



Shopee

All About Shopee Live

Edited: 7/10/2020

OBJECTIVES

To learn how to utilize the Live Streaming tool to increase your followers and sales to your store.

CONTENT

1. Overview of Shopee Live
2. How to Start a Live Stream
3. How to Setup Reward Coins
4. How to Create Vouchers
5. Shopee Polling Feature
6. Shopee Auction Feature
7. How to Build an Interesting Concept
8. How to Maximize Your Live Stream Exposure
9. Shopee Live Content Guidelines



Shopee

1. Overview of Shopee Live



What is Shopee Live?

A channel for sellers to **host their own interactive video streaming session** within the Shopee app.

How Will it Benefit Sellers?



Growing Exposure

Chance to **capture the attention** of millions of active users on Shopee's platform



Increase Sales

Bond with viewers and **increase opportunity to grow sales**



Increase Store Followers

Encourage users to **follow your store** for future offers and deals



Why should sellers try Shopee Live?

Some numbers from our top Shopee Live Streamers:

Shop views

Engaging content generating >1,800 unique viewers per stream

Item impression

Stream interaction leads to >40k item impressions per stream

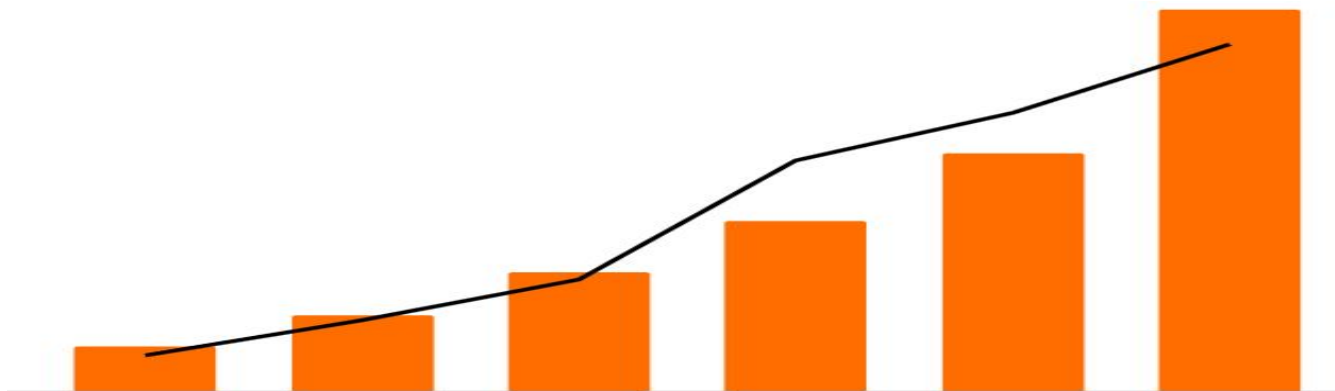
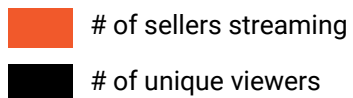
Shop followers

Build relationship and gain >750 followers per stream

Orders & GMV

Encouraging add-to-cart behaviour result in 40-50% orders uplift during stream

Shopee Live - Live streaming has become the latest trend in shopping entertainment content



2. Live Streaming

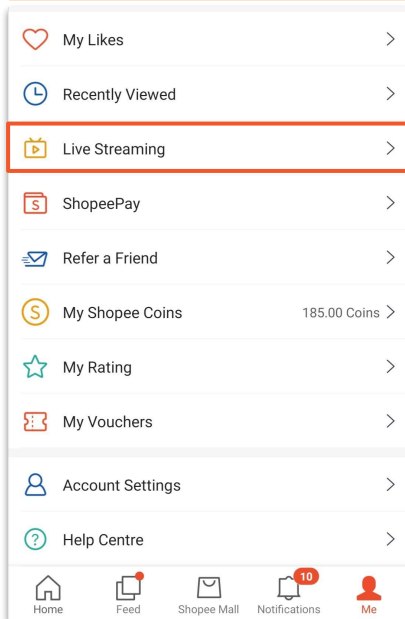


2.1 How to Start a Live Stream

How to Start a Live Stream (1/2)

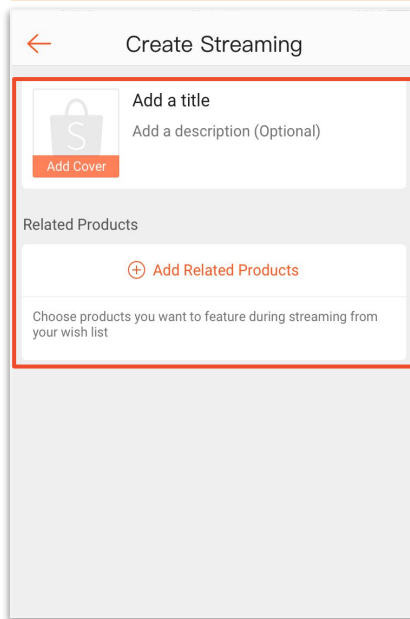
1

Selected sellers will see the **'Live Streaming'** tab in their **'Me' Page**



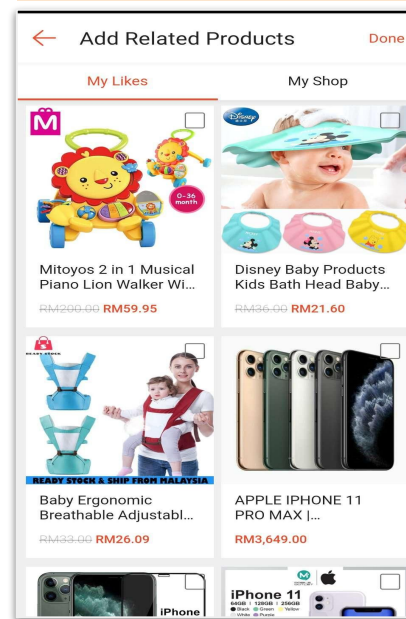
2

Add **cover image, title, description** and **related products**



3

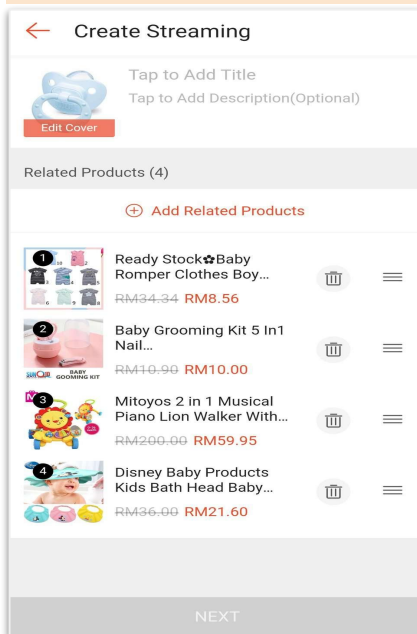
Choose up to **200 products** to be featured during Live Stream



How to Start a Live Stream (2/2)

4

After choosing products, you can drag to **rearrange** the product sequence



Tap [HERE](#) to learn more on Shopee Live Tips and Tricks



5

Hit '**Go Live**' when you are ready, the Live Stream will start in 3 seconds



Shopee Live Tools - Overview



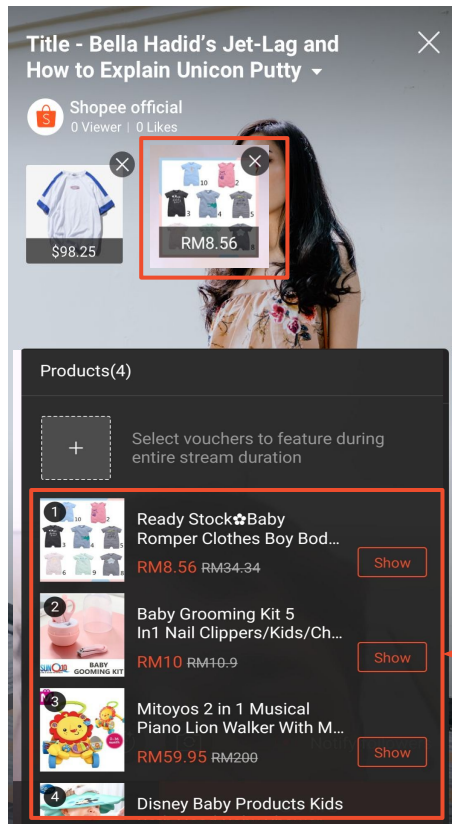
- 1 The 'orange bag' icon allows the host to feature products during the stream.
- 2 The 'voucher' icon allows the host to dispatch vouchers within stream.
- 3 The 'comment' icon allows host to type comments.
- 4 The 'arrow' icon opens up the sharing panel, allowing host to share the livestream to other platforms e.g. Instagram, Whatsapp, Facebook etc.
- 5 The 'smiley face' icon and 'camera' icon controls the Filters and the Front/Back camera respectively.

Shopee Live Tools - Products



This icon allows the host to **feature products** during the live stream.

Only **one product can be featured at a time**. If the host clicks on another product to be featured, it will replace the current one.



Seller Tip!



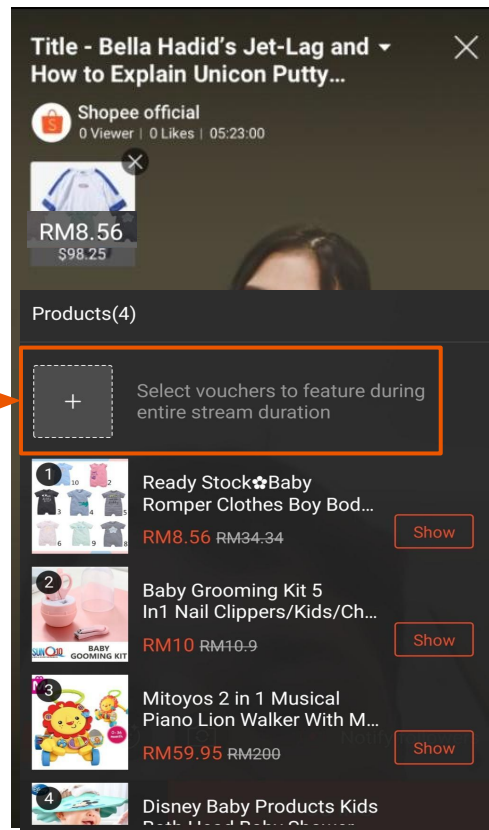
Be sure to add products **BEFORE** you go live! The 'bag' icon would be **invisible** if no product is added and hosts will not be able to add products during the live stream

The host can add more products during the live stream. However, the sequence cannot be edited.

Shopee Live Tools - Vouchers



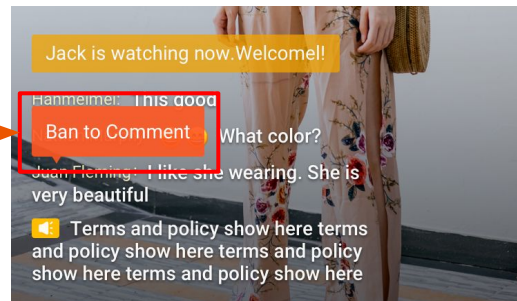
This icon allows the host to dispatch **vouchers** during the live stream.



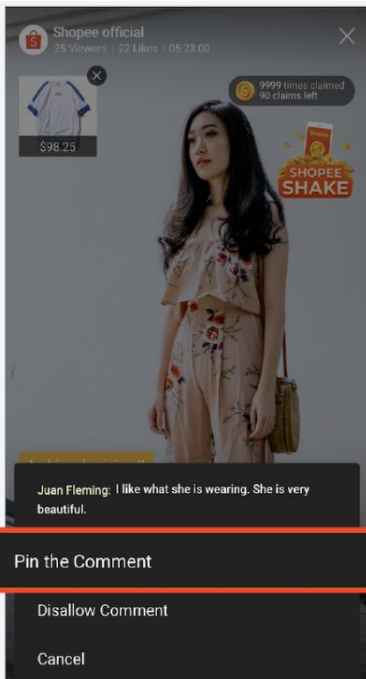
How to Ban Comments



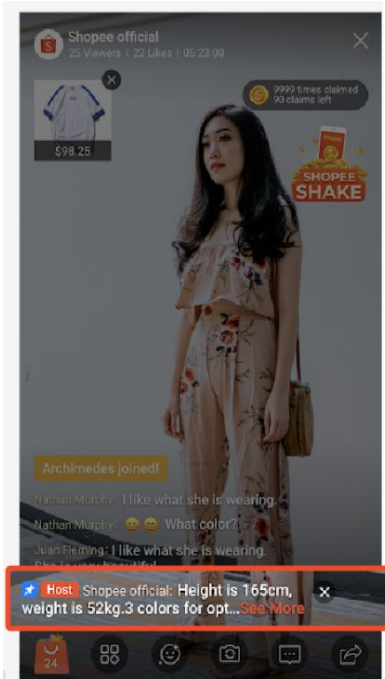
This icon allows the host to **ban comments** during the live stream.



