



# CHECKOUT TIPS

Tagging Guide

## Product Tags: Overview

Since our earliest days, people came to Instagram to shop. When they were inspired by something that they saw, they took steps to find it right away. They used comments and DMs to ask about things like price and availability – or they left Instagram entirely to search for it.

That’s why we created **product tags** to help people learn more and shop in the very moment of discovery.

Product tags allow businesses to highlight items directly from your product catalog into your posts, so people can tap on a tag and immediately see more information, such as price and a short description.

Product tags are a foundational tool for Instagram Shopping businesses. The most successful businesses use tags frequently across different formats in feed, Stories, Reels, IGTV and more because people spend time in different places on Instagram and all surfaces have different behaviors associated with them.

We encourage businesses to use product tags to create shoppable posts consistently and get the most out of your shop on Instagram.

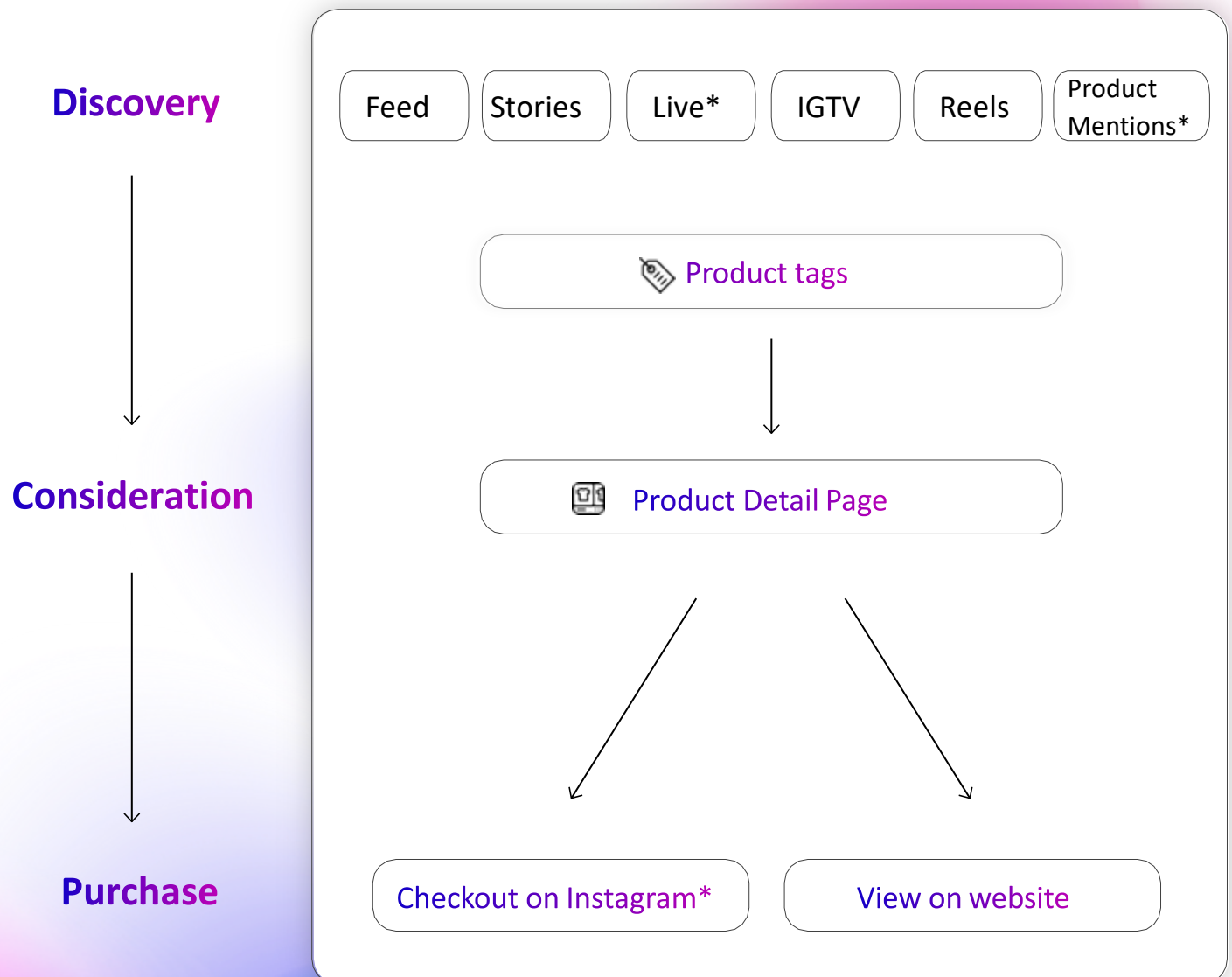
In this guide, you will learn more about where and how your business can utilize product tags to get your products in front of people who love to shop on Instagram.




# Tagging Products

The path from discovery to purchase is **not linear** on Instagram. People can come across shoppable posts all throughout the app.

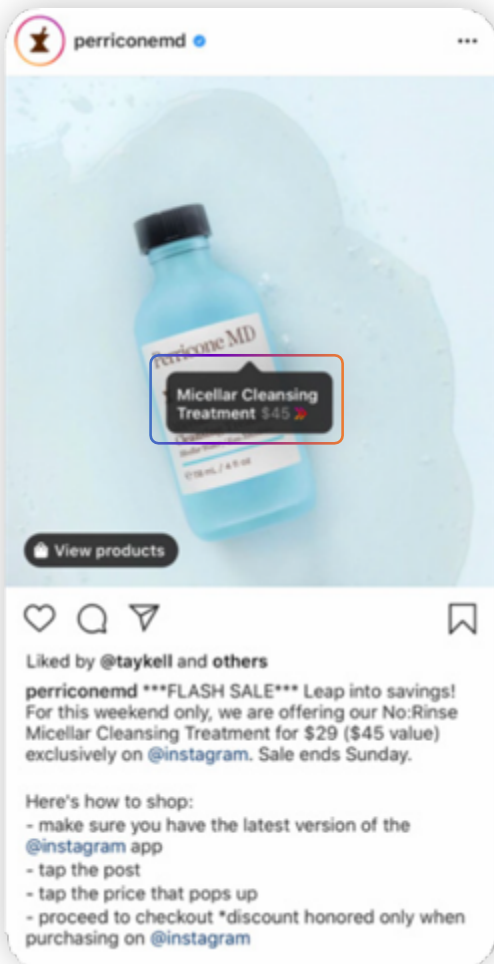
Product tags let businesses to tag their products across different Instagram formats so people can easily shop **wherever they find joy** in the app, and ultimately go to a website or checkout on Instagram.



