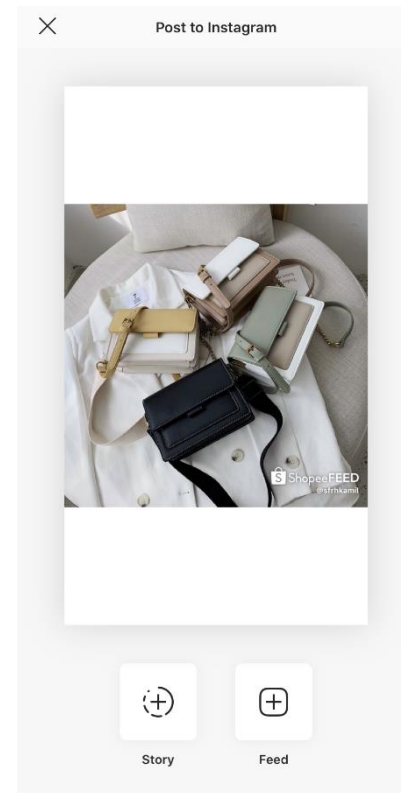
How To Post Review on Feed



Linking to Instagram

It's essential to link all your social media accounts to stay update with all your postings. You can take photos / videos from your Shopee Feed and share to Instagram.

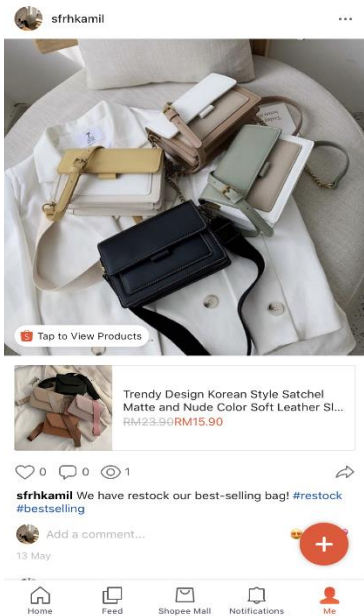
- Increase post exposure when sharing Shopee Feed post on Instagram
- Save time by not having to recreate the post via Instagram account linking



How to linking to Instagram

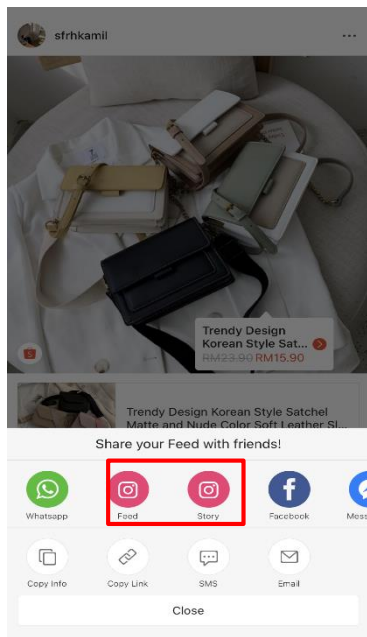
1

Select post you choose to broadcast under “ME” tab



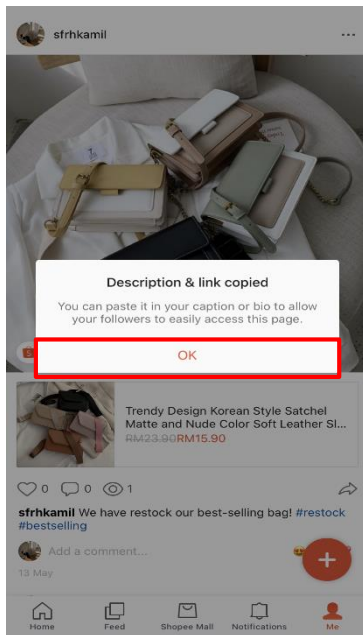
2

Select “Post or Story” option



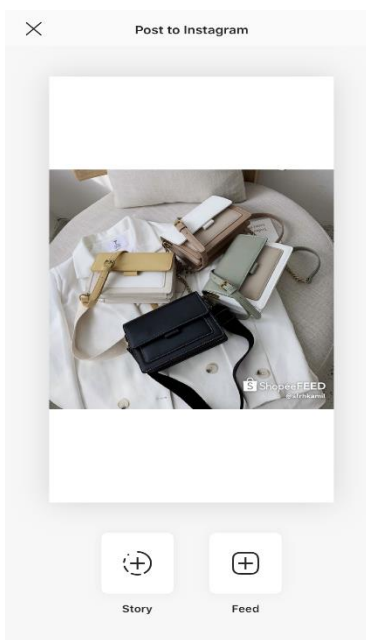
3

Read description and tap OK



4

Choose your favourite option



5

Your Shopee Feed post now on your Instagram



What is Feed Broadcast?