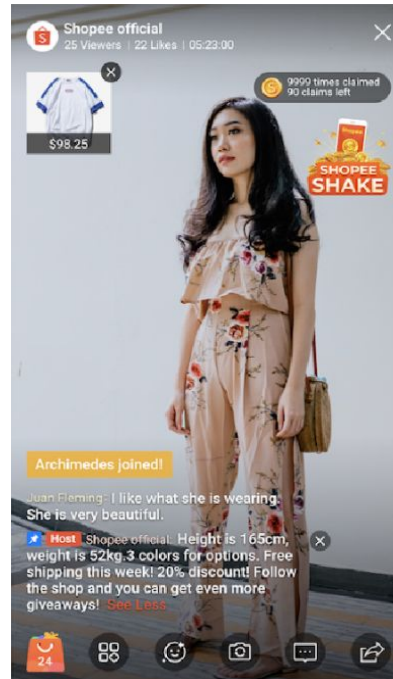
How to Pin comments



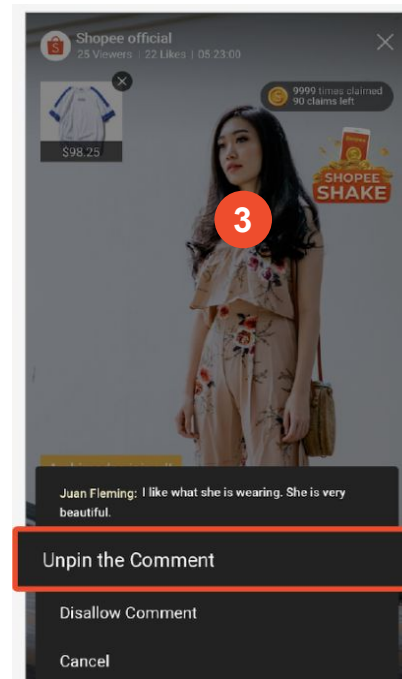
1 Select the comment you want to pin, and a pop-up will appear



2 Select 'Pin the Comment' and the comment will remain at the bottom of the section



3 Longer comments will be truncated at the 2nd line and you can click "see more" to expand it.

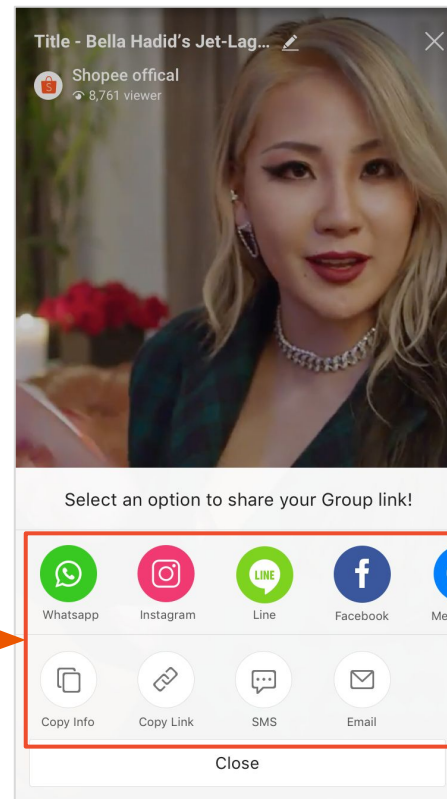


4 To unpin the comment, select the comment and in the pop-up, select "Unpin the Comment"

How to Share Your Live Stream



Host can share their live stream to their social media channels!



How to Use Filters and How to Switch Front/Back Camera

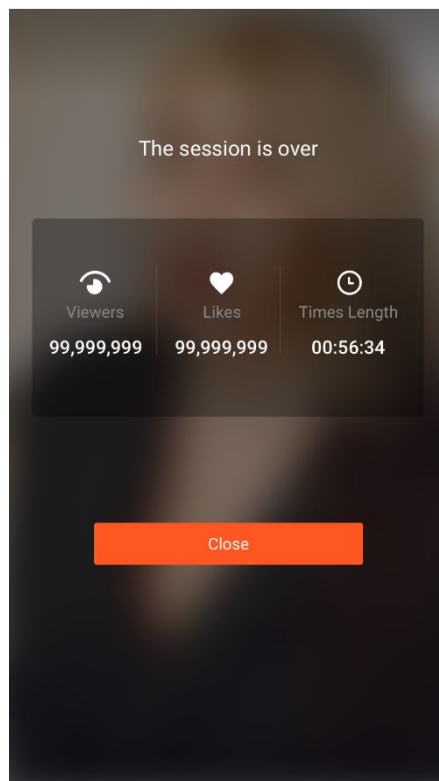
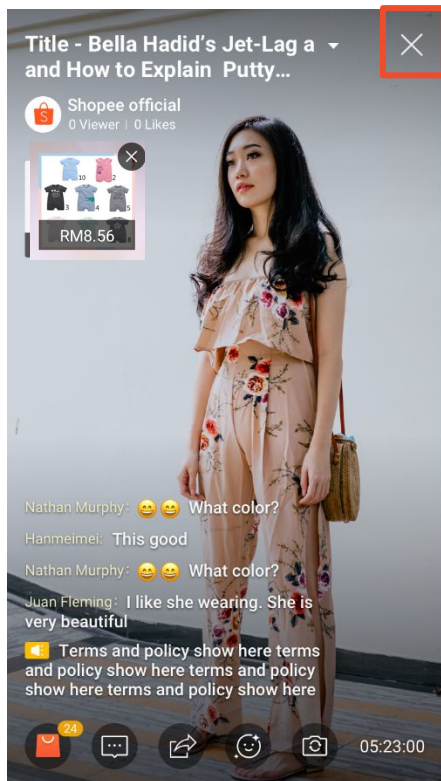


The 'smiley face' icon allows the host to use the **beauty-cam**.

The camera icon allows you to **switch from front camera and back camera** during the live stream.



How to End a Live Stream



User can click the 'cross' on the top right corner to end the live stream.

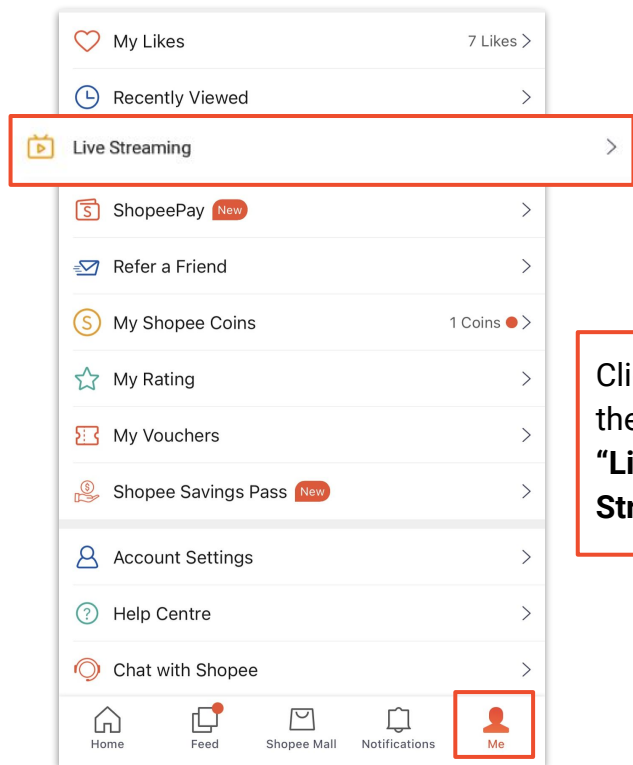
End session screen will show:

- **Number of Viewers** for that live stream
- **Duration** of live stream
- **Number of Likes** received for that live stream

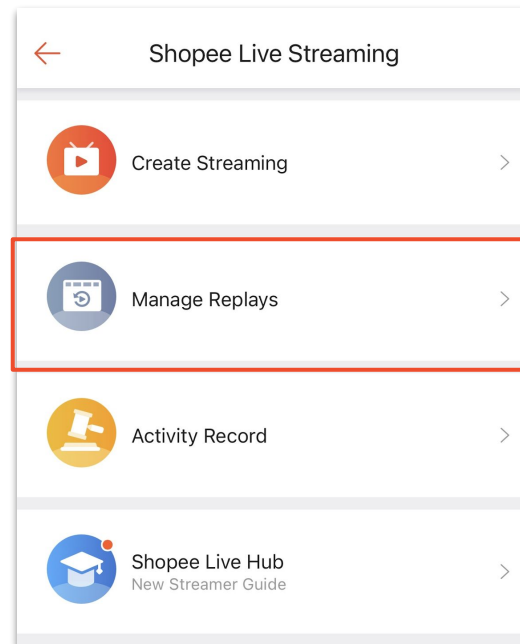
LIVE DEMO

2.2 Display your stream replays on shop page

How to Manage Your Stream Replays

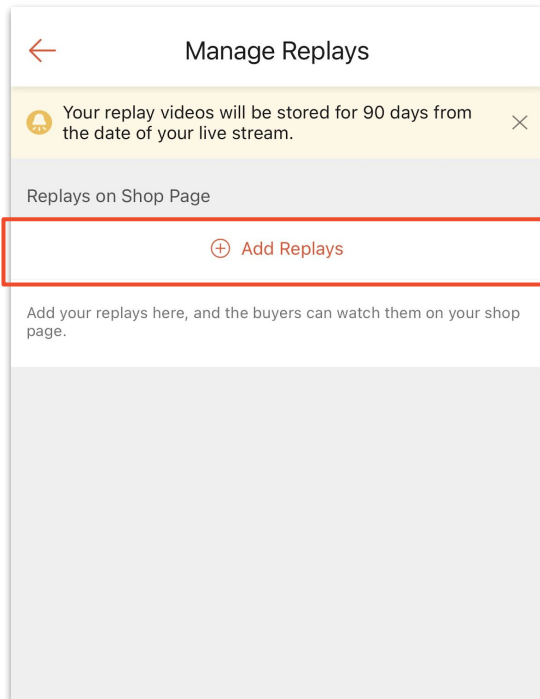


1
Click on **“Me”**
then click
“Live Streaming”



2
Click on
“Manage Replays”

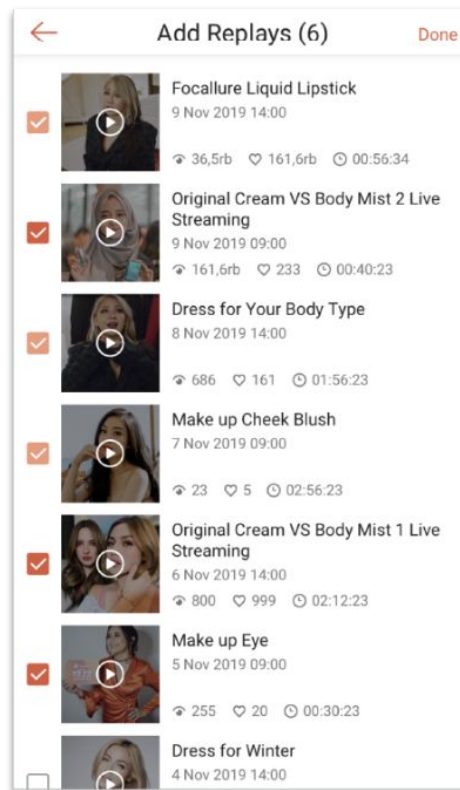
How to Manage Your Stream Replays



3

Click **"Add Replays"**.

You will see the list of replays currently displayed on your shop page (in reverse chronological order)



4

Select those you want to display on your shop page and click **"Done"**

FAQs on Stream Replay

Q: How long can I keep the replays for?

A: For now, you can keep the replays for an unlimited time period. This subject to future changes and updates in the Shopee Live features

Q: Can I manually shift the order that my replays are being displayed?

A: No, you cannot. It is currently listed in a default reverse chronological order.

Q: Is there a maximum number of replay videos i can display on my shop page?

A: No, you can display as many videos as you want.

For further information about stream replays, please refer [HERE](#)

3. Shopee Live Coins



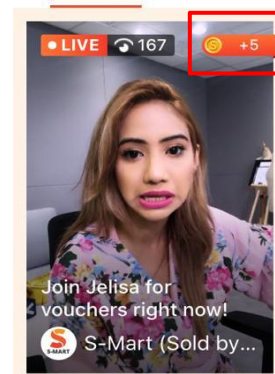
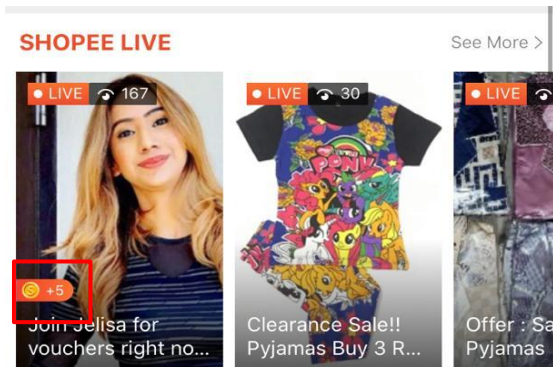
What is Shopee Live Coin Credits?

An additional service for brands/seller to purchase Shopee Coins in order to give out during their streams to attract viewers and further grow awareness for their brand/shop.

How will this benefit the brands/sellers?

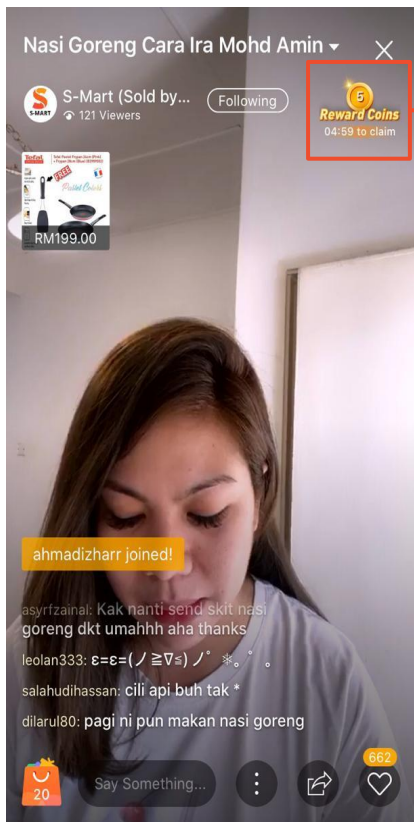
- **Growing Exposure**
Coins credits will help in increasing the viewership of the streams.
- **Increase Conversion**
Users are able to use the coins collected to purchase items from the stream or store itself
- **Increase Store Followers**
Users will follow the store for future streams in order to get more deals and offers.

How it looks like on the homepage



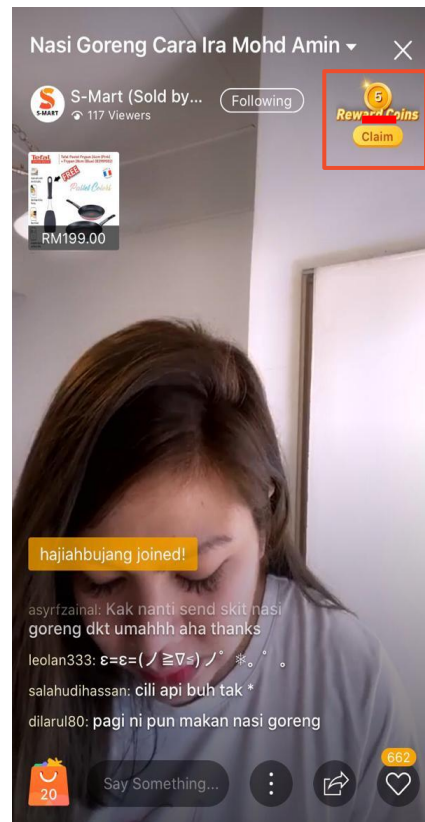
How it looks like on Shopee Live

How does it work? (1/2)



Once viewers enter the stream, they will see a coin timer on the upper right corner.

