

Instagram expands shopping to help more creators sell on the platform

Instagram announced new Commerce Eligibility Requirements that expands access to Instagram Shopping to more types of businesses, including creators that want to connect with shoppers and sell their merchandise on Instagram.

Whether you are a musician selling merchandise or a food blogger expanding into your own cookware line, any eligible creator account with at least one eligible product can use Instagram's shopping tags to drive people to their website to make a purchase.

With this new policy, eligible creators and businesses must tag products on Instagram from a single website that they own and sell from, so that people have a consistent and trusted shopping experience. Instagram will also update the sign-up flow to give clearer guidance to creators and businesses and offer more transparency into the types of businesses that are best suited to be supported.

The updated requirements will also be applicable to new and existing businesses and will go into effect on July 9 in Egypt, Algeria, United Arab Emirates, Lebanon and Saudi Arabia, as well as all countries where [Instagram Shopping is supported](#). They will provide greater transparency for people and businesses, and a more trusted shopping experience

When eligible creators and businesses sign up for Instagram Shopping, they will be notified as soon as they are approved and ready to start tagging products. Upon disapprovals, a clear reason will be offered so they can take the necessary action or appeal.

The updated Commerce Eligibility Requirements are available on Instagram's [Help Center](#).

To learn more about how to enable Instagram Shopping, visit our [setup guide](#).