Use the broadcast feature to instantly notify your followers about your latest posts in Shopee Feed. You can broadcast your new launch product, follower giveaway contest, highlight your best selling product and let followers know about you're having discount & promotions at shop.

Benefit of Feed Broadcast

- Boost the engagement of broadcasted post
- Increase post impressions by notify all followers of broadcasted post
- Maximize the 3 weekly broadcasts to hook users to come back for more

New Product Release



Follower Giveaway



Best Selling Product

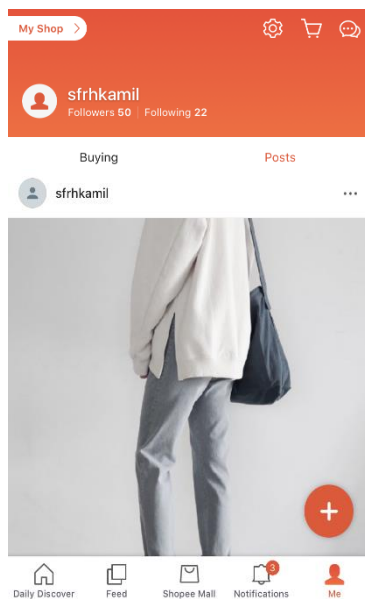


Discount & Promotion



How to broadcast post on Shopee Feed

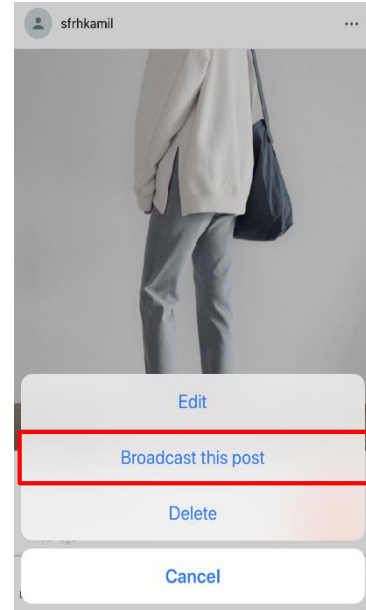
1 Select a post you choose to broadcast under "ME" tab



2 Click on icon






3 Select "Broadcast this post" option





Followers view on Feed Broadcast


Followers are notified of the broadcast through
Notification > Social Updates


Notifications  

 **Promotions**
 ✨ Don't miss the biggest 48-hour sale with the best H... >



 **Seller Updates**
 456pzi started following you. >



 **Wallet Updates**
 Payment via ShopeePay 035737002074703102 is succe... >


 **Shopee Updates**
 Get your green fingers working on Shopee Garden! 🌱... >






 **Social Updates**
 Watch Shopee Mamak's Live: Naelofar Store Launch! >



Order Updates Read All



 **Shipped Out**
 A parcel for Order 200510NQ0YJD2C has been shipped out by zanzea.os via Standard Delivery. Your parcel's tracking ID is MY208203978866L. Click here for more info on tracking your order. 
 Yesterday 14:30



 **Parcel Delivered**
 Your parcel MY203988779567S has been delivered. 
 09-05-2020 09:41



 **Welcome, New Seller!**
 CONGRATS on opening your shop! There are only 5 basic steps to selling on Shopee. Tap to learn more. 📌
 08-05-2020 14:24