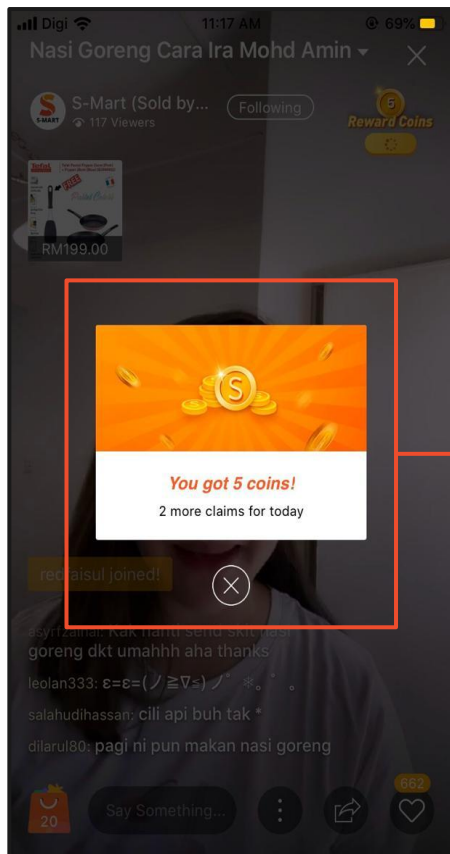
Viewers have to watch continuously for 3 minutes to get the 1st claim, 5 minutes for the second claim, and 10 minutes for the third claim, as they can only claim up to 3 times maximum.



After they hit the time milestone, the timer will change to 'claim' and viewers are able to tap and claim the coins. Coins will be credited to their accounts automatically.

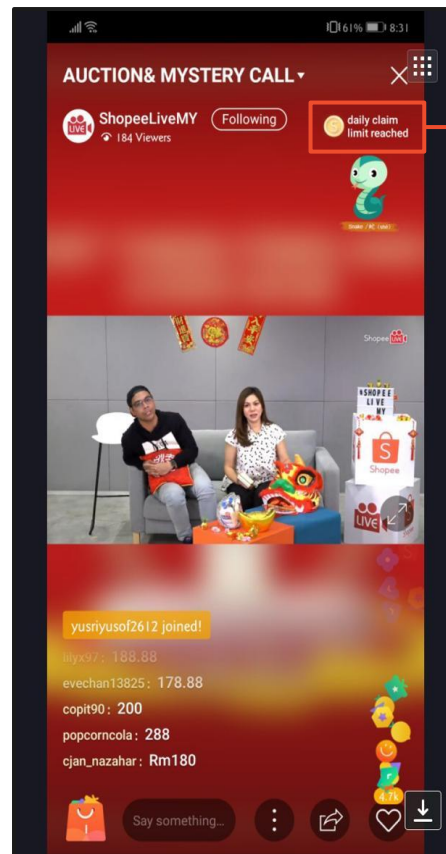
In total, they have to stay in the streams continuously for at least 18 minutes to be able to claim for all 3 times.

How does it work? (2/2)



Each viewer gets to claim for a maximum of 3 times per day.

Number of coins can be determined by the brands/seller (e.g. 5 coins/claim, 10 coins/claim, etc.)



After the third claim, it will show “daily claim limit reached.”

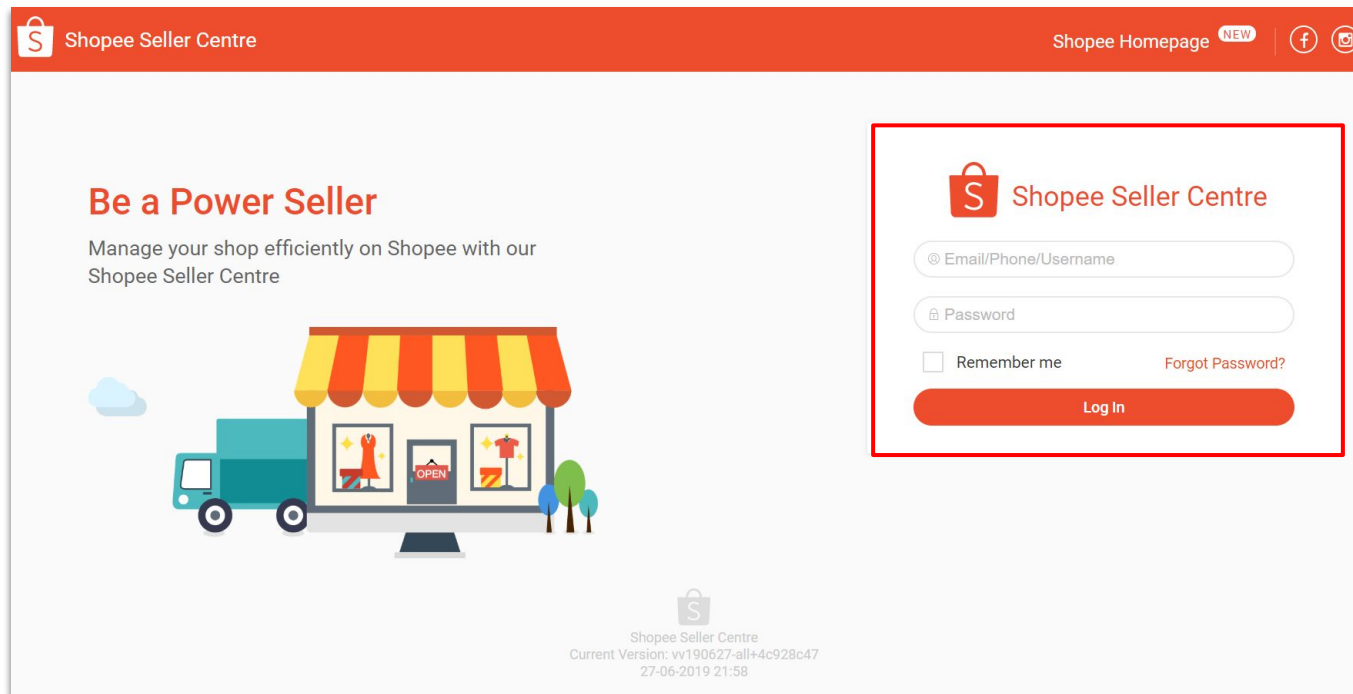
Remaining coins will be stored in brands/sellers’ account for future streams until they are fully utilised.

3.1 Buying Coins on Seller Centre (Step-by-Step Guide)

At a Glance



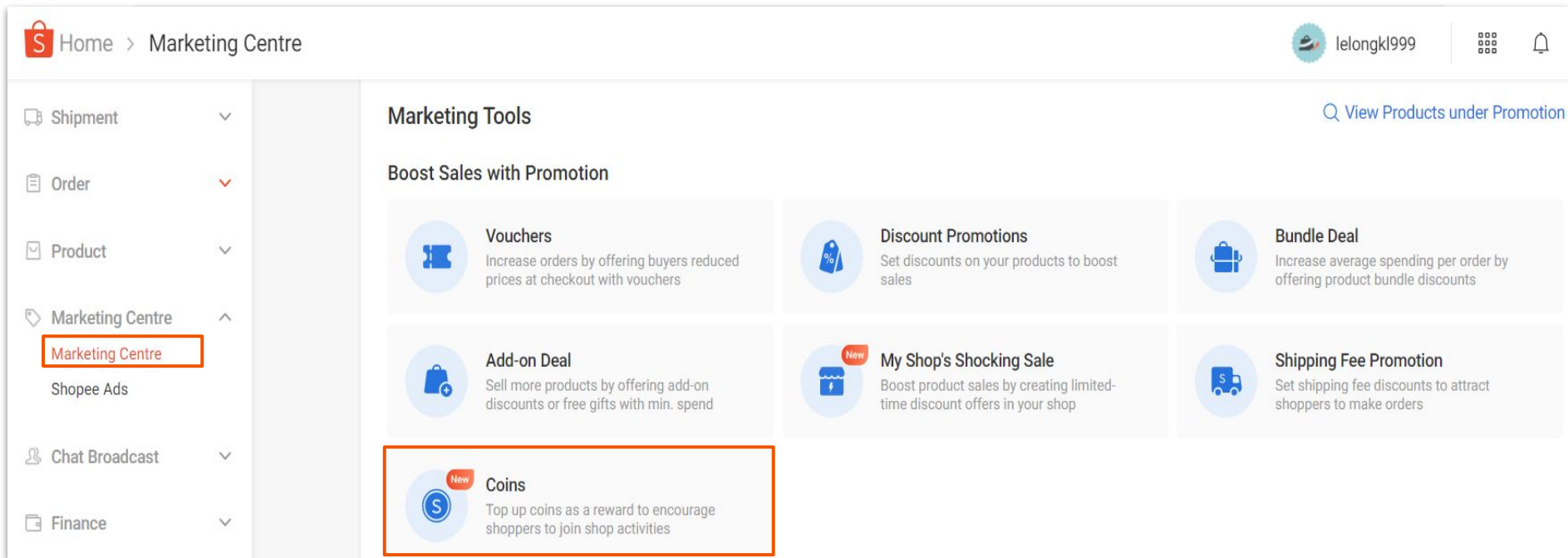
Step 1: Login to Shopee Seller Centre



The screenshot shows the Shopee Seller Centre login interface. At the top, there is a navigation bar with the Shopee Seller Centre logo on the left and 'Shopee Homepage' with a 'NEW' badge and social media icons on the right. The main content area features a promotional banner on the left with the text 'Be a Power Seller' and 'Manage your shop efficiently on Shopee with our Shopee Seller Centre', accompanied by an illustration of a shop truck. On the right, a red-bordered box highlights the login form, which includes the Shopee Seller Centre logo, an input field for 'Email/Phone/Username', a password field, a 'Remember me' checkbox, a 'Forgot Password?' link, and a prominent 'Log In' button. At the bottom center, there is a small Shopee logo and version information: 'Shopee Seller Centre', 'Current Version: vv190627-all+4c928c47', and '27-06-2019 21:58'.

1 Login to Shopee Seller Centre

Step 2: Select Coins under Marketing Centre



Home > Marketing Centre

Marketing Tools

Boost Sales with Promotion

- Vouchers**
Increase orders by offering buyers reduced prices at checkout with vouchers
- Discount Promotions**
Set discounts on your products to boost sales
- Bundle Deal**
Increase average spending per order by offering product bundle discounts
- Add-on Deal**
Sell more products by offering add-on discounts or free gifts with min. spend
- My Shop's Shocking Sale**
Boost product sales by creating limited-time discount offers in your shop
- Shipping Fee Promotion**
Set shipping fee discounts to attract shoppers to make orders
- Coins**
Top up coins as a reward to encourage shoppers to join shop activities

View Products under Promotion

- 2 Click on **Marketing Centre**.
Under **Marketing Tools**, select **Coins**


Step 3: Top Up Seller Coins

Coins [User Manual](#)

Balance Overview **2** [Top Up](#)


1

Available for Use

 **0**


You have no coins balance available for use. Please top up.

Coins Locked for Promotions ⓘ

 **0**


Use for Promotions

3

 **Live Streaming**

Attract your livestream viewers, reward them with Coins.

[Learn more >](#)

 **Shop Games (Coming Soon)**

Attract players for your shop games, reward them with Coins.

Recent Transactions **4** [More >](#)

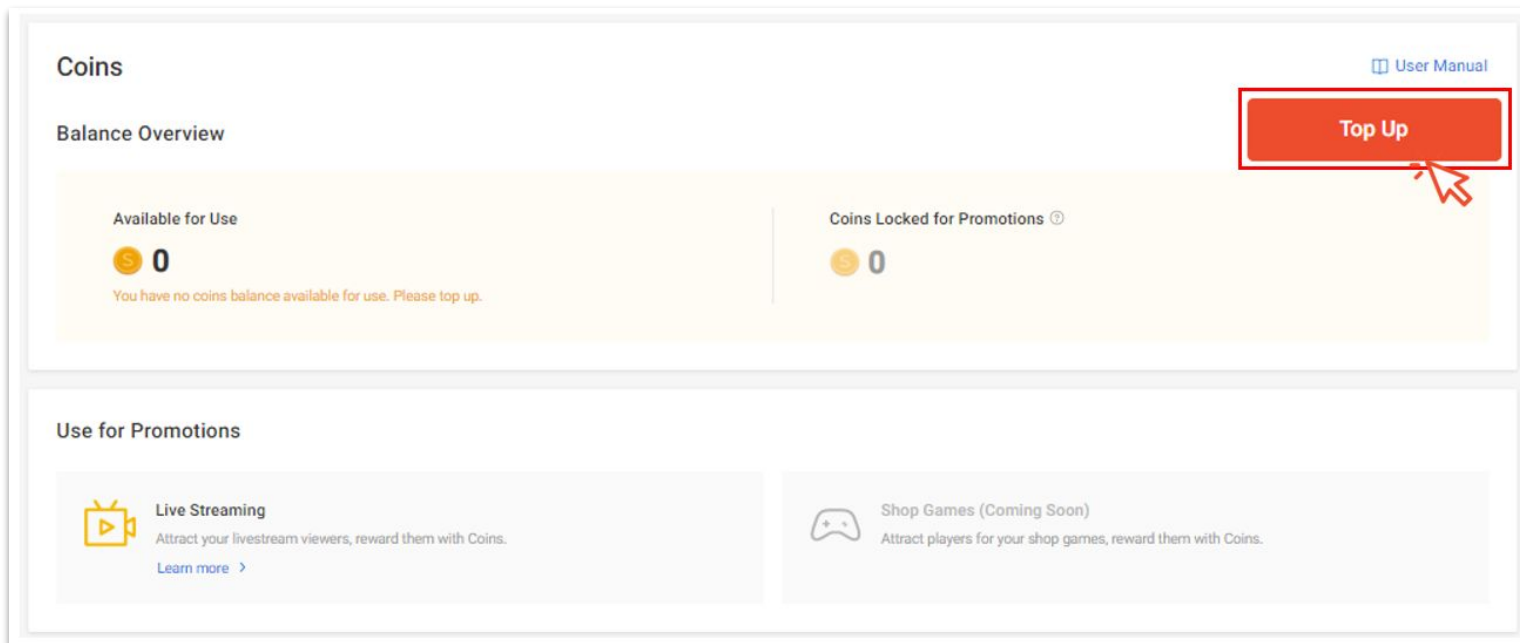
Date	Transaction Type	Promotion Used	Promotion Name	Coins Amount
23-06-2020 16:37:35	Coins Top-up	-	-	+200

In the Coins homepage, you will find the following features:

1. Overview of your coins balance
 - Coins available for use
 - Coins locked for promotions
1. Click here to **top up** coins
1. Click here to set your coins as rewards for shop promotions

Click **More** to view the full list of your Recent Transactions

Step 3: Top Up Seller Coins (cont.)