\*Only available to Shopping businesses in the U.S. that use checkout on Instagram

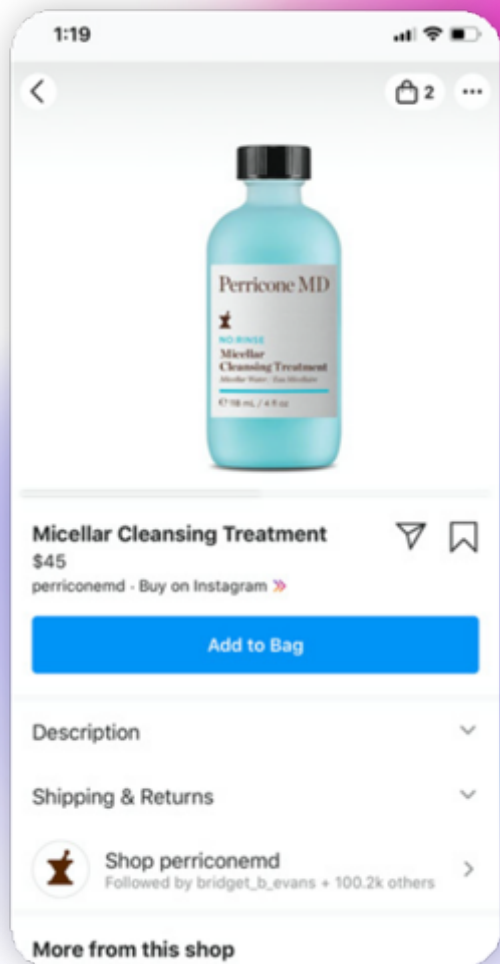
 **Product tags** take people to the **Product Detail Page** for the tagged product.

 **Product tags**



**Product tags** allow businesses to highlight products in their content.

 **PDP**



**Product Detail Pages (PDP)** have information on the tagged item including pricing, descriptions, images and videos from your product catalog, and how to purchase.



# Tagging Products: Feed Posts



Product mentions\*



Product tags

Tag to reveal product tags

\*Only available to Shopping businesses in the U.S. that use checkout on Instagram

# Tagging Products: Stories



Product sticker



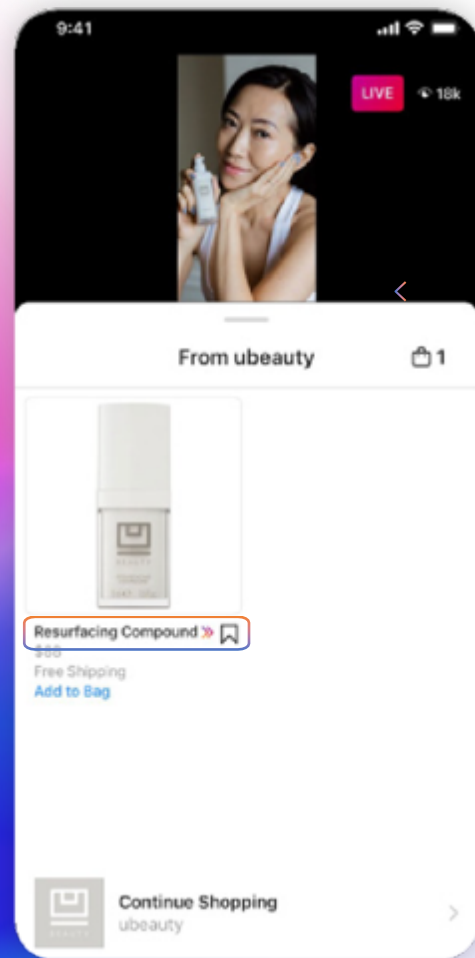
Swipe Up to PDP

# Tagging Products: Live\*

Pinned product tag



All tagged products



Tap to PDP

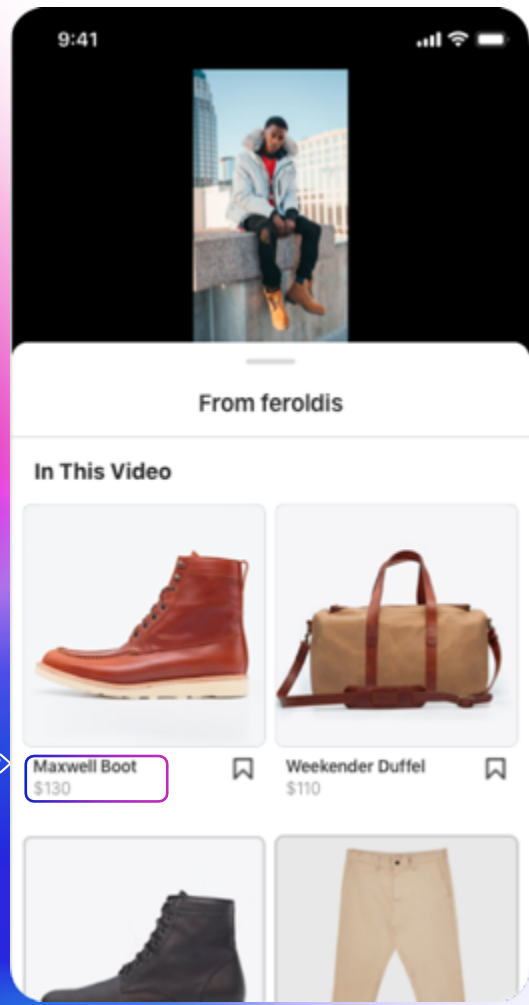
\*Only available to Shopping businesses in the U.S. that use checkout on Instagram