 Daily Discover
  Feed
  Shopee Mall
  Notifications
  Me



Social Updates  



 Watch Shopee Mamak's Live: Naelofar Store Launch!
 Yesterday 11:58 



 shopee_mamak menyiarkan post baru.
 10-05-2020 10:07 

 shopee_mamak menyiarkan post baru.
 06-05-2020 17:41 

 shopee_mamak menyiarkan post baru.
 05-05-2020 15:17 

 shopee_mamak menyiarkan post baru.
 03-05-2020 10:05 

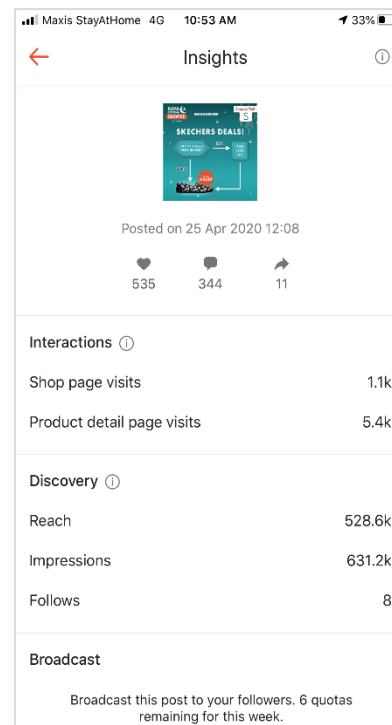
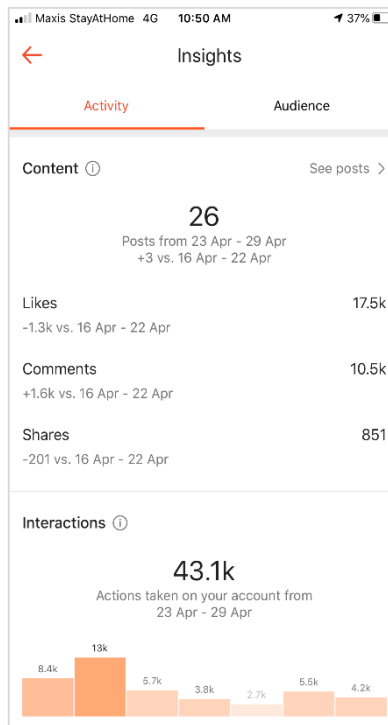
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 28-04-2020 14:01 

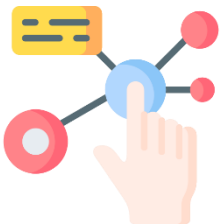
What is Feed Insights?

Feed insights allows users to evaluate their overall Feed performance. Users can use this data to better analyze their own post performance to optimize their post strategy.

Feed insights is comprised of **Profile Insights** and **Post Insights**.



Feed Insights Features



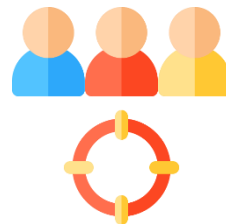
One-stop dashboard for all Shopee Feed data