The screenshot shows the 'Coins' section of the Shopee Seller Center. At the top right, there is a 'User Manual' link. Below it is a prominent red 'Top Up' button, which is highlighted with a red rectangular box and a mouse cursor pointing to it. Underneath the button is a 'Balance Overview' section with a yellow background. It is divided into two columns: 'Available for Use' showing a coin icon and the number '0' with the text 'You have no coins balance available for use. Please top up.' and 'Coins Locked for Promotions' also showing a coin icon and the number '0'. Below the balance overview is a 'Use for Promotions' section with two cards: 'Live Streaming' (with a play button icon) and 'Shop Games (Coming Soon)' (with a game controller icon). Each card includes a brief description and a 'Learn more' link.

3 Click **Top Up** to top up your coins

Step 4: Select Top Up Value and Checkout

Select Item

Shop Name: Lelong Everything

<p>₹ 2,000</p> <hr/> <p>RM20.00</p> 	<p>₹ 3,000</p> <hr/> <p>RM30.00</p>	<p>₹ 5,000</p> <hr/> <p>RM50.00</p>	<p>₹ 10,000</p> <hr/> <p>RM100.00</p>	<p>₹ 20,000</p> <hr/> <p>RM200.00</p>
<p>₹ 50,000</p> <hr/> <p>RM500.00</p>	<p>₹ 100,000</p> <hr/> <p>RM1,000.00</p>			

Order Total: **RM20.00**

[Back To Coins](#) [Go to Checkout](#)

- 4 Select your preferred top-up value and proceed to checkout

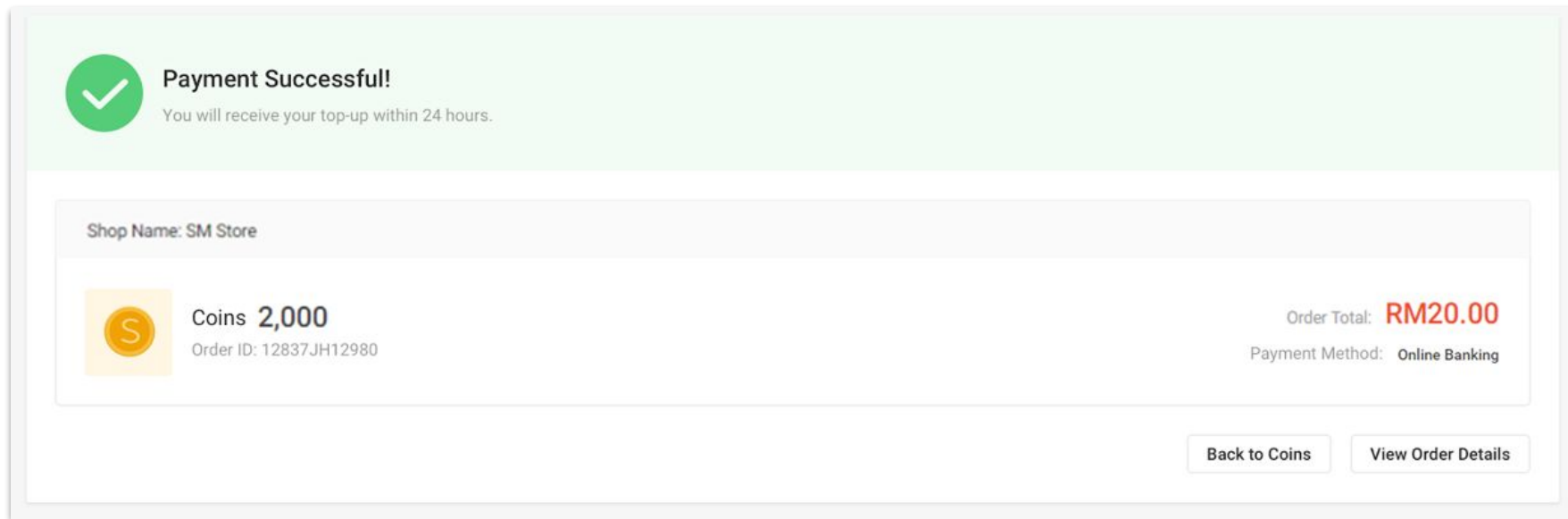
Step 5: Select Payment Method and Proceed to Make Payment

Select Payment Method

Payment Method
Credit / Debit Card
ShopeePay (RM0.86)
Online Banking ✓

- 5 Select your preferred payment method (i.e. Credit Card/Debit Card, ShopeePay, or Online Banking) and then proceed to make payment

Step 6: View Order Result



The screenshot shows a payment success confirmation page. At the top left, there is a green checkmark icon in a circle, followed by the text "Payment Successful!" and "You will receive your top-up within 24 hours." Below this, the shop name "SM Store" is displayed. The main content area is divided into two sections: on the left, a yellow coin icon is shown next to "Coins 2,000" and "Order ID: 12837JH12980"; on the right, the "Order Total: RM20.00" and "Payment Method: Online Banking" are displayed. At the bottom right, there are two buttons: "Back to Coins" and "View Order Details".

- 6 A summary of your order details will be displayed. You will receive the coins within 24 hours once payment is successful.

Click on **View Order Details** to view your top-up status

Step 7: Check Your Transaction History

Transactions History

📅 Past 30 Days : 26-05-2020 - 24-06-2020 (GMT+8)

All Transactions

📄 Export Data

Date	Transaction Type	Promotion Used	Promotion Name	Coins Amount
23-06-2020 16:37:35	Coins Top-up	-	-	+ 200

< 1 >
Go to page

For more details on your coins top-up transactions, you may [View Top-up History](#).

You can find the following features under the Transaction History page:

1. Overview of your coins transaction history
 - Date of transaction
 - Type of transaction
 - Promotion channel
 - Promotion name
 - Coins amount

Step 7: Check Your Transaction History (cont.)

Transactions History

2

3

5

Date	Transaction Type	Promotion Used	Promotion Name	Coins Amount
23-06-2020 16:37:35	Coins Top-up	-	-	+ 200

< 1 >

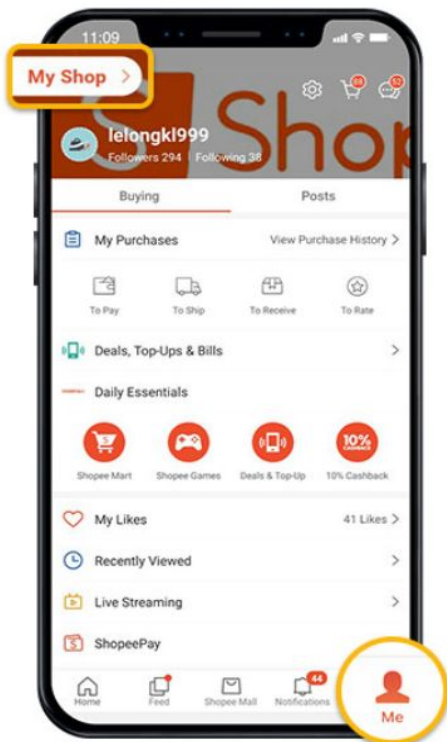
4
[For more details on your coins top-up transactions, you may View Top-up History](#)

You can find the following features under the Transaction History page:

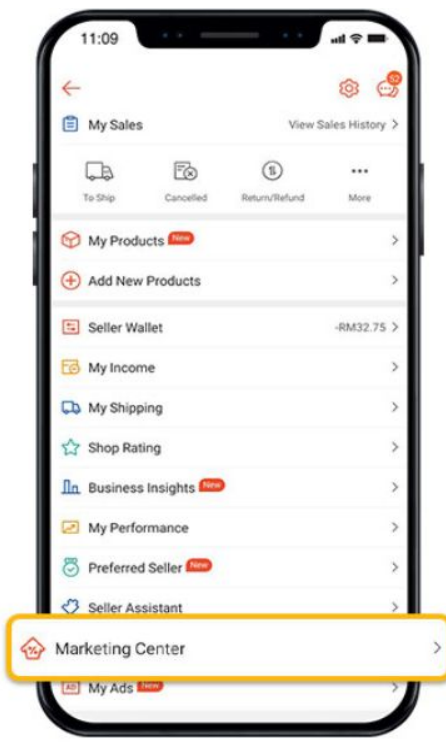
2. Filter by date to view transaction history from a specific period
3. Filter by type of transaction
4. View top-up history
5. Click Export Data to download your transaction history

3.2 Buying Coins on Shopee App (Step-by-Step Guide)

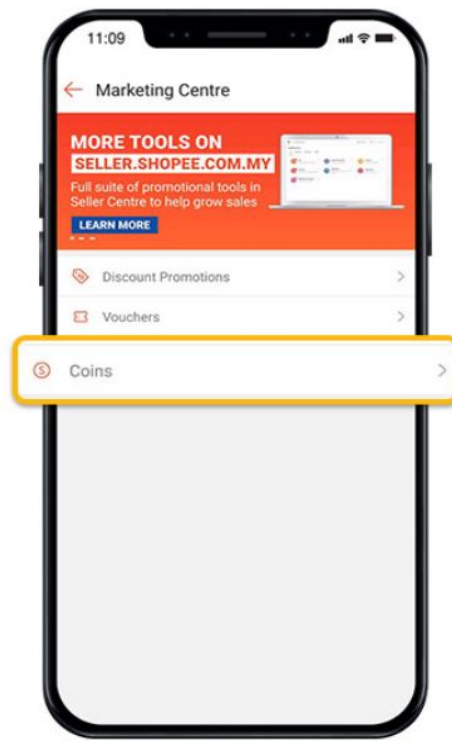
How to top up Seller Coins via Shopee App (1/2)



1 Go to Me tab and click on **'My Shop'**

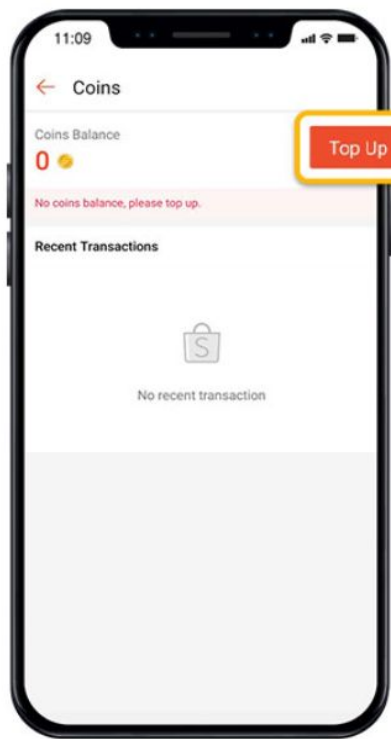


2 Click on **'Marketing Center'**

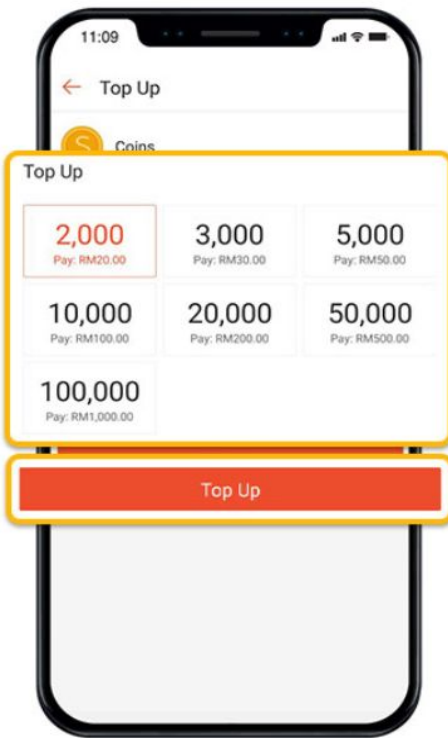


3 Click on **'Coins'** to enter Coins Homepage

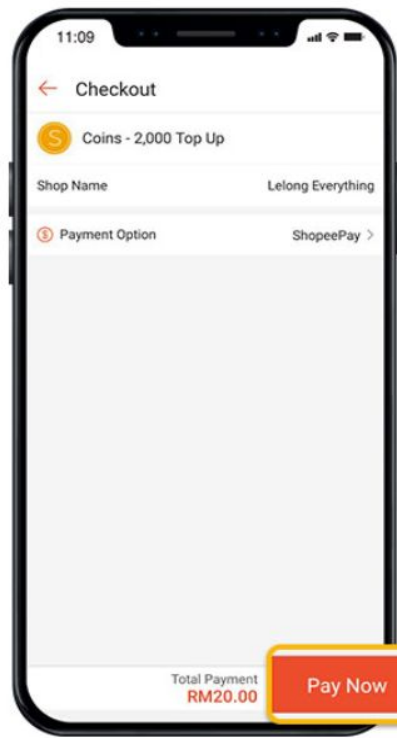
How to top up Seller Coins via Shopee App (2/2)



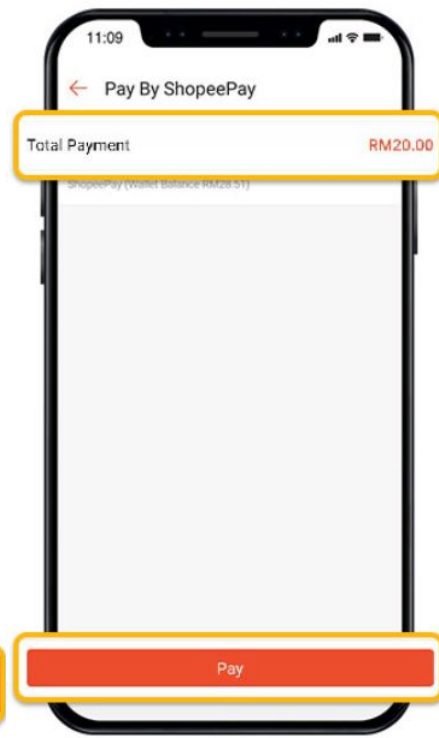
4 Click on **'Top Up'**



5 Select top up amount and click **'Top Up'**



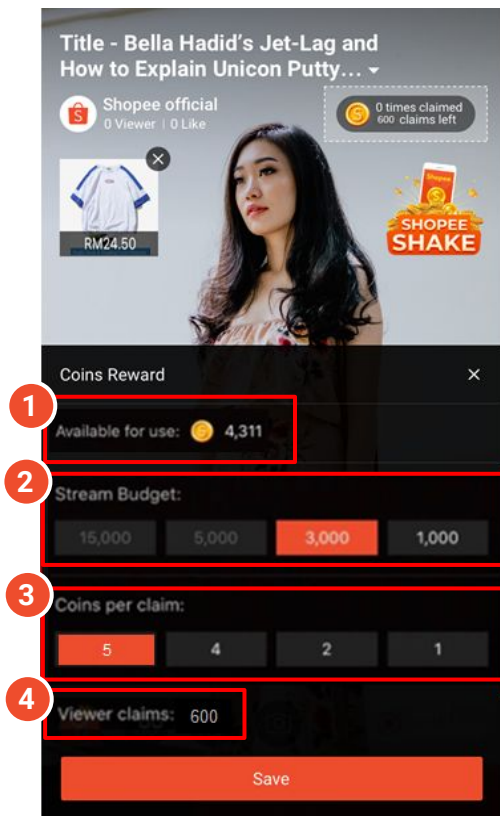
6 Confirm top amount and click **"Pay Now"**