# Tagging Products: IGTV

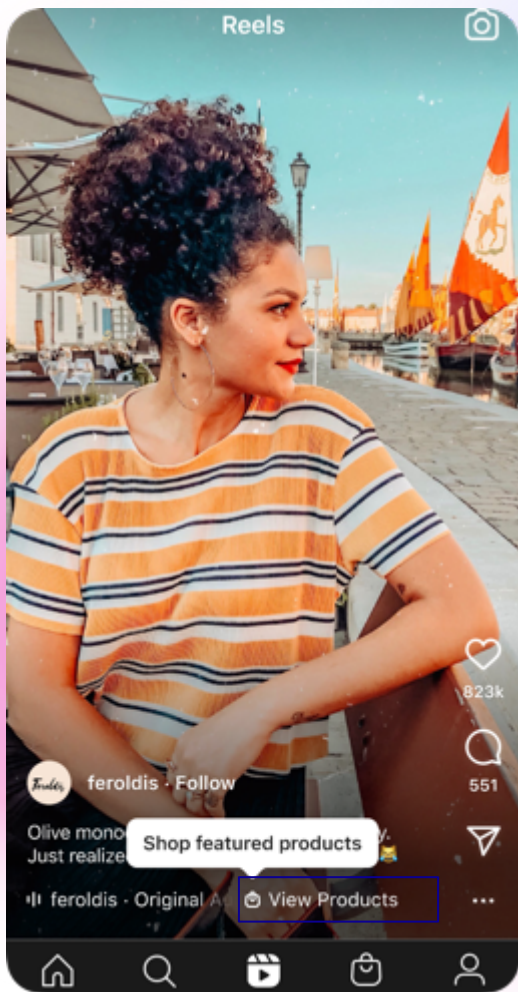


All tagged products

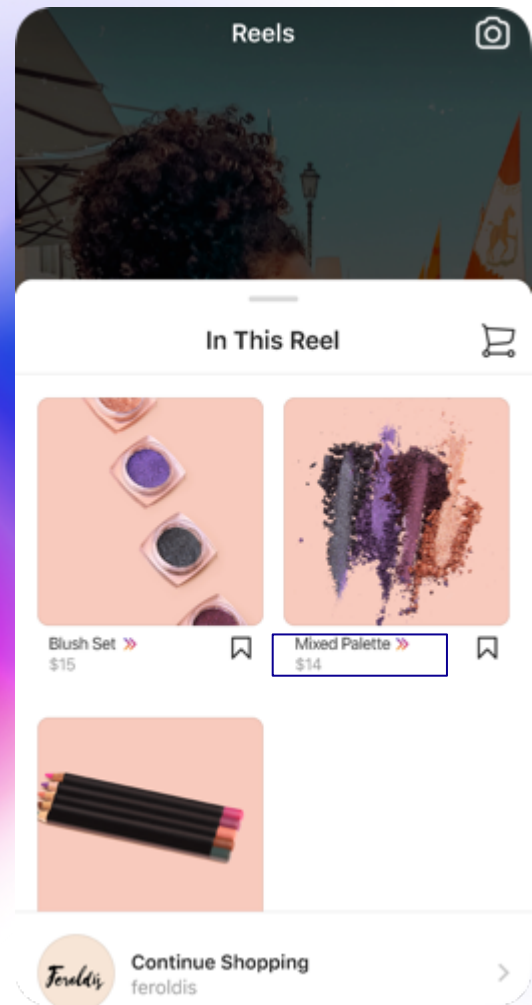


Tap to PDP

# Tagging Products: Reels



All tagged products



Tap to PDP

# How to Tag Feed Posts



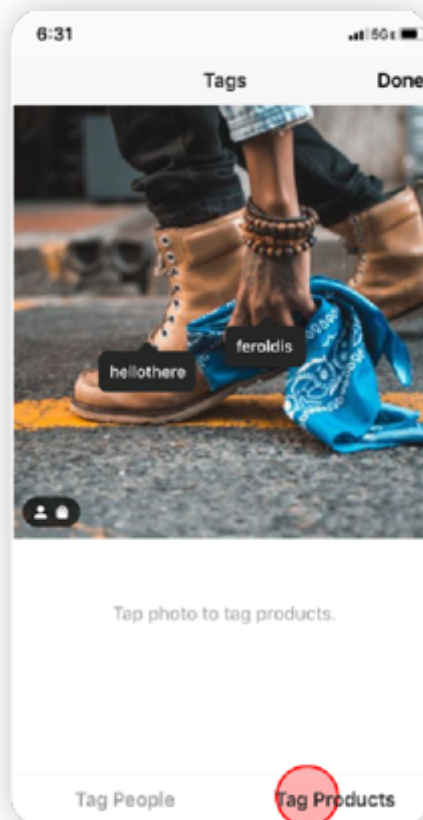
# Tagging Products: How to Tag Feed Posts.

## Product Tags



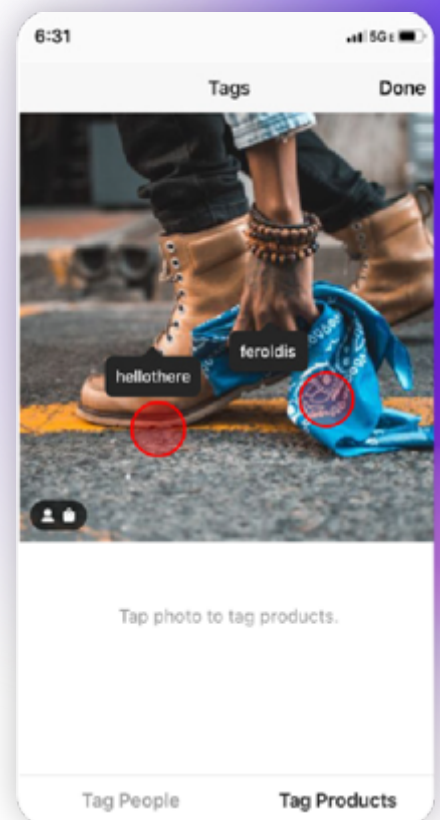
### Step 1

When creating a Feed post, tap “Tag Products” to open the tagging menu.



### Step 2

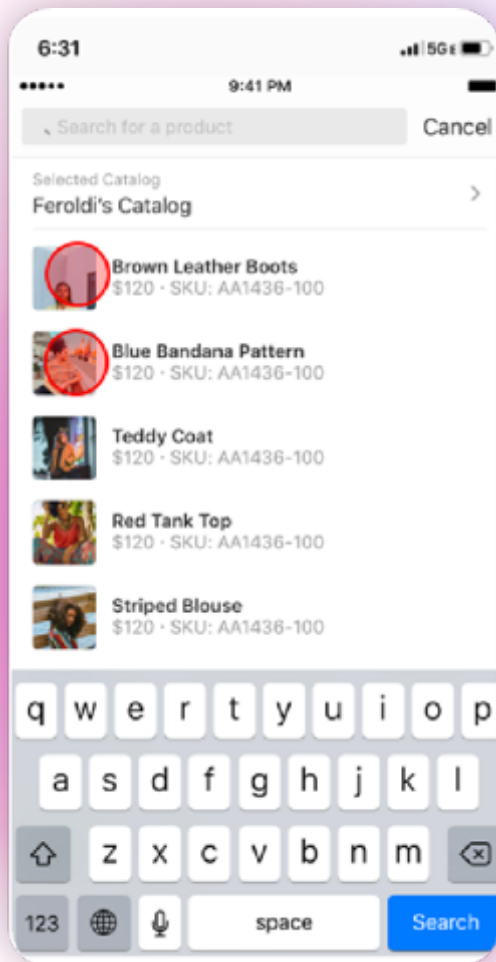
From the tagging menu, tap “Tag Products” to enable product tagging.