Measure shop and product visits driven by your post

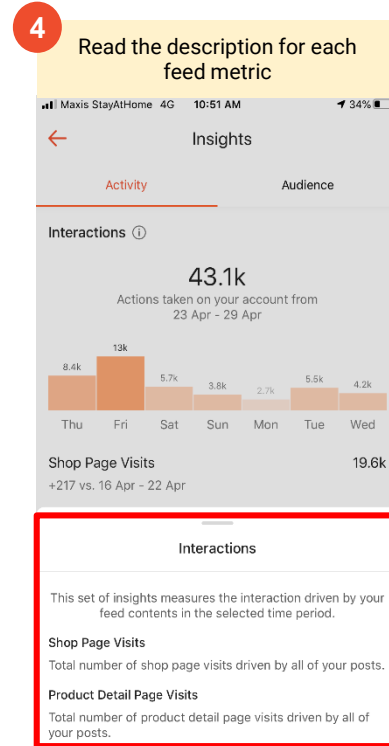
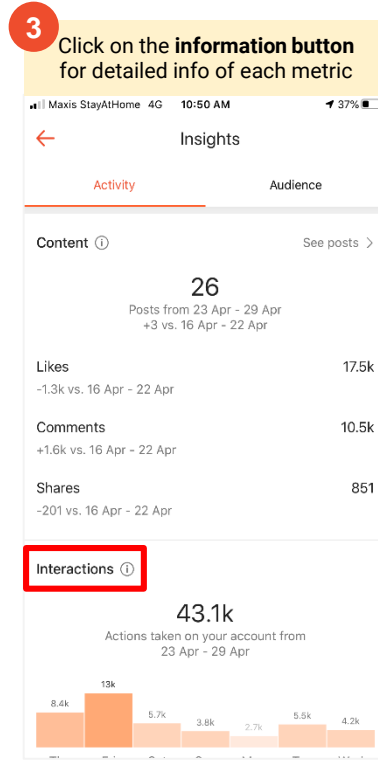
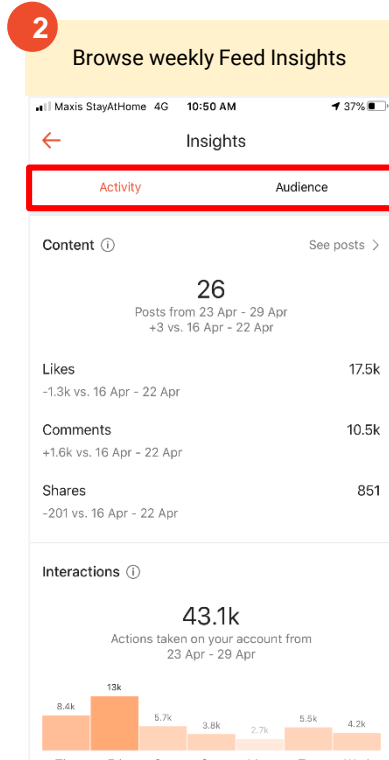
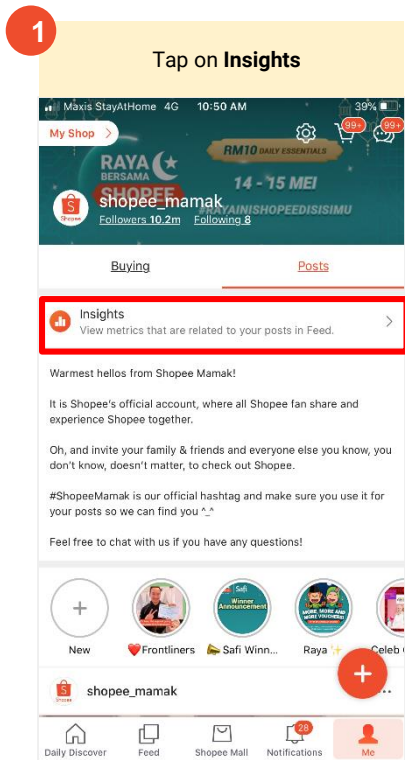


Track weekly progress to identify areas of improvement



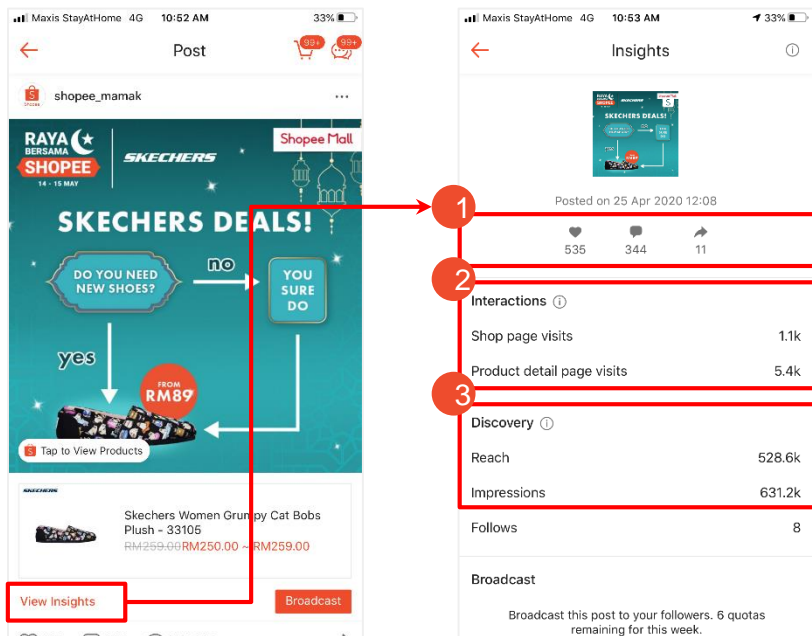
Identify audience insights such as age group, locations and gender

How do I access Feed Insights?