7 Select payment method and click **"Pay"**

3.3 Using Coins in Livestream on Shopee App (Step-by-Step Guide)

At a Glance - Setting Up Reward Coins



Set up Reward Coins in-app before going Live

1. Coins in your account

Total amount of coins available for use

2. Stream Budget

Coins from account to use within stream

3. Coins per claim

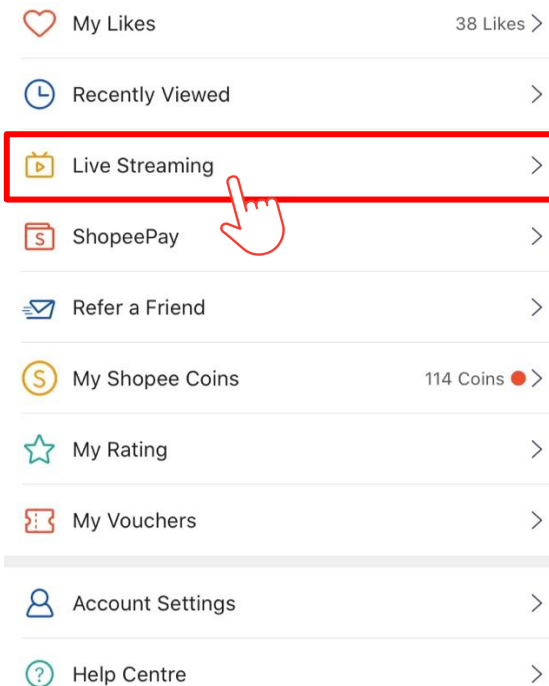
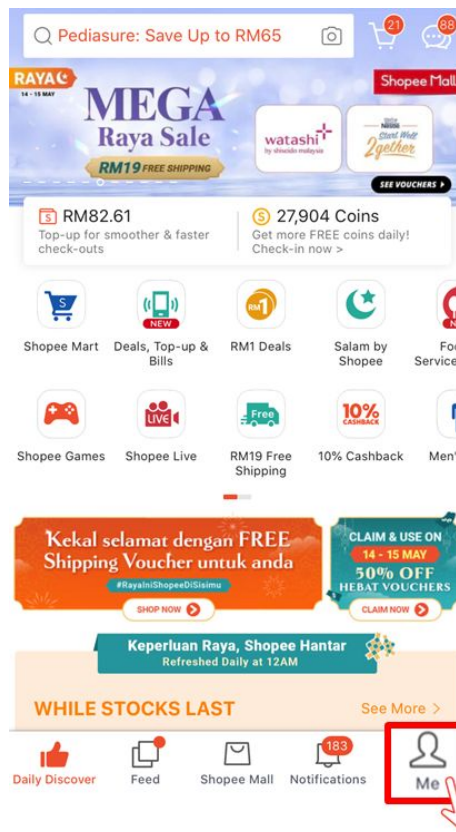
Number of coins viewers receive when they hit "Claim"

4. Claims per stream

Claims available throughout stream

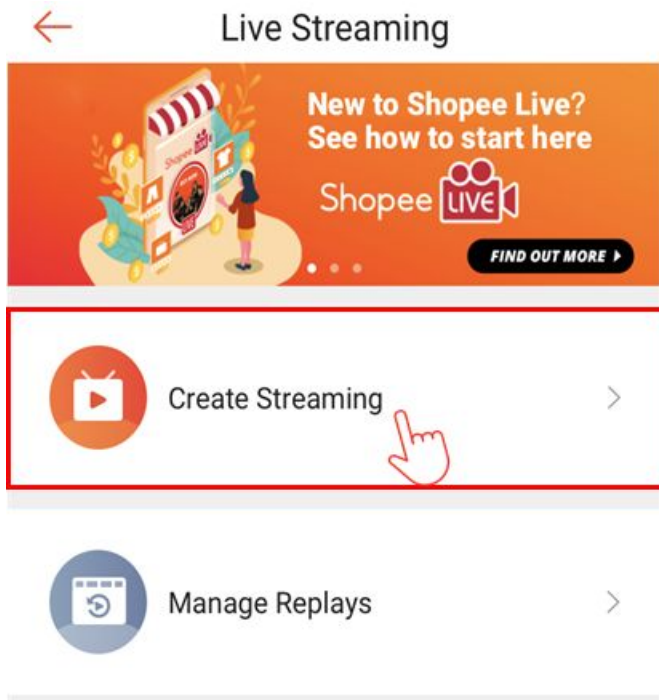
→ Based on **2 Stream Budget** ÷ **3 Coins per claim**

Step 1: Access Livestream via the “Me” page



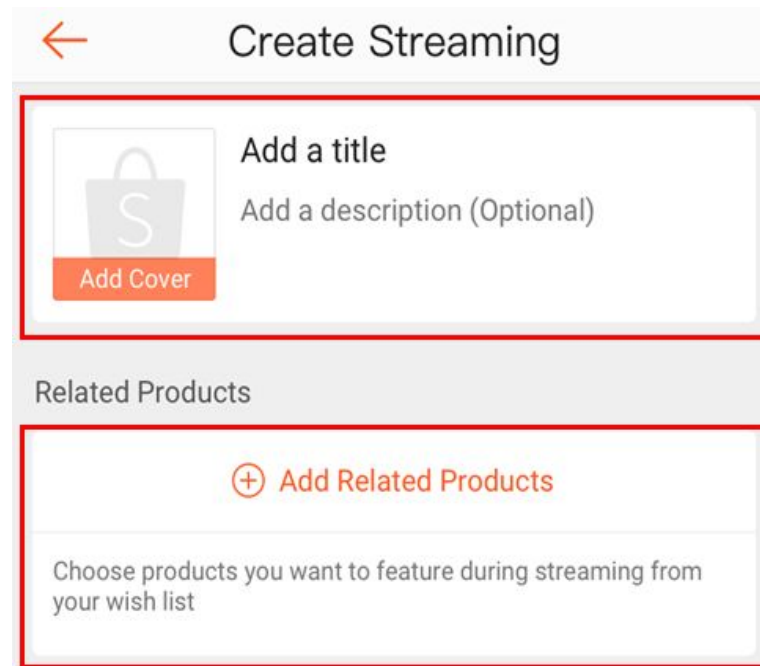
1 Go to **Me** page and then click on **Live Streaming**

Step 2: Create Streaming



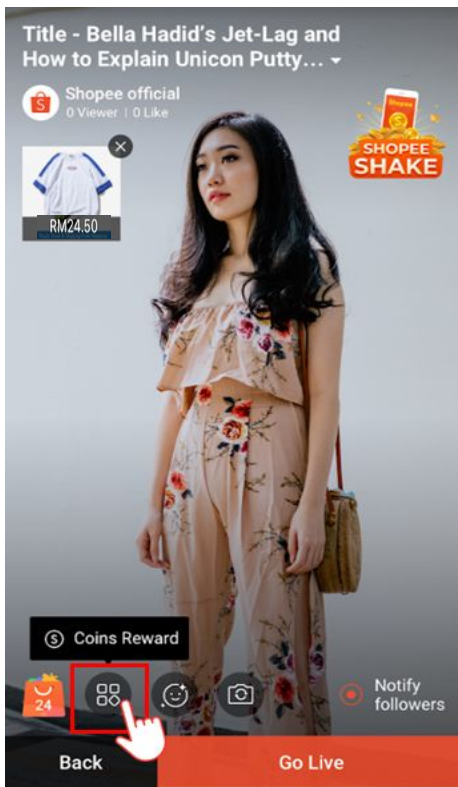
2 Click **Create Streaming**

Step 3: Input basic details

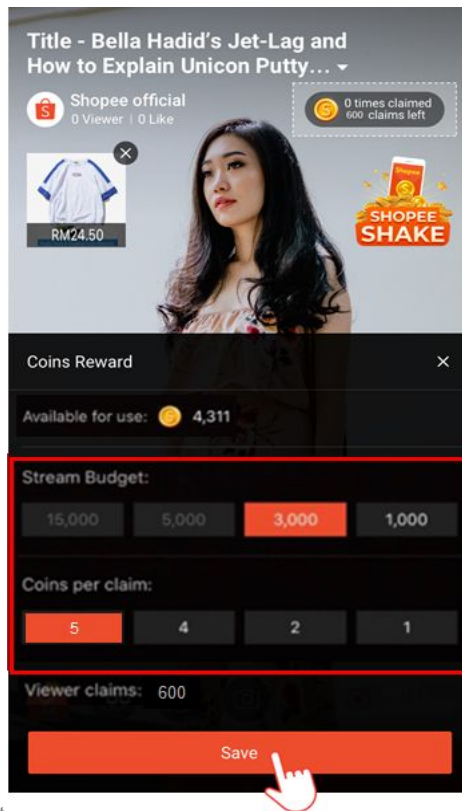


3 Add a cover image, title, description (optional) and related products that you want to feature during streaming

Step 4: Configure Stream Budget and Coins for each Claim



- 4 Access coins settings from the icon shown



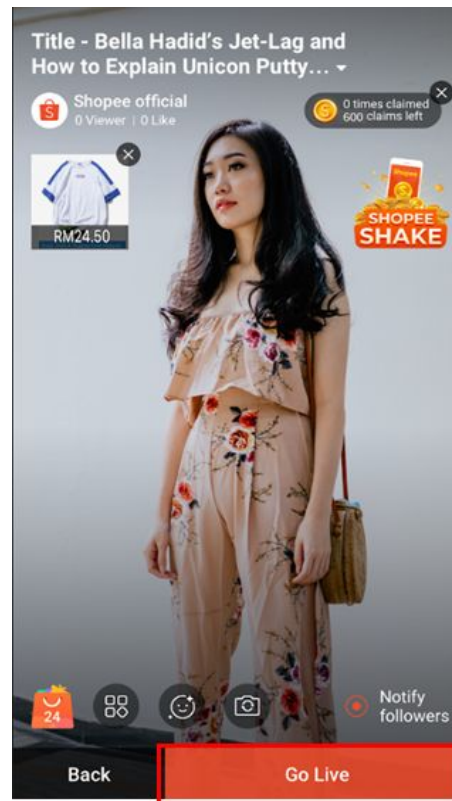
- 4 Configure stream budget and coins for each claim, then click **Save**

Step 5: Coins Settings Displayed



- 5 Your coins settings will be displayed here after saving

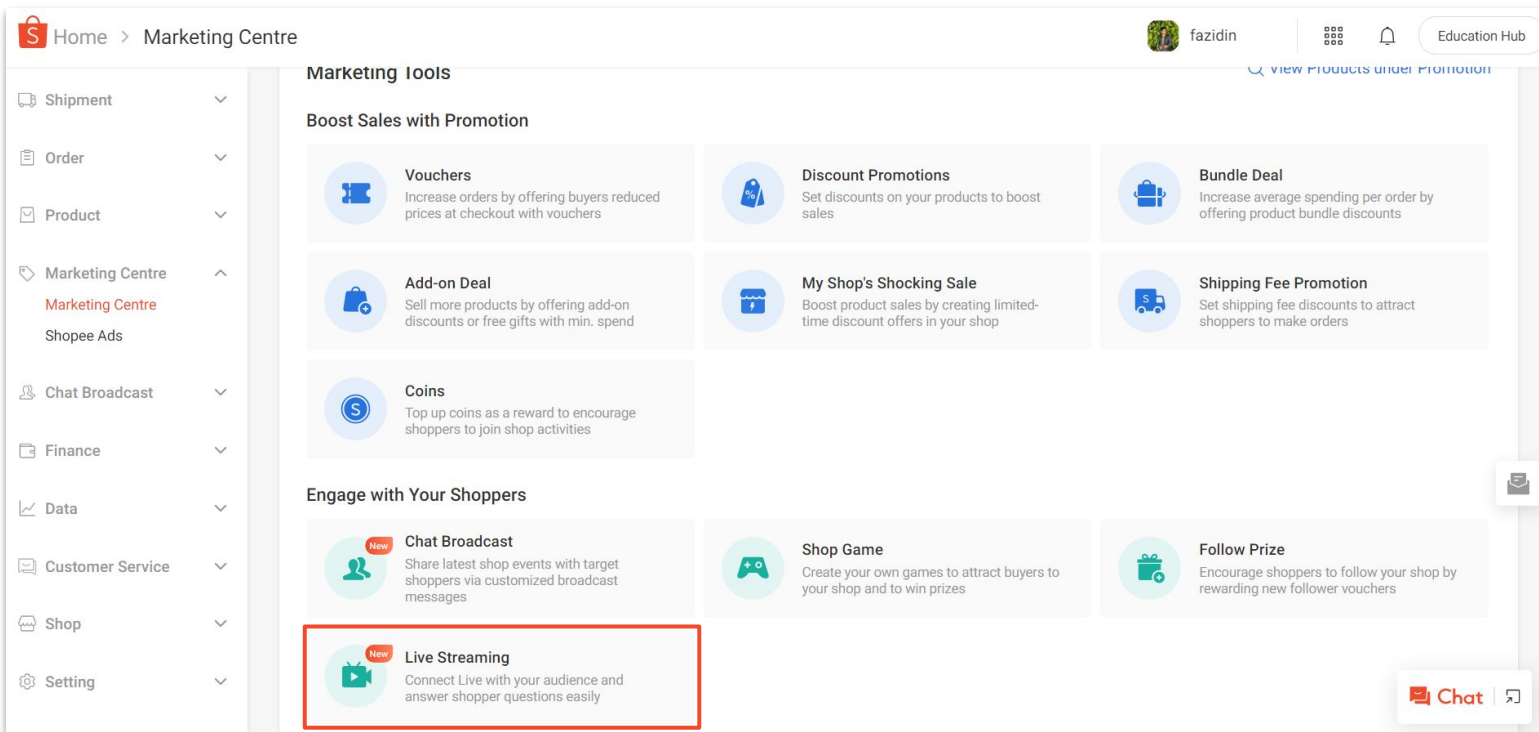
Step 6: Start Streaming



- 6 Click **Go Live** to start your live stream

3.4 Using Coins in Livestream on PC (Step-by-Step Guide)

Step 1: Access Shopee Live PC Streaming Portal



Home > Marketing Centre

Marketing Tools

Boost Sales with Promotion

- Vouchers**: Increase orders by offering buyers reduced prices at checkout with vouchers
- Discount Promotions**: Set discounts on your products to boost sales
- Bundle Deal**: Increase average spending per order by offering product bundle discounts
- Add-on Deal**: Sell more products by offering add-on discounts or free gifts with min. spend
- My Shop's Shocking Sale**: Boost product sales by creating limited-time discount offers in your shop
- Shipping Fee Promotion**: Set shipping fee discounts to attract shoppers to make orders
- Coins**: Top up coins as a reward to encourage shoppers to join shop activities

Engage with Your Shoppers

- Chat Broadcast**: Share latest shop events with target shoppers via customized broadcast messages
- Shop Game**: Create your own games to attract buyers to your shop and to win prizes
- Follow Prize**: Encourage shoppers to follow your shop by rewarding new follower vouchers
- Live Streaming**: Connect Live with your audience and answer shopper questions easily


Chat

1

Access Shopee Live PC Streaming in Marketing Centre

Step 2: Input Basic Details for Your Livestream

Create Streaming

* Cover Image 

The recommended size is 1:1, or it will be trimmed.