### Step 3

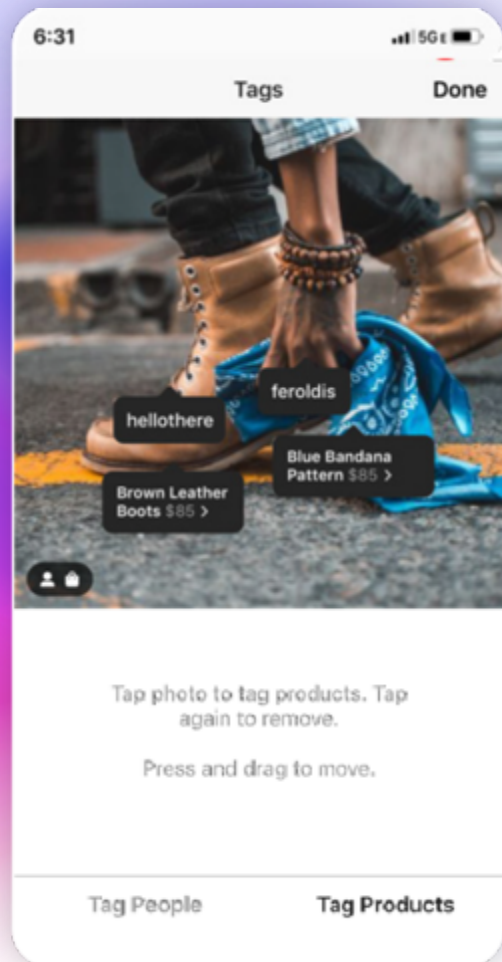
With “Tag Products” highlighted, tap the photo where you’d like to add product tags. (Typically, product tags appear on the product they represent in the photo).

# Tagging Products: How to Tag Feed Posts. Product Tags



## Step 4

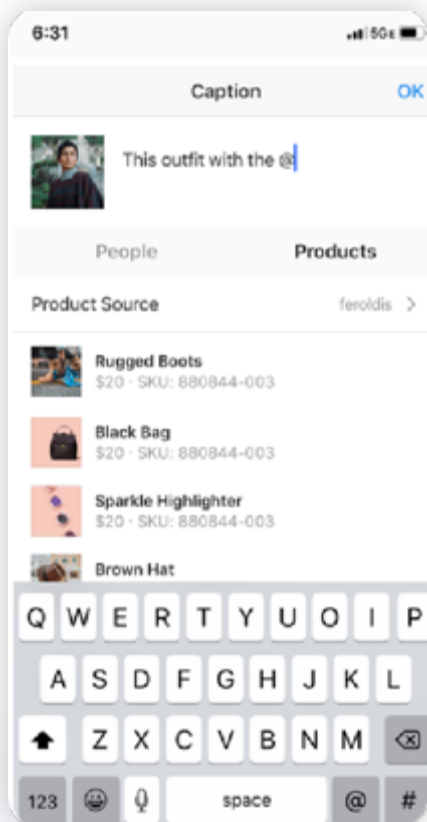
When tagging, be sure to select the [product catalog](#) where your desired product is located, then tap to [select the product\(s\)](#) you'd like to tag.



## Step 5

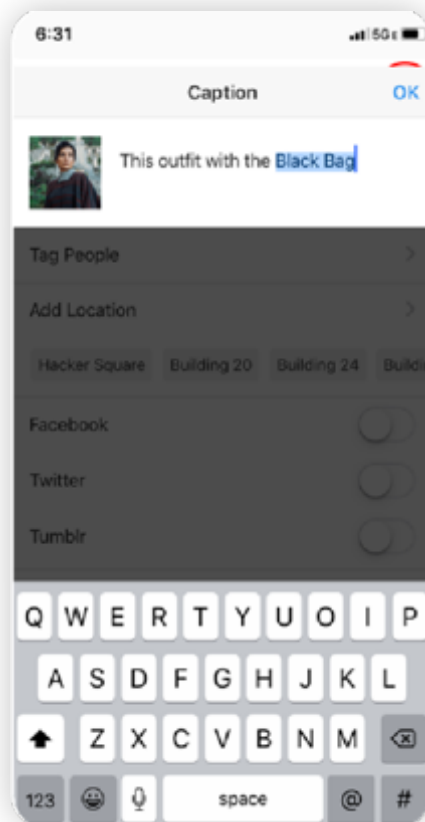
Review the product tags you selected before tapping ["Done"](#) to return to the Feed post creation page.

# Tagging Products: How to Tag Feed Posts. Product Mentions\*



## Step 1

When creating the caption for a Feed post, use the @ symbol to open the tagging menu and navigate to Products. Tap the product you want to tag from the list.



## Step 2

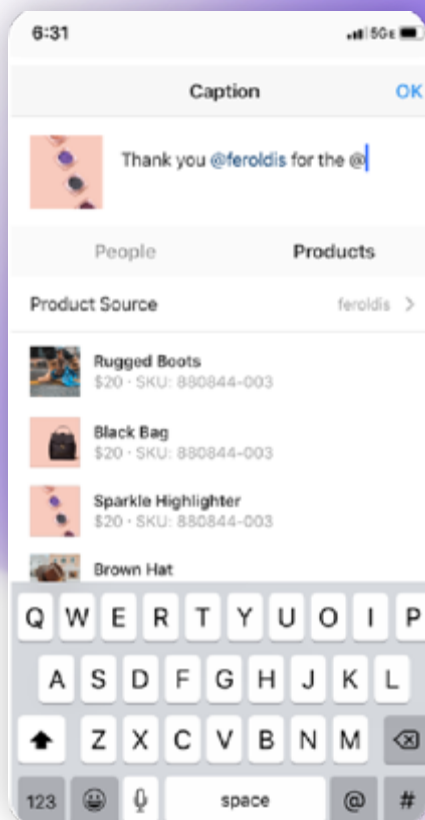
The tagged product will appear highlighted in the caption. When you're finished editing your caption, tap "OK" to publish the photo to your feed.



## Step 3

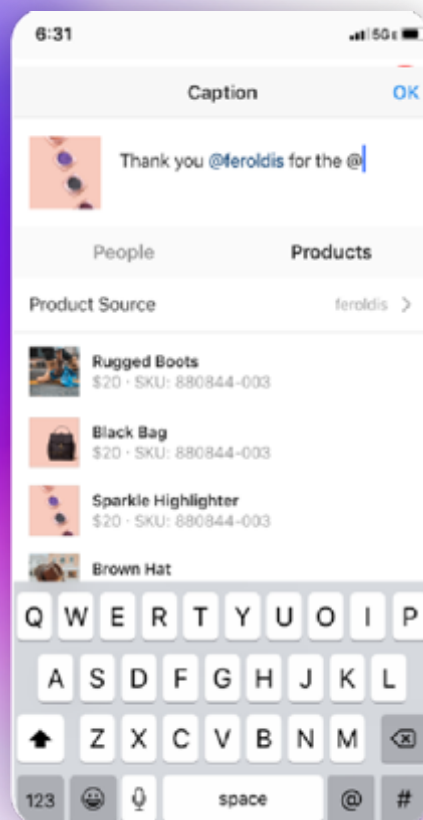
Once published, the product mention will appear as a clickable tag within your Feed post's caption.