How do I analyze my Post Performance?

Sellers can review individual post performance at any time after posting. Using this feature, sellers can easily monitor the post performance by several key metrics such as likes, comments, views and etc.



The left screenshot shows a post for Skechers shoes with a 'View Insights' button highlighted. The right screenshot shows the 'Insights' page for that post, with three red boxes and numbered circles (1, 2, 3) highlighting the engagement metrics, interaction metrics, and discovery metrics respectively.

Metric	Value
Engagement (Likes + Comments + Shares)	535 + 344 + 11 = 890
Interactions	535 (Likes) + 344 (Comments) + 11 (Shares) = 890
Shop page visits	1.1k
Product detail page visits	5.4k
Discovery	Reach: 528.6k, Impressions: 631.2k
Follows	8

- 1) Measure the **post engagement**
 - a) Was post a high quality photo or video?
 - b) Did the post include a User CTAs (call-to-action)?
 - i) Like, comment and share
- 1) Review **post interactions**
 - a) Was a product/voucher tag used?
- 1) Measure the **post discovery**
 - a) Was the post broadcasted?
 - i) Shop followers will receive a notification when posts are broadcasted
 - b) Was post hashtags used?
 - i) Hashtags allow for easier discovery in search bar or feed tabs.



Seller Tips

Post engagement = Total post likes & comments

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1. Introduction to Shopee Feed & Shopee Feed features

2. Content ideas & tips for Shopee Feed

3. Content guidelines for Shopee Feed

4. Examples of Shopee Feed posts and stories

How to Hook Users on to Feed Posts?

To hook users to your feed, sellers are encouraged to diversify their postings to engage the market thoroughly. Some methods to engage users include;

- 1 Host product giveaways on Shopee Feed
- 2 Incorporate Call-to-Actions on your post to boost user engagement
- 3 Add Shop Vouchers on your Feed posts
- 4 Use relevant hashtags to increase your posts' exposure

Product/Voucher Giveaways on Feed

Key Hook	Product/Voucher giveaway
Objectives	<ol style="list-style-type: none"> 1. Engage users 2. Boost engagement metrics 3. Increase interaction between seller and users
Mechanics	<p>Seller to caption the post asking users to like, comment and/or share their experiences. The number of lucky users decided by the seller will then win the products/get vouchers in the giveaway</p> <ul style="list-style-type: none"> • Sellers can handpick users who did the call-to-actions e.g. like, comment and tag your friend below!



1,9rb 538

Upload photos after you shop to win Samsung Galaxy M20!

It's easy, just follow these steps:

1. Post your Super Shopping Day haul on Feed
2. Tag each products on your post
3. Use [#MySuperShopping](#) in your caption

[#shopeefeedgiveaway](#)



1.9k 126

izzueislam.os Siapa nak voucher lagi, cepat2 like post ni! Make sure korang capai 200 likes or lebih sebelum 3pm esok, baru Izzue akan release voucher untuk korang! Hehe 😊
[#shopeecelebritysquadMY](#) [#shopeeMY](#) [#lookalike](#)

View all 126 Comments

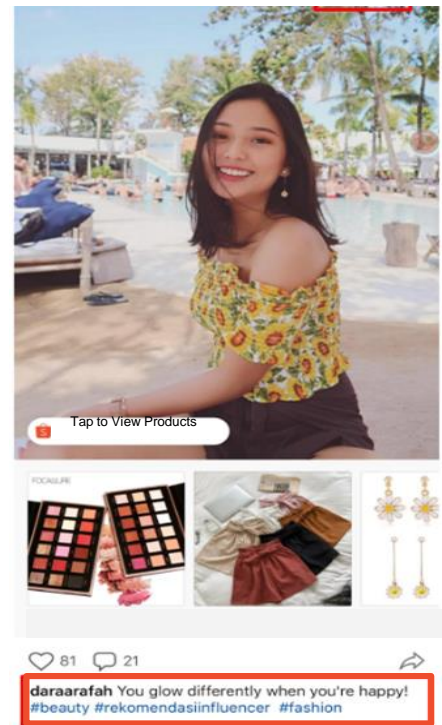
Engagement Posts - User CTAs (call-to-action)