* Title

Recommended not to exceed 20 characters.

Description

26/200

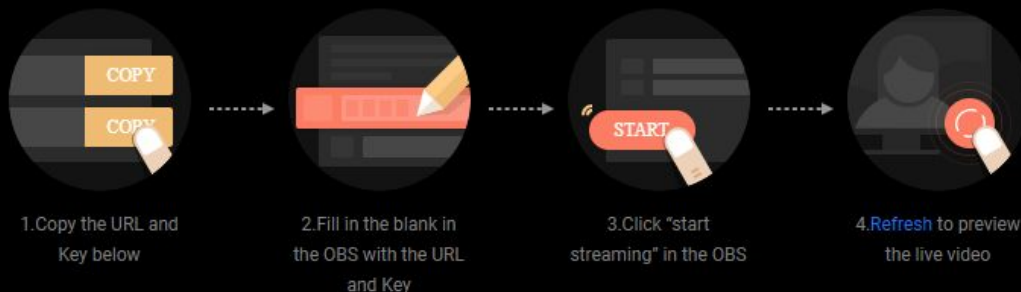
Related Products [+ Add Related Products \(2/200\)](#)

ID	Product(s)	Price	Actions
1		RM0.00	 

- 2 Add a cover image, title, description (optional) and products that you want to feature during streaming

Step 3: Follow the On-Screen Instructions

Go Live with any streaming software (e.g. OBS, Vmix)



URL

Copy

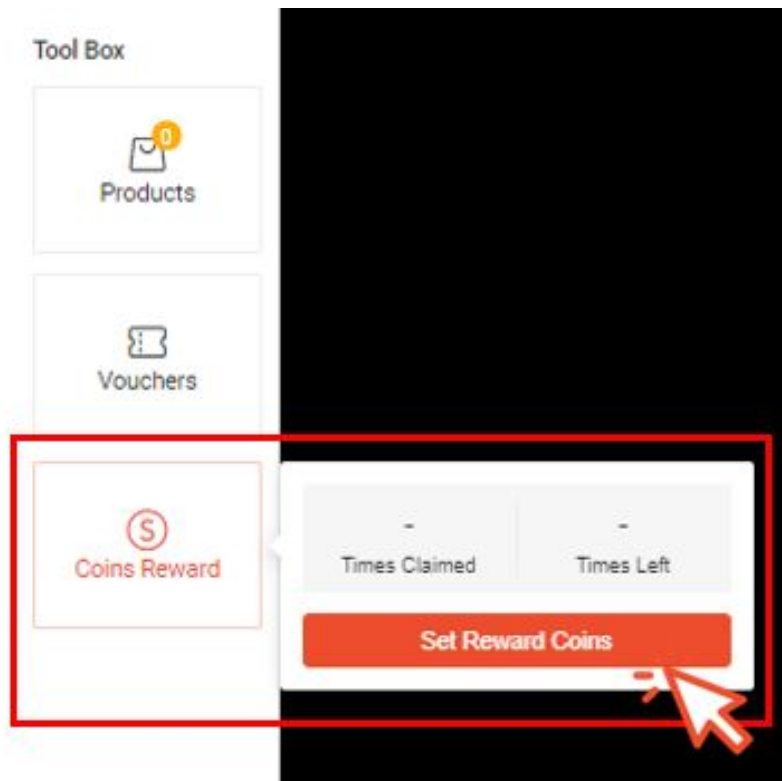
Key

Copy

 Refresh

- 3 Follow the instructions on the screen to stream with PC

Step 4: Configure Settings through Coins Reward Page



- 4 Select **Coins Reward** and then click on **Set Reward Coins** to configure settings for your Livestream coins reward

Step 5: Configure Stream Budget and Coins for each Claim

Coins Reward
✕

Available 💰 1000

Modify

Budget:

Coins for each claim:

Claims: 10

The current setting

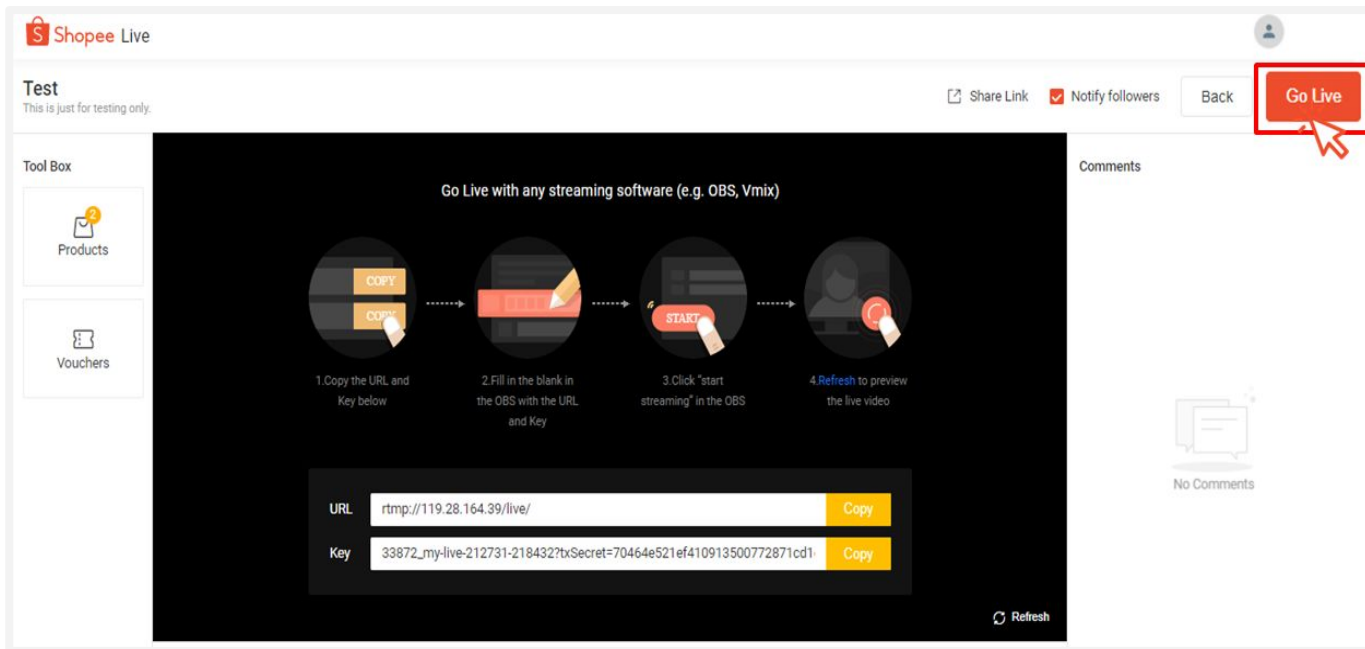
Budget	Coins for each claim	Claims
100	10	10

- 5 Set up stream budget, coins for each claim and then click **Save**.

Ensure toggle is switched on before closing the page

Note: Coin values are for illustration purposes only, actual denominations may differ.

Step 6: Start Streaming!



Shopee Live

Test
This is just for testing only.

Share Link Notify followers Back **Go Live**

Tool Box

Products

Vouchers

Go Live with any streaming software (e.g. OBS, Vmix)

1. Copy the URL and Key below
2. Fill in the blank in the OBS with the URL and Key
3. Click "start streaming" in the OBS
4. Refresh to preview the live video

URL: Copy

Key: Copy

Refresh

Comments

No Comments

6 Click **Go Live** to start your live stream

3.5 Seller Coins FAQs

Seller Coins Top Up

Q: Is there a minimum amount to top up Seller Coins?

A: Yes, there is a minimum top-up amount. Visit the Top Up page in Seller Coins to check out the different denominations available.

Q: What are the payment options for top-up of Seller Coins?

A: You will be able to pay via Credit Cards and ShopeePay.

Q: What happens if I do not receive my Seller Coins after 24 hours, or there is an error on the top-up amount?

A: In the event of a system error, you do not need to take any actions. You will automatically receive a top-up reflected as Coins Credit in your Transaction History within the next two business days.

Q: Can I purchase coins outside Seller Centre?

A: At the moment, coins is only available for purchase on Seller Centre.

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

Seller Coins for Livestream

Q: Can I increase my coin budget during the Livestream?

A: No, coin settings may only be done before the Livestream.

Q: What happens to leftover Coins after my stream ends?

A: Any coins leftover at the end of your stream will be available for use in your next stream.



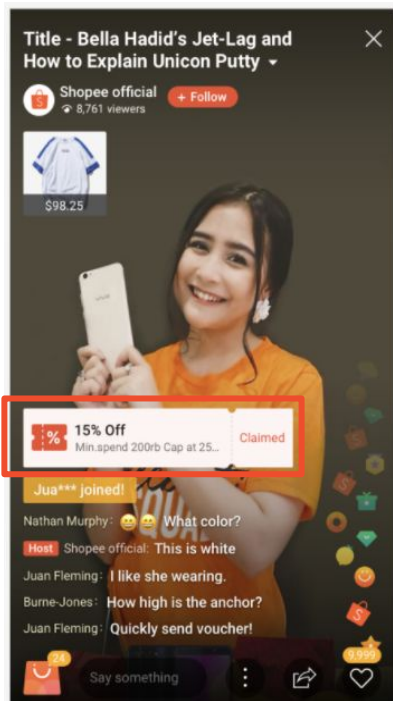
Shopee

4. How to create Vouchers



How to create Vouchers in Livestream

30 seconds flash vouchers

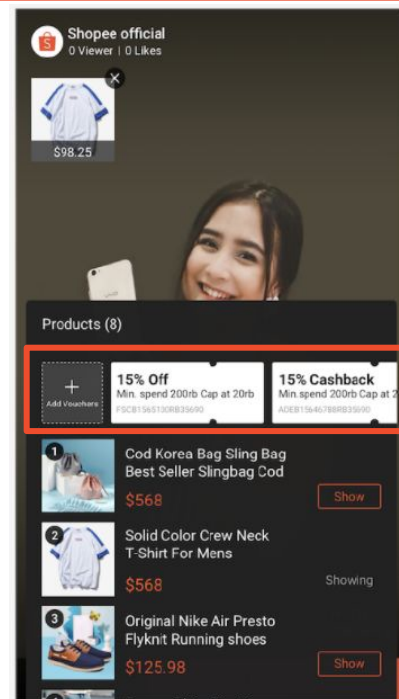


Steps

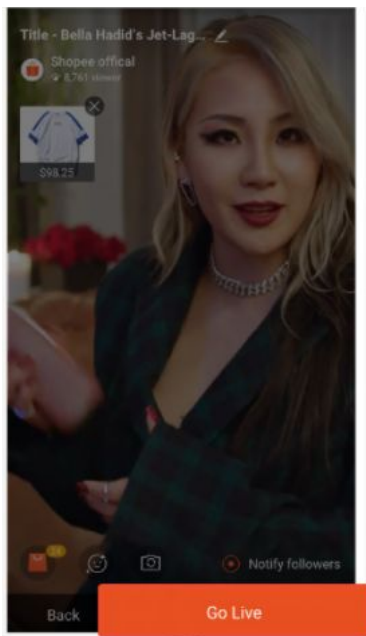
1. Create Shop Voucher in Seller Center
2. Start Live Streaming
3. You can decide how to display voucher

For further information on how to put up voucher, please refer [HERE](#)

Permanent display vouchers

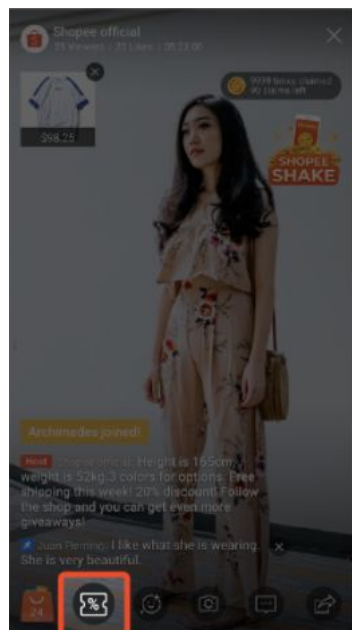


How to put up a 30 sec Flash Voucher



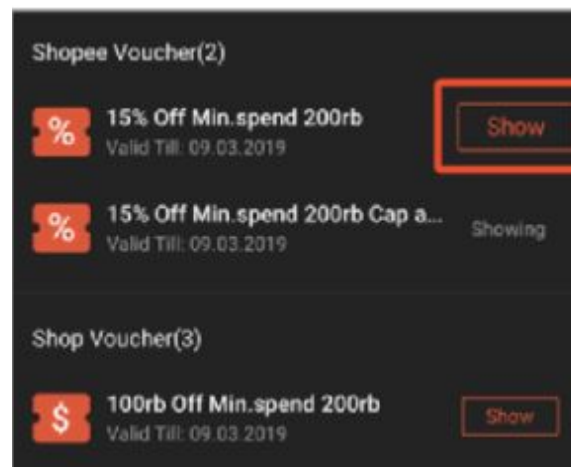
1

Go Live and start streaming



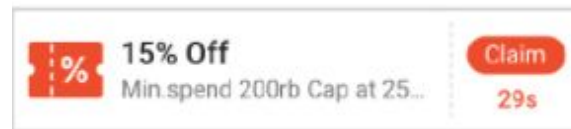
2

Tap on voucher icon to access eligible vouchers



3

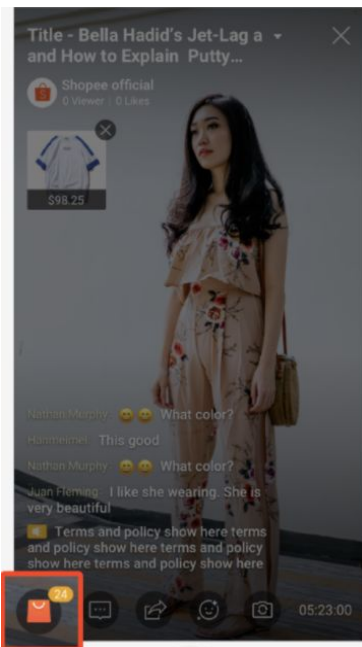
Tap on 'Show' to tag voucher into Live stream