# Tagging Products: How to Tag Feed Posts. SFC Product Mentions\*



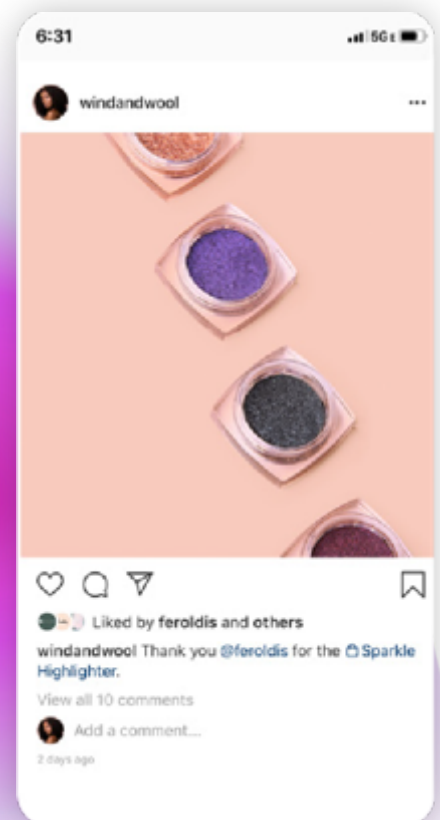
## Step 1

When creating the caption for a Feed post, use the @ symbol to open the tagging menu and navigate to Products. Select the brand you're partnering with from the Product Source list.



## Step 2

Once the Product Source is selected, you'll be able to select products from that brand's product catalog. Tap the product you want to tag from the list.



## Step 3

Once published, the product mention will appear as a clickable tag within your Feed post's caption.



# How to Tag Stories

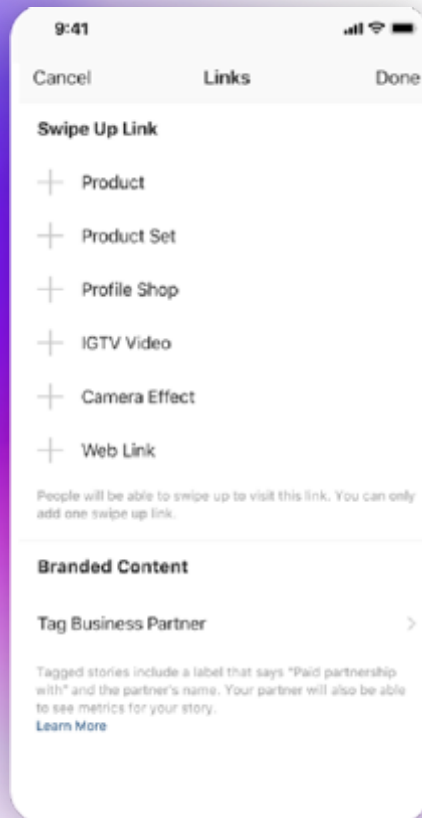
# Tagging Products: How to Tag Stories.

## Swipe Up to PDP



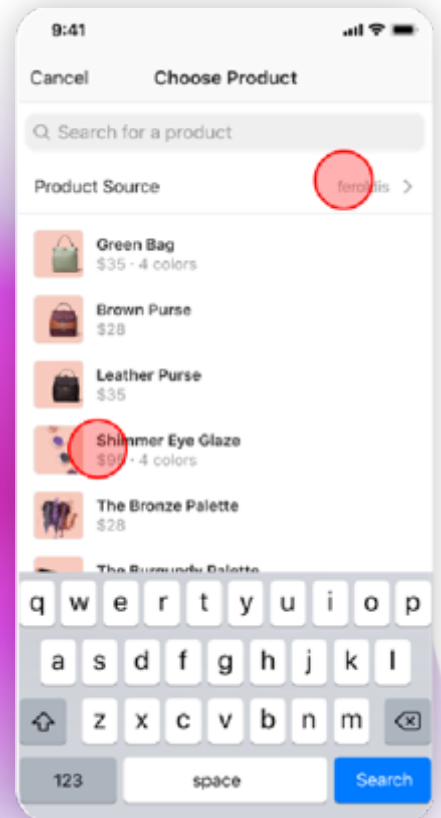
### Step 1

When creating your story, tap the [link icon](#) to open your Story Links menu.



### Step 2

From the [Story Links](#) menu, tap ["Product"](#) to view the available products to tag.

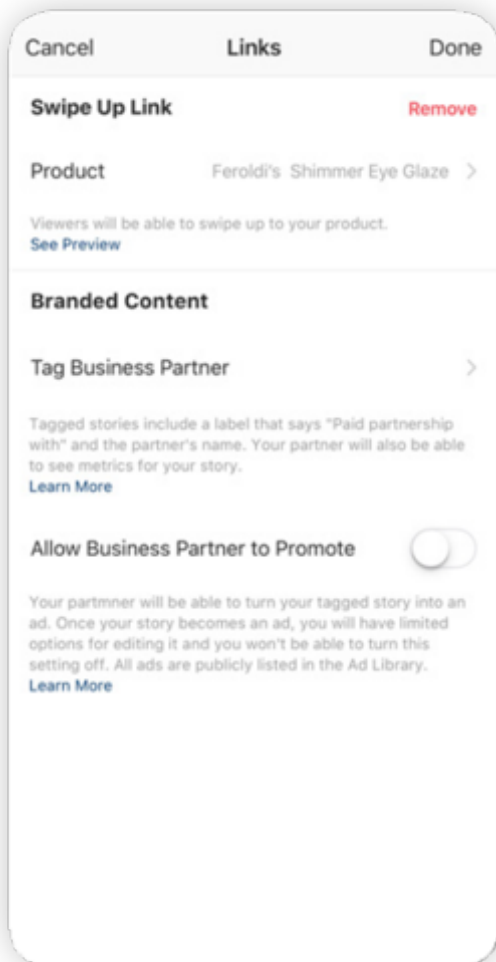


### Step 3

Be sure to select the [product catalog](#) where your desired product is located, then tap to the product you'd like to link.