Key Hook	Like, Comment and Share!
Objectives	<ol style="list-style-type: none"> Engage users Boost engagement metrics Increase interaction between seller and users
Mechanics	<p>Similar CTA (call-to-action) similar to product giveaways can also be used to drive user engagement</p> <ul style="list-style-type: none"> Utilize captions that encourage user comments without any incentives



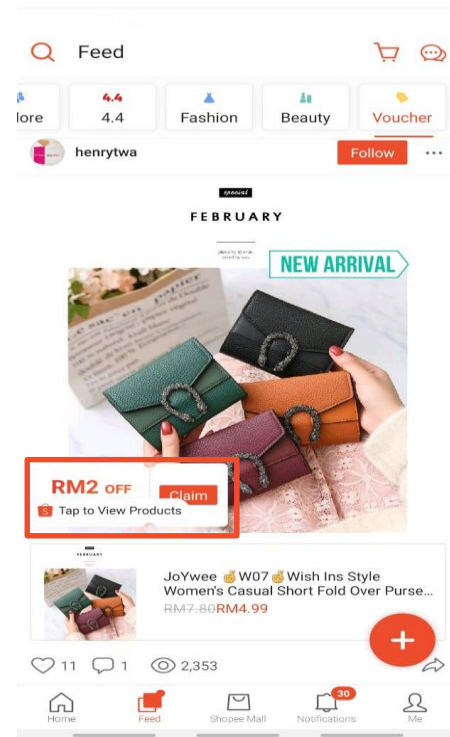
Hashtags on Your Posts

Key Hook	Hashtags
Objectives	<p>Increase post exposure on feed</p> <ul style="list-style-type: none"> • Users can follow hashtags that will enable future and current posts with the same hashtag to appear on their timeline
Mechanics	<p>Sellers to add hashtag to caption</p> <ul style="list-style-type: none"> • Max 30 hashtags per post • Seller can include a mix of generic and specific hashtags to increase chances of being discovered



Voucher Posts on Feed

Key Hook	Shop Vouchers
Objectives	<ol style="list-style-type: none"> Engage users Drive order conversion
Mechanics	<p>Seller to attach shop voucher to Feed post</p> <ul style="list-style-type: none"> Vouchers should have attractive voucher value for effective order conversion Sellers can encourage user engagement on caption e.g. "Like and comment on this post to let us know if you want to see more vouchers next time!" Posts with vouchers will automatically be accumulated under the voucher tab; enhancing the post's overall exposure



How to Optimize My Posts' Performance?



Repost customer reviews

Screenshot good reviews, and repost in Feed



Post high quality photos and videos

Screenshot good reviews, and repost in Feed



Post regularly

Post at least 2-3 times per week



Create various types of post content

Post engaging content such as giveaways, quizzes



Encourage audience participation

Ask viewers to like, follow, comment and share



Add product tags and vouchers

Tag your products and vouchers in posts to boost order conversion



Use popular and relevant hashtags

Adding hashtags in your captions increases the likelihood of users viewing your posts

A horizontal bar with a blue segment on the left and an orange segment on the right.

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Shopee Feed Post Guidelines



High resolution images/
videos



Max. 5 photos per post



A maximum of 2,200 characters
per post



Content should not violate our terms and
regulations



Videos should be between 3 to 60 seconds
long



A maximum of 5 product tags per post
and 30 hashtags per post

Shopee Shopee Story and Highlight Collection Guidelines



Up to 50 live stories at any time



Up to 5 photos or videos when selecting from Album to post Story



Up to 50 stickers per story



Up to 50 stories per highlight collection. The maximum number of highlight collections are capped at 100 collections



Story videos should be between 3 to 60 seconds long



A maximum of 5 product tags per story

Feed Content Violation Guidelines

As Shopee Feed is a social platform where sellers and users engage freely, kindly ensure to adhere to our community guidelines for your post content. Violation in content guidelines might result in warning, temporary bans, and/or permanent ban from Shopee Feed.