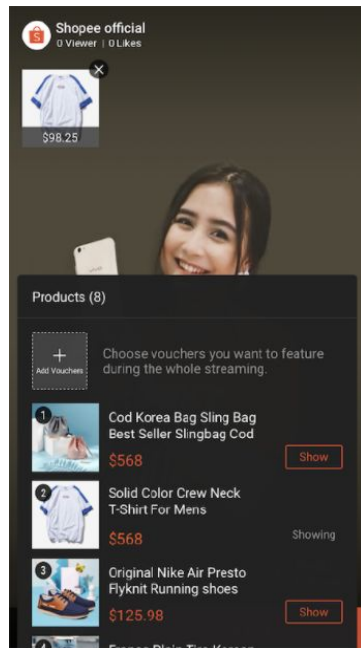
4

30 sec countdown will start. Voucher will disappear once its fully claimed by users

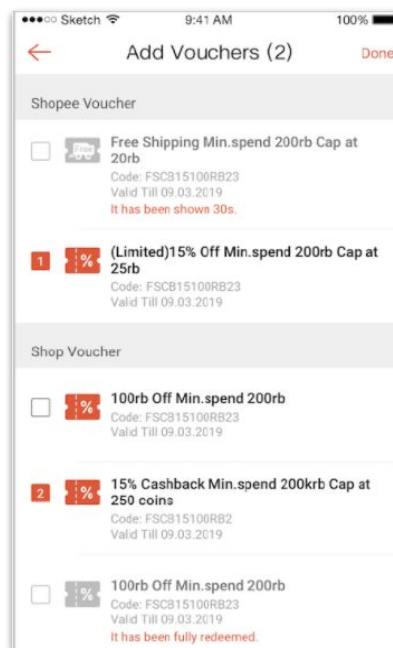
How to put up a Permanent Display Voucher



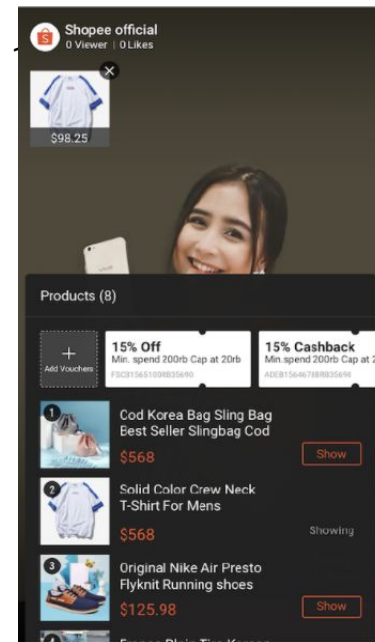
1 Ensure you have products in shopping bag. GO LIVE and start streaming



2 Tap on shopping bag to access eligible vouchers



3 Select voucher you want to display in shopping bag



4 Vouchers will permanently remain in shopping bag



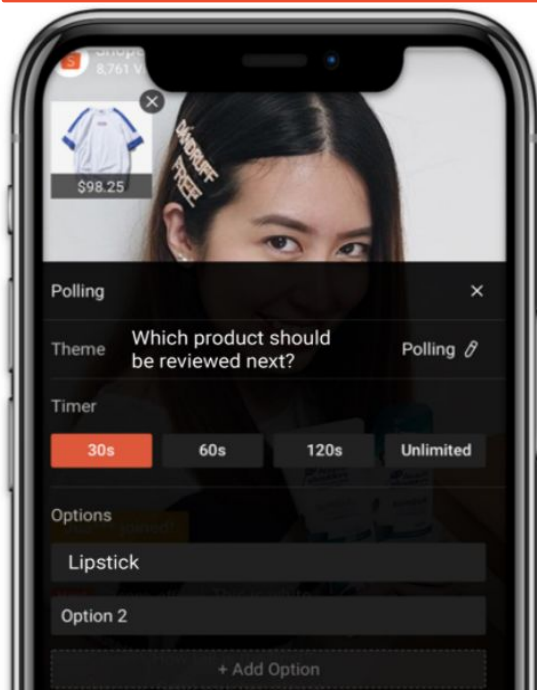
Shopee

5. Shopee Polling Feature

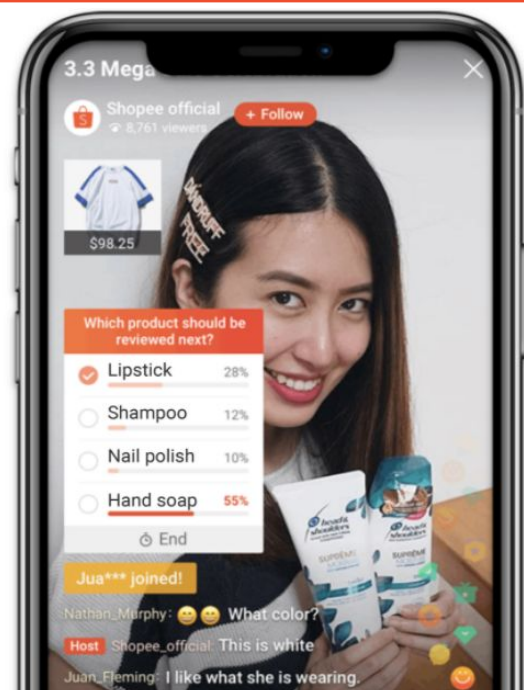


Polling Feature allows you to...

Ask questions mid-stream to engage viewers



View viewer responses and continue streaming



Tap [HERE](#) to learn how to use polling feature

Type of Question you can ask:

What item should I review next?

What is everyone's favorite item?

When should I do my next livestream?

Do you like item A or B more?

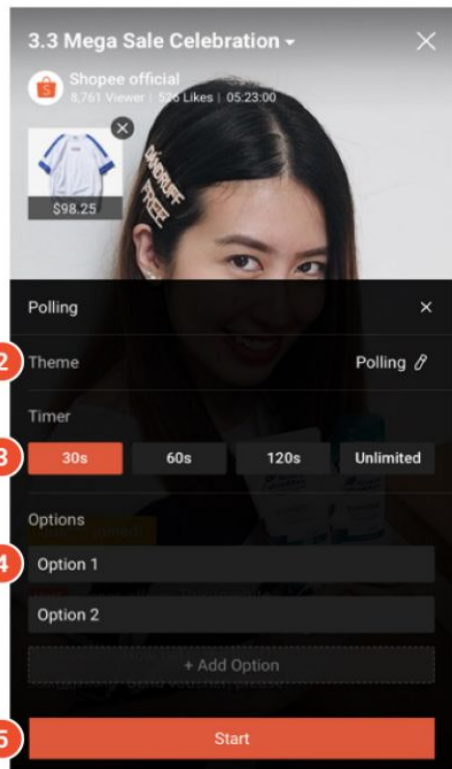
Which item should I giveaway next?

Should I giveaway coins or vouchers?

How to run polls on your Livestream



1
Select Polling from Livestream toolkit



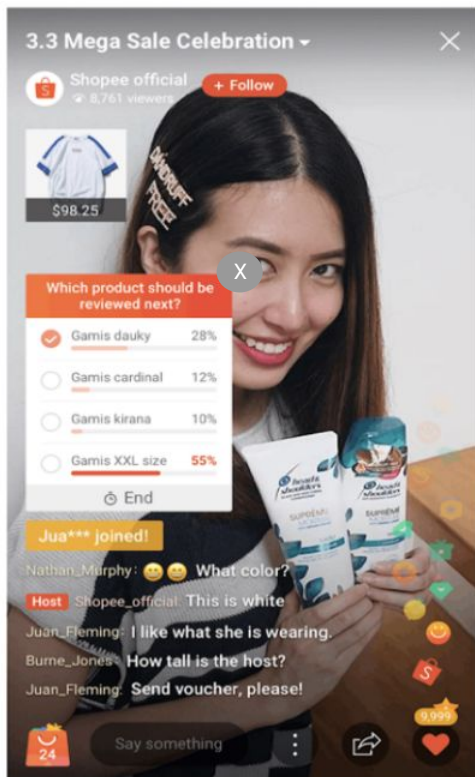
2
Theme
Add your question here

3
Timer
Choose how long you want the poll to run for

4
Options
Add polling options. You can type up to 35 characters for each option, and have up to 4 options

5
Start
Start the poll

Checking Poll results



Poll results are shown after time ends. Clicking on area outside the polling box will minimize results.

Clicking the icon again will show results again.

Pressing close button will end polling and results will no longer be accessible.



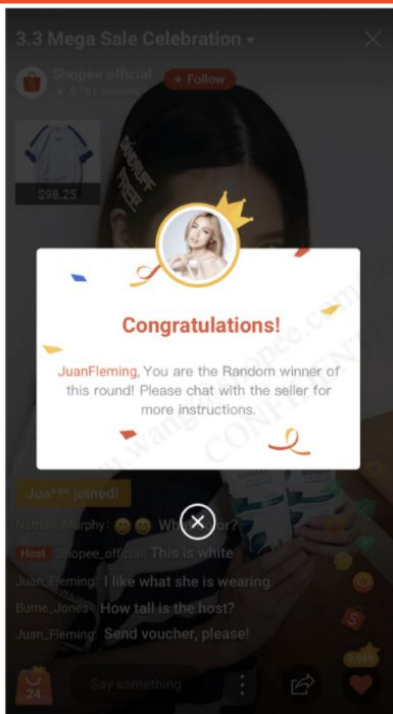
Shopee

6. Shopee Auction Feature

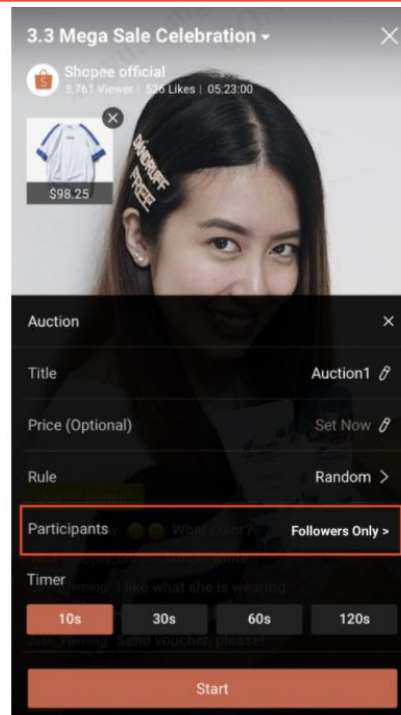


Auction Feature allows you to...

Generate a random winner during the stream



Offer your loyal followers with exclusively priced items

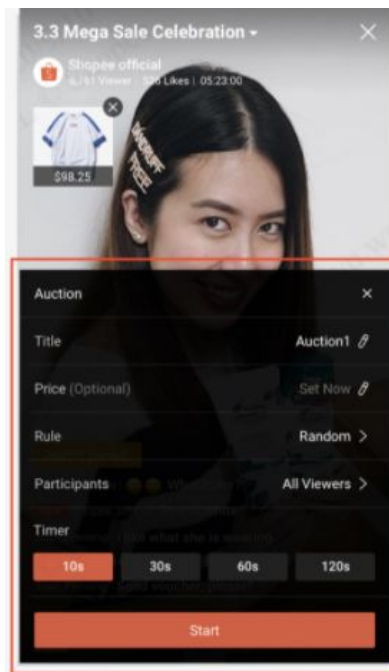


Tap [HERE](#) to learn how to use auction feature

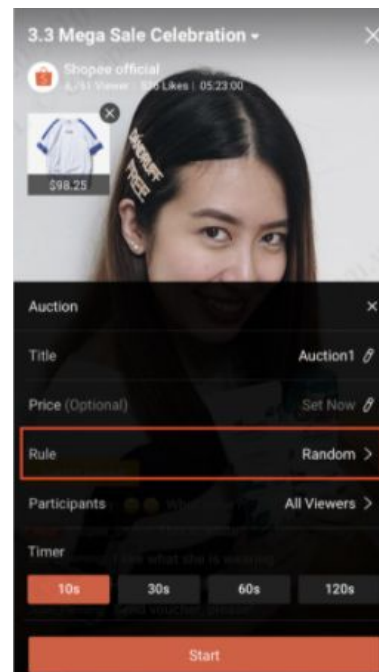
How to use Auction Feature (1/3)



- 1 Click on Toolbox, select Auction to configure details

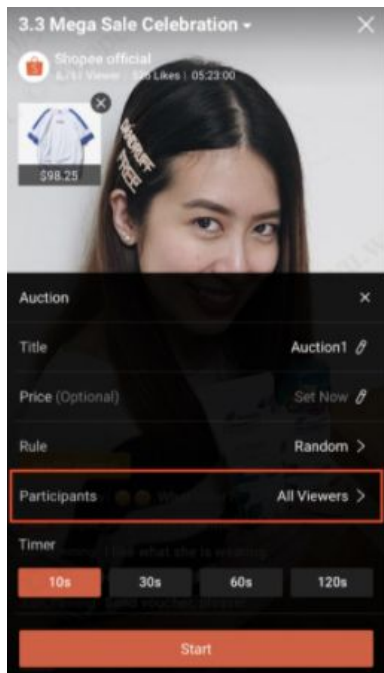


- 2 Click on pencil icon to set your auction configuration

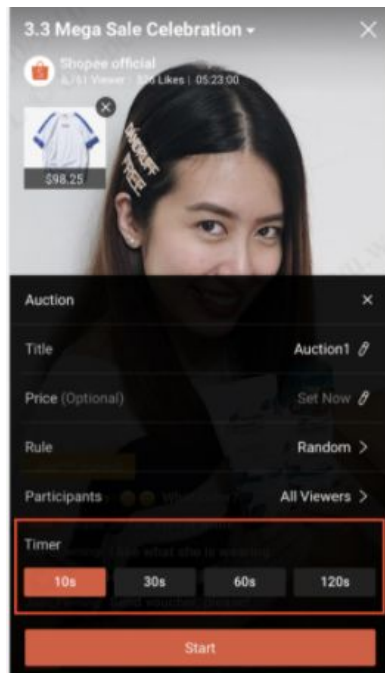


- 3 You can pick either 'Random' or 'Fastest Finger'

