



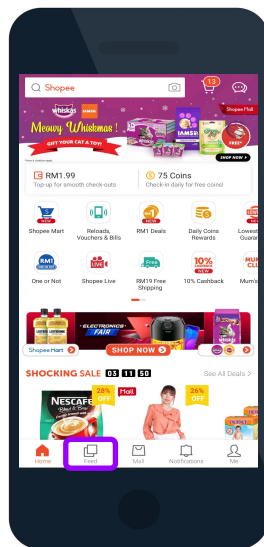
Shopee Feed



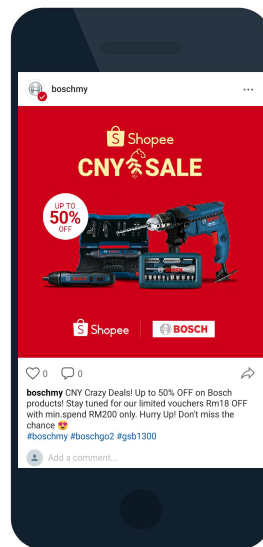
What is Shopee Feed?

- A platform in Shopee app with features similar to Instagram where users can **like, comment and share seller's post**.

User view



Shopee App
Homepage



Shopee Feed

How does it work?

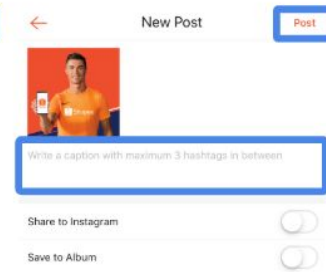
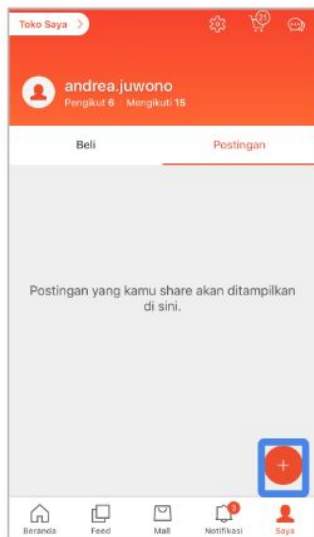
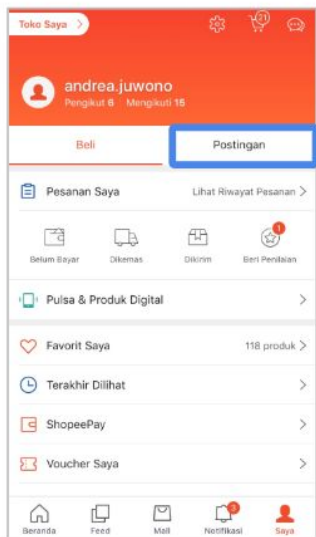
1 Tap **"Post"** tab on Me page

2 Tap **+** icon on bottom right corner

3 Select photo to be posted, tap **"Next"**

4 Edit the photo, tap **"Next"**

5 Fill in **caption** and then tap **"Post"**



How to hook users on Feed?

- Sellers are encourage to diversify their postings to engage the market thoroughly.
- Here are some content strategies to ensure users are hooked on your feed.

1

Host a **product giveaway** 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**

Shopee Feed Post Guidelines

	Description
Resolution & Size	Highest resolution possible for image or video post Image size is square (1:1.05), bigger images will get automatically cropped
Number	Up to 5 photos or 1 video lasting 3 to 30 seconds
Caption	Max. 500 characters
Hashtag & Tag	Max. 3 hashtags and 5 tagging per post
Content Restriction	Must be age-appropriate and free from vulgar-related materials
	Must be related to the products and/or on-going promotions taking place at Shopee. (e.g.: stores vouchers, cashback, website-wide discounts etc.)
	Videos and Photos being displayed must be original and authentic
	Must not display forbidden items
	Must not display crime-related / illegal activities

Feed content guidelines

- As Shopee Feed is a social platform where sellers and users engage freely, kindly make sure to follow our community guidelines for your post content.
- Violation in content guidelines might result in warning, temporary ban, 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.
Severe sensitive information	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 is not allowed
Junk feeds	Seller accidentally uploaded up an incomplete/irrelevant feed
Promoting information/products of external websites	Sellers are not allowed to direct transaction out 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 to promote offline transaction.

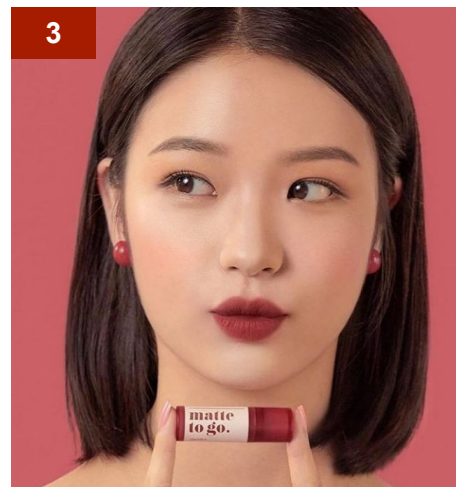
Best practices - Health and Beauty



- Good lighting and clear angle
- Interesting backdrops
- Show item outside of their packaging



- Good lighting, clean background
- Show item variation (swatches on skin)
- Show actual item in the photo



- Good lighting, clean background
- Show item in use on model
- Show actual item hold by model

Best practices - Shoes



- Good lighting, clear angle
- Show item in use on model



- Good lighting, good angle
- Color coordination with other items
- Clean background

Best practices - Fashion



- Good lighting and clear angle
- Clean background
- Show item outside of their packaging



- Good lighting, clean background
- Show item in use on model
- Show actual item hold by model



- Good lighting, clean background
- Show item in use on model
- Show actual item hold by model

Best practices - Home & Living



- Good lighting
- Clean background
- Good angle to see entire item



- Good lighting
- Show item in proper house setting

Content to avoid

1



- Avoid SKU Products
(Use product tag feature)

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 via Seller Education Hub:

[*https://seller.shopee.com.my/edu/*](https://seller.shopee.com.my/edu/)