Violating content types	Description
Nudity or Pornographic content	Any form of pornography or excessively explicit content is not allowed.
Harmful, Hateful or violent content	Harmful, hateful, violent, or gory content, e.g. encouraging others to engage in dangerous behaviors, grossly shocking or violent or bloody content, any content that preaches or condones atrocities against individuals or different groups.
Illegal/Prohibited Products	Any content promoting illegal consumer products or services are not allowed. This includes products with no valid licensing.
Junk feeds	Accidental uploads of incomplete/irrelevant to feed postings.
Promoting information/products of external websites	Sellers are not allowed to direct transaction/ traffic out of Shopee. Posts cannot include information, promotion, web link, logo of other platforms, such as Lazada, PrestoMall, etc.
Promoting contact information/social media	Seller should not include any contact information such as WhatsApp, Social Media, phone number, physical store address that promotes offline transactions.

Feed Content Violation Guidelines (cont'd)

Violating content types	Description
Counterfeit Products	Any counterfeit/pirated good. This includes goods that are designed with the intention to deceive or replicate an existing product.
Duplicate Posts	Any duplicated posts within the time frame of a day.

After multiple blocked or notified post violations, seller's accounts may be categorised as one of the following penalties:

Moderate Violation	Description
3 Blocked Posts	Counted as a first offense. Penalised with 3-days access restriction from posting on Shopee Feed.
6 Blocked Posts	Counted as a second offense. Penalised with 7-days access restriction from posting on Shopee Feed.
9 Blocked Posts	Counted as a third offense. Penalised with a quarterly access restriction from posting in Shopee Feed

Severe Violation	Description
1 Blocked Post	Counted as a first offense. Penalised with a quarterly access restriction from posting on Shopee Feed.

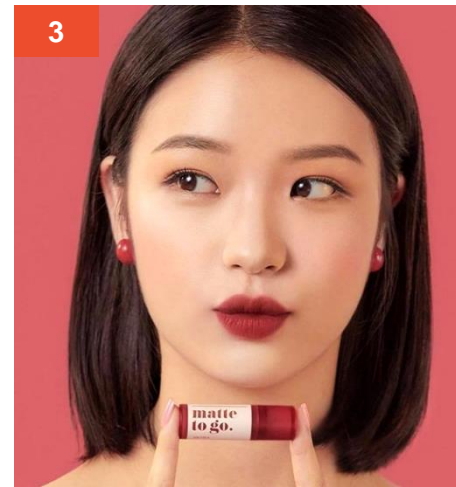
A horizontal bar with a blue segment on the left and an orange segment on the right.

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Best Practices - Health and Beauty

Health and Beauty posts are encouraged to have **good lighting, clear images, display of items outside of their packaging, item variation swatches on different skin tones and thematic colour scheme posts.**



Best Practices - Shoes

Shoe posts are encouraged to have **good lighting, clean backgrounds, product demonstration by model and colour coordination with outfits worn by model.**



Best Practices - Fashion

Fashion posts are encouraged to have **suggested styled outfit combinations with product**, **have a clean background**, **show item in use or held by model**.