# Tagging Products: How to Tag Stories Swipe Up to PDP



## Step 4

Review the [Swipe Up Link](#) to be sure you've selected the correct product before tapping ["Done"](#) to return to your story.



## Step 5

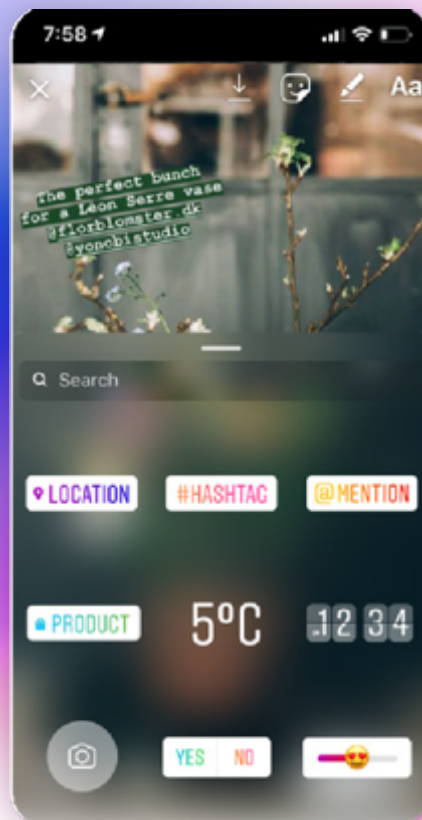
Tap the ["Your Story"](#) icon to add the content to your story.

# Tagging Products: How to Tag Stories. Product Stickers



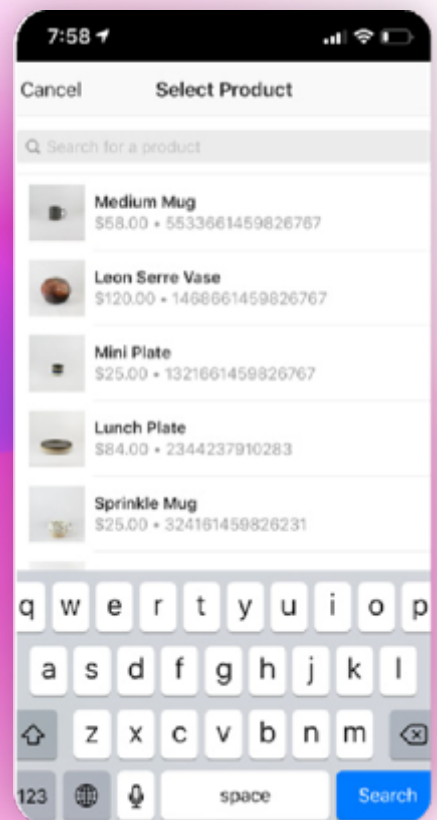
## Step 1

When creating your story tap the **sticker tray icon** to open your sticker tray.



## Step 2

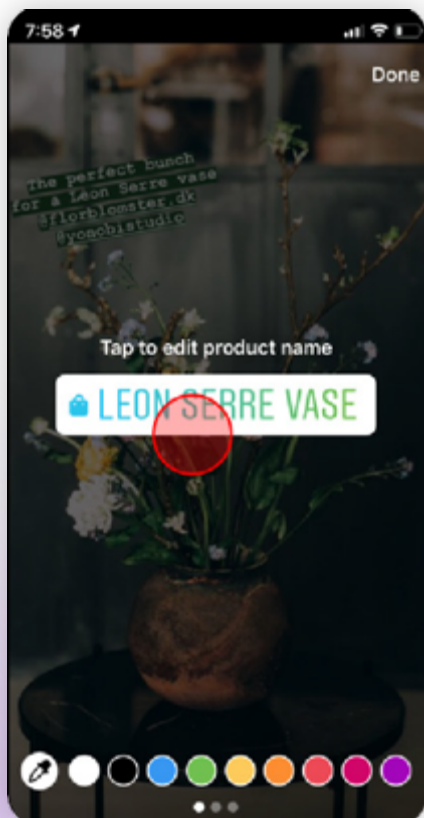
Tap the **product tag sticker**.



## Step 3

Tap the product that you'd like to tag in your story.

# Tagging Products: How to Tag Stories. Product Stickers



## Step 4

Tap your product sticker to change the color and edit the product name.



## Step 5

Tap, hold and pinch the product sticker to resize and drag to the desired location on your story content.



## Step 6

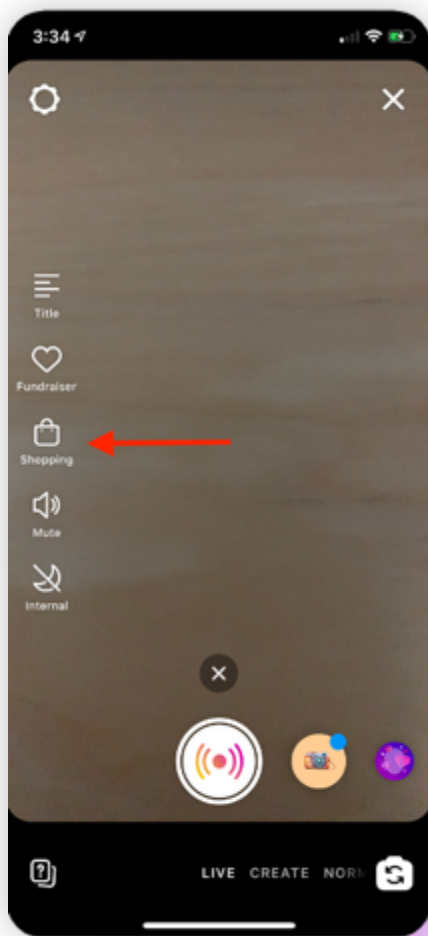
Tap the "Your Story" icon to add the content to your story.



# How to Tag Live

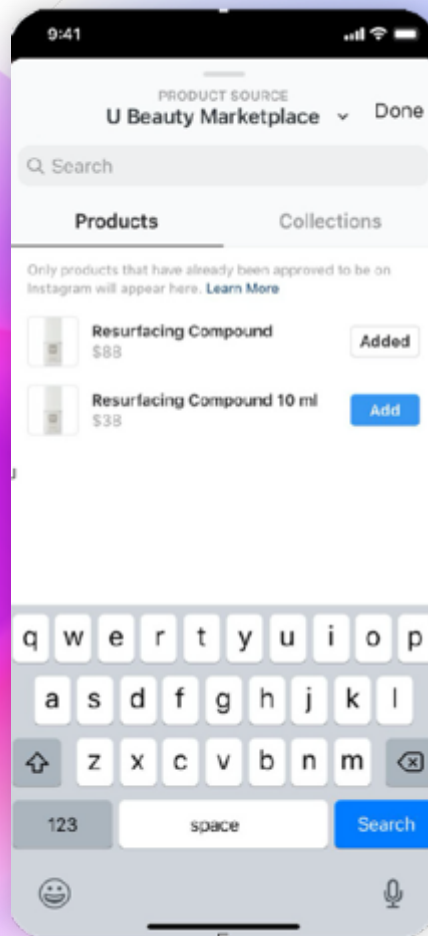
# How to Tag Live.

## Tagging Products



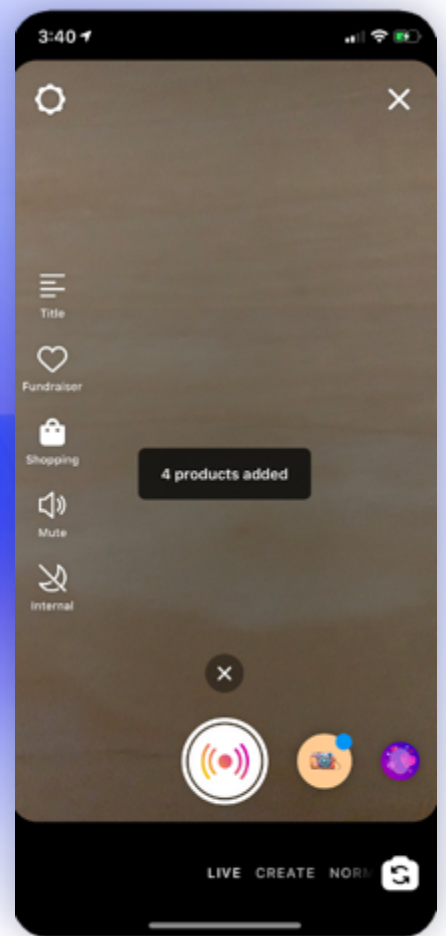
### Step 1

Before going Live, tap the [shopping bag icon](#) on the left side of the screen.



### Step 2

To tag individual products, tap [“Add”](#) next to the product(s) you want to have tagged in your Live.  
To tag [collections](#) from [your shop](#) tap [“Collections”](#) and [select your collection](#).



### Step 3

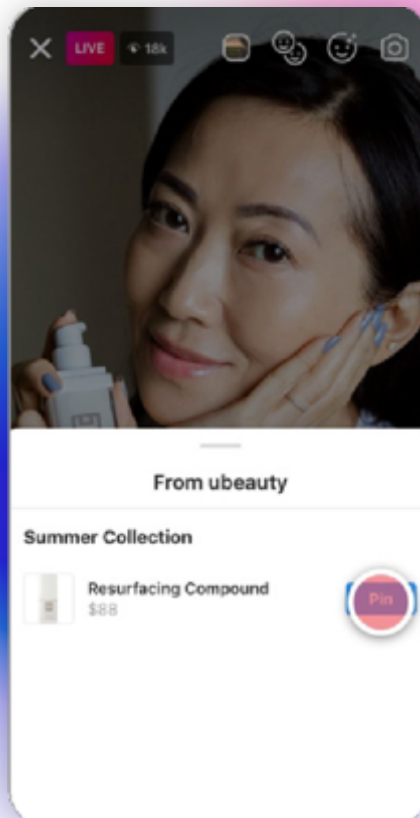
Tap [“Live button”](#) to begin Live Video.

# How to Tag Live. Pinned Product



## Step 1

While you're Live you can [Pin 1](#) product at a time by tapping the [Shopping bag](#) icon in lower right.



## Step 2

Confirm the product you're using by tapping "[Pin](#)".



## Step 3

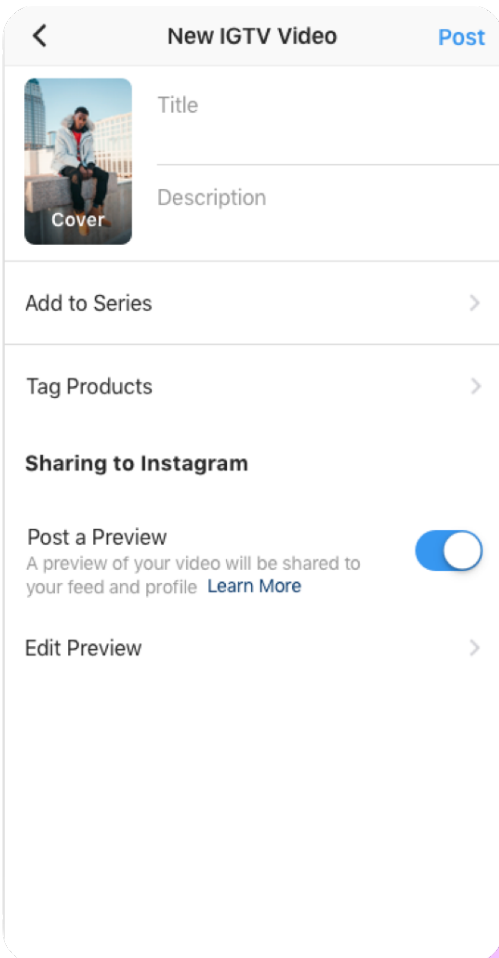
To unpin a product, tap the [Shopping bag](#) then select "[Unpin](#)".



# How to Tag IGTV

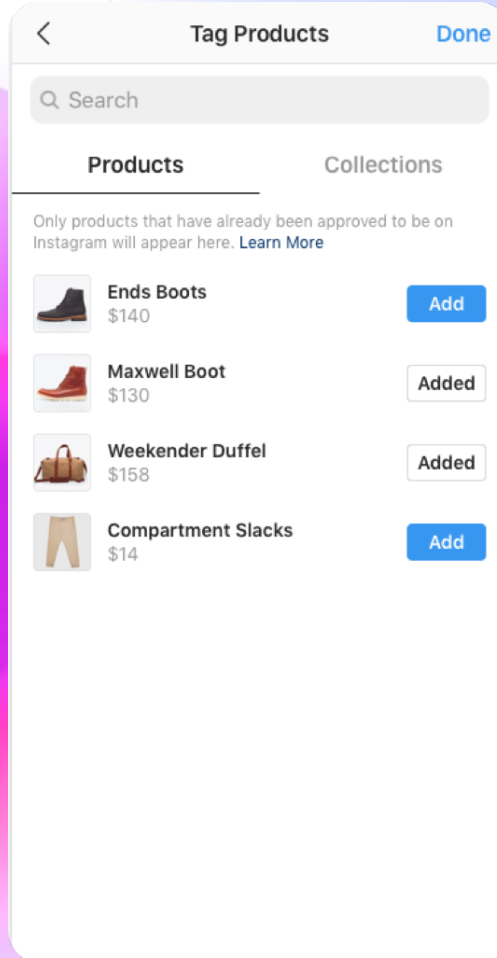
# How to Tag IGTV.