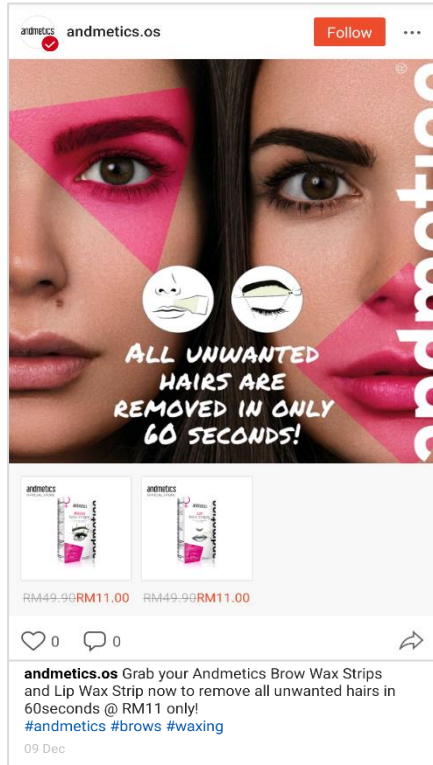


Best Practices - Home & Living

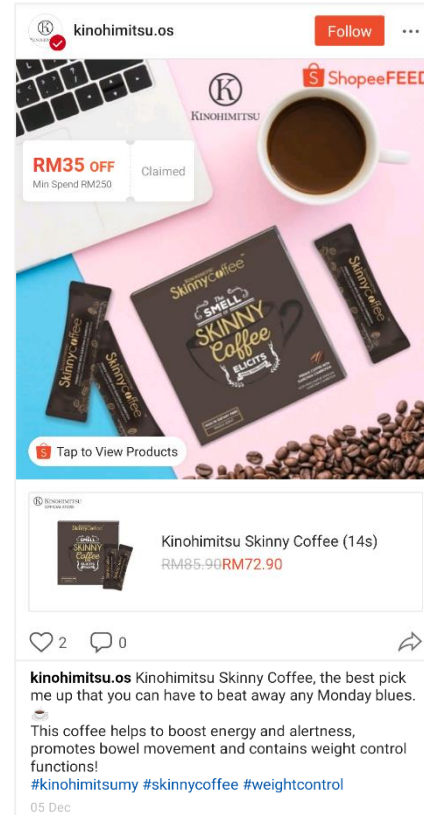
Home and living posts are encouraged to have **good lighting**, **item displayed in proper home setting** and **good angle to see the entire item**.



Other Examples

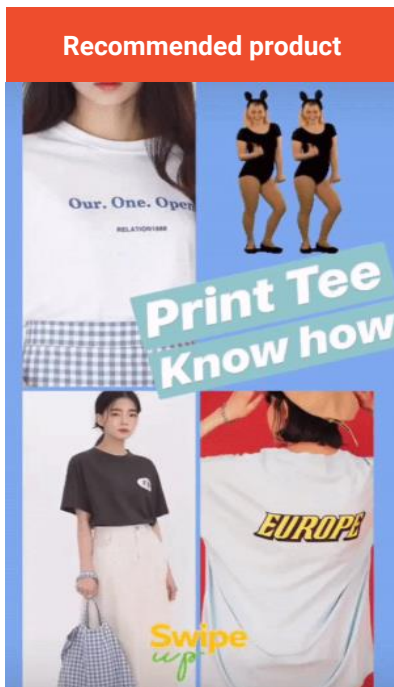


- Hashtag used to build brand reputation
- Attractive image showcasing product benefits
- Product tags to help drive order conversion

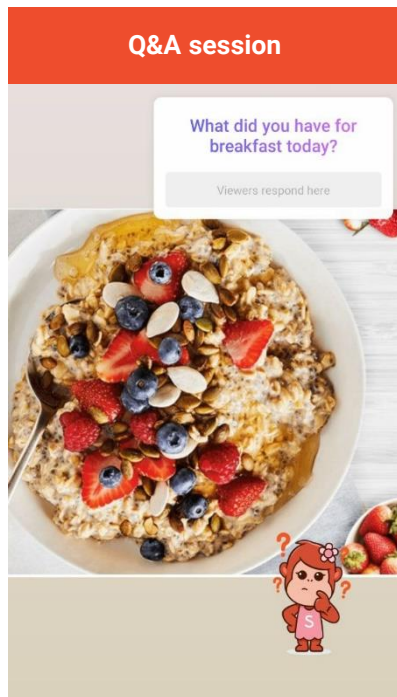


- Hashtag used to build brand reputation
- Voucher tag to increase attractiveness for buyers
- Product tags to help drive order conversion

Shopee Story Content Examples



Shopee Story Content Examples



Content to Avoid

1



- Avoid the same product images as SKU listing. Feed should have engaging content.

2



- Cannot redirect outside Shopee

3



- Avoid voucher in the photo (User voucher tag feature)



Thank you!

Learn more about best practices for selling on Shopee on Seller Education Hub:

<https://seller.shopee.com.my/edu>