## Tagging Products



### Step 1

Once you've uploaded your IGTV video, tap on "Tag Products".



### Step 2

Add **product(s)** you featured in your IGTV video. You can also include **similar products** that your viewers might be interested in.



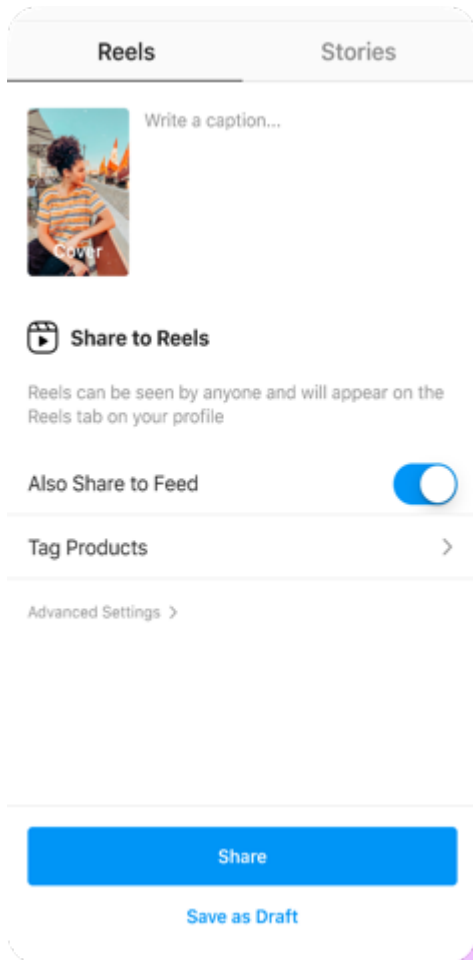
### Step 3

Post to your **Feed** and share to **Stories** to promote your new video.

# How to Tag Reels

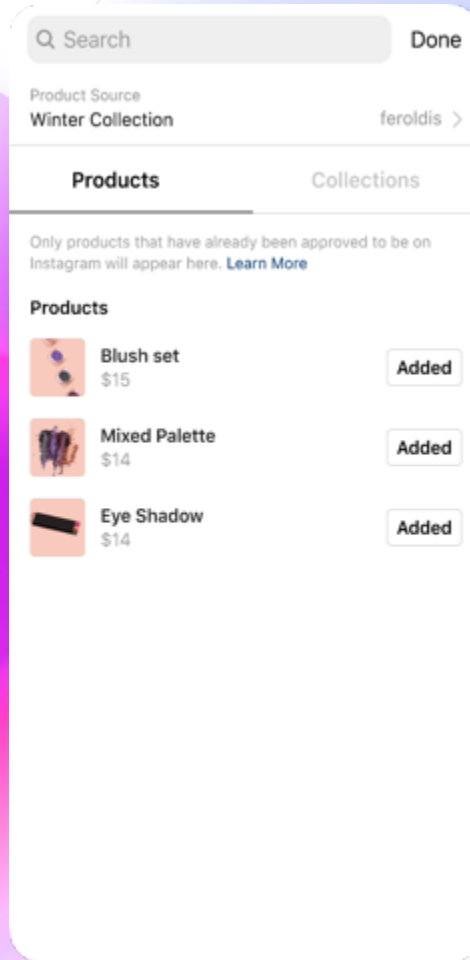
# How to Tag Reels.

## Tagging Products



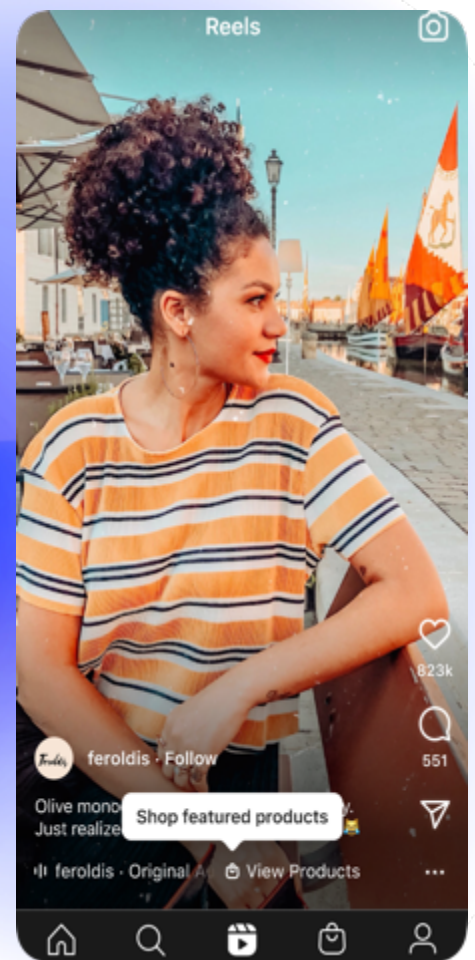
### Step 1

Once you've recorded your Reel, tap on "Tag Products".



### Step 2

Add [product\(s\)](#) you featured in your reel. You can also tag [product collections](#).



### Step 3

Post to your [Feed](#) and share to [Stories](#) to promote your new reel.

# Dos and Don'ts of Tagging

# The Dos and Don'ts of Tagging

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Do	Tag all available products in your content.	Use all available formats to create shoppable content by tagging products in feed, Stories, Reels and more.	Use a mix of images and videos when you tag products so that they appear in the top carousel of your product detail pages to show a variety of ways the product can be used in an eye-catching way.
Don't	Overcrowd your content with tags, so people can see the items clearly.	Only use Shopping tags on Feed posts.	Let tagged content expire from your profile.
Try	Learn what number of tags in posts works for you. Try tagging a maximum of three.	Tag products in your Stories using both a product sticker AND swipe-up to PDP, together.	Turn on auto-highlight in stories so your tagged content lives on in Product Detail Pages after the story disappears.
Try	Save and turn your tagged Stories content into a highlight so people can shop products from your Stories after they expire. Try giving it a title like "Shop" to make the highlight even clearer.	Try tagging items at different price points to learn more about what your audience engages with and is interested in learning more about .	Heavy-up on shoppable posts in the lead-up to a new launch or during a brand or marketing moment to maximize the opportunity for product discovery.

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“Our audience really appreciates the product tags feature. Any time that we don't use it, we start getting questions through comments and direct messaging asking for the product and pricing details usually found in the product tag or sticker.” - Elisa Kosonen, Senior Manager, Social Media