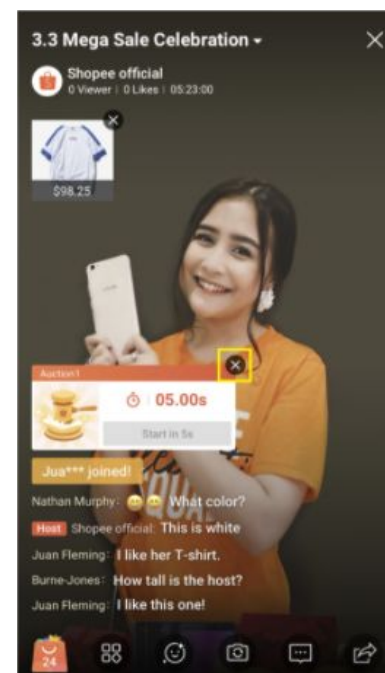
How to use Auction Feature (2/3)



- 4 To choose who you can participate in your auction, pick either 'All Viewers' or 'Followers Only'

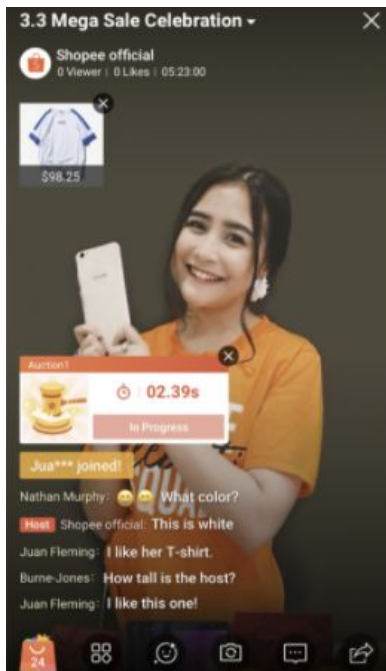


- 5 You can pick from 4 time options, which will determine how long each auction lasts

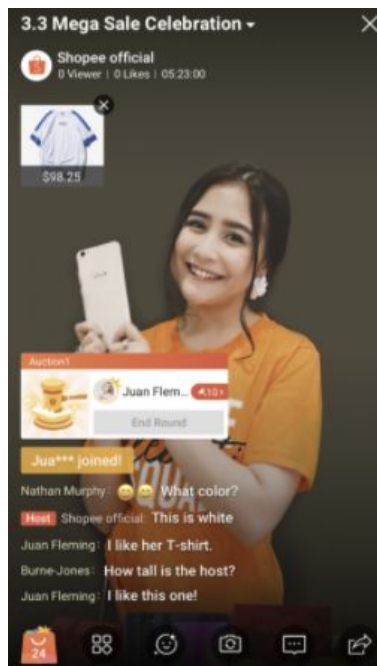


- 6 All auctions will have 5s countdown to start. You can still cancel the auction with the X button

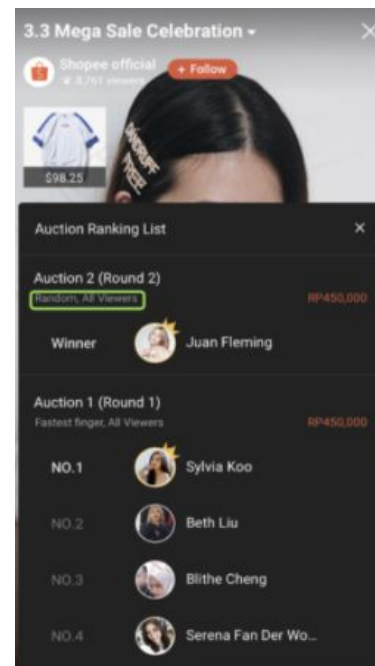
How to use Auction Feature (3/3)



7 Auction card will allow viewers participation once its showing 'In Progress'



8 Once auction ends, the auction card will show 'End Round'



9 You will be able to see your top 10 winners for 'Fastest Fingers' or your sole Winner for Random

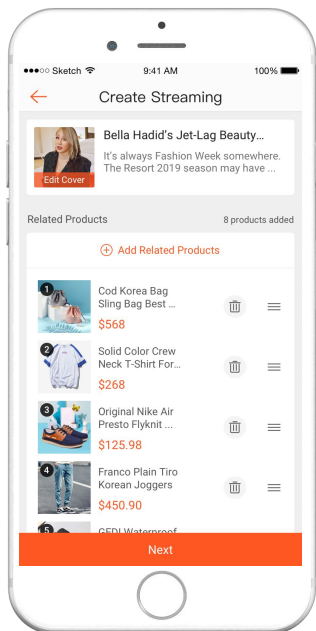


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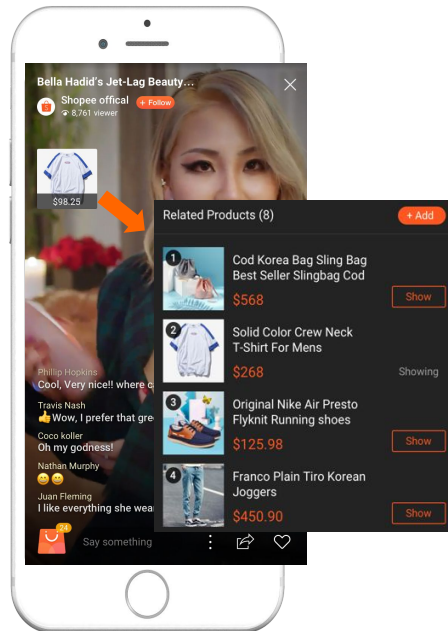
7. How To Build An Interesting Concept



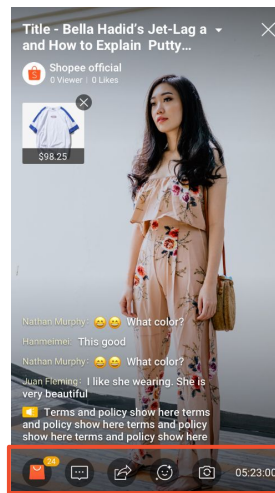
Utilise the Easy-to-use Features when Livestreaming








Choose products to be featured during Live session



Show reviewed products on screen and have more products available in shopping bag



Use multiple features in-stream to engage with viewers

-  Dispatch **vouchers** to convert viewers
-  Reply to questions in **comments** section
-  **Share** on social media
-  Beauty face **filter**
-  Front & back **camera** viewing options

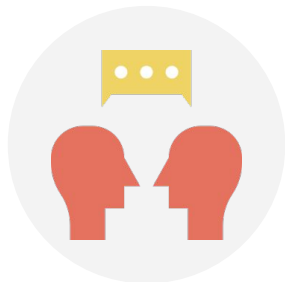
How to Build an Interesting Concept



Have a theme for your live stream

Possible themes to explore such as flash sales, unboxing, tips & tricks, recipes and much more.

Focus on creating a story to relate to buyers rather than just sales, sales and sales.



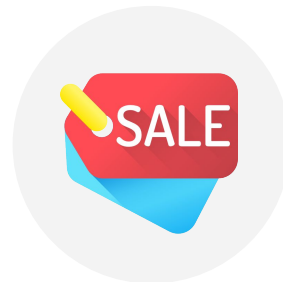
Interact with your buyers

Responding to incoming queries while doing the live stream will potentially convert into sales. So engage with your buyers!



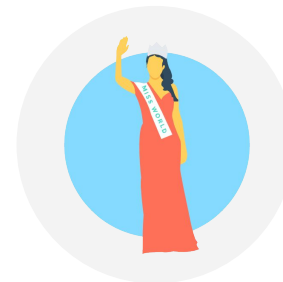
Give details and information

Be precise, clear, and informative while running your live stream so that viewers will be able to understand the message that you're conveying.



Provide discounts and sales

Hook buyers by giving away limited time discounts / offers only when they view your live stream.



Have a lively host

Engage an experienced and lively host to do the talking and entertaining. The longer the viewers stay on your stream, the higher the chance they will do the following: follow store, comment, share or even purchase!

Stream quality is important, too!

Invest in the right tools for better viewing experience.



Stream quality is important, too!

Ensure that all of these are prepared before live streaming:



Ensure phone has a high-quality camera



Use a tripod to stabilise phone / camera



Stable internet connection is crucial. Recommended to run stream on Wi-Fi



Ensure lighting is optimal to display your products nicely

Seller Tip!



Use earphones for better sound quality

8. How To Maximize Your Live Stream Exposure

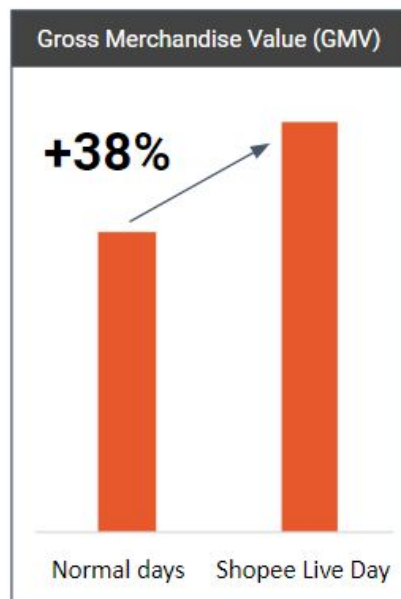
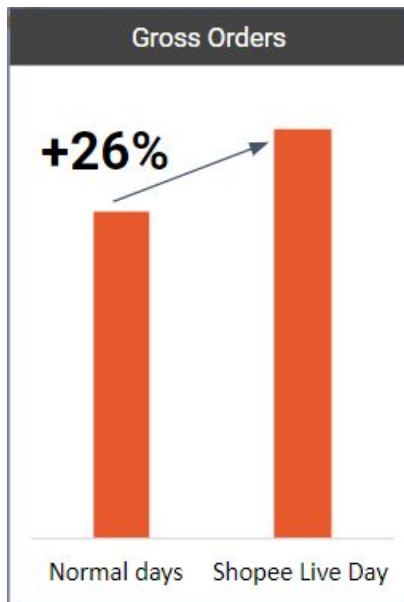
How to Maximize your Stream Exposure



Gain more viewers by doing the following:

1. Tell your fans and followers about your live stream on **social media channels** (e.g Facebook, Instagram, Twitter etc).
2. Schedule a **Coming Soon** with us at least 3 working days before stream starts.
3. Do a live stream **concurrently on Facebook / Instagram** and encourage viewers to buy from your Shopee store for more discounts and free shipping!
4. Stream for **at least 1 hour** to give more time for viewers to catch your stream.
5. Consistency is key - **stream habitually** (e.g everyday, 1PM) in order to grow stickiness amongst viewers.

Shopee Live Day - happens every Thursday where we see uptick in volume of live streams and conversion





Shopee

9. Shopee Live Content Guidelines

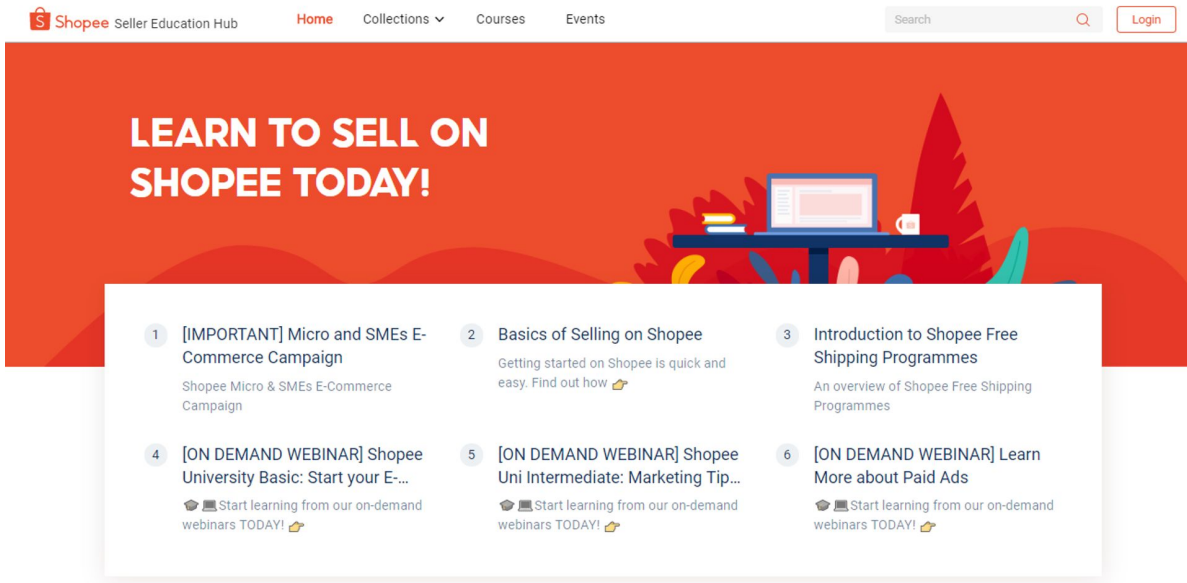
Shopee Live Content Guidelines

No.	Type of Content that Shopee will flag
1	Vulgarity / Pornographies
2	Dangerous / Intimidating Content
3	Hate Speech
4	Violence
5	Cyberbullying
6	Illegal products
7	Promoting competitor platforms
8	Spam / MLM contents & recruitment
9	Misuse of Shopee logo
10	Breaching copyright and trademark
11	Content which is stolen, duplicated, or reproduced from others

If seller is found practicing any of the content stated above, **Shopee will immediately ban the stream** from ongoing and **blacklist your account from Shopee Live Streaming**

For more information on content guideline, kindly refer [HERE](#).

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



The screenshot shows the Shopee Seller Education Hub interface. At the top, there is a navigation bar with the Shopee logo, 'Seller Education Hub', and links for 'Home', 'Collections', 'Courses', and 'Events'. A search bar and a 'Login' button are also present. The main banner features the text 'LEARN TO SELL ON SHOPEE TODAY!' above an illustration of a desk with a laptop and a mug. Below the banner, a white box contains a list of six educational resources:

- 1 [IMPORTANT] Micro and SMEs E-Commerce Campaign**
Shopee Micro & SMEs E-Commerce Campaign
- 2 Basics of Selling on Shopee**
Getting started on Shopee is quick and easy. Find out how 📄
- 3 Introduction to Shopee Free Shipping Programmes**
An overview of Shopee Free Shipping Programmes
- 4 [ON DEMAND WEBINAR] Shopee University Basic: Start your E-...**
📺 Start learning from our on-demand webinars TODAY! 📄
- 5 [ON DEMAND WEBINAR] Shopee Uni Intermediate: Marketing Tip...**
📺 Start learning from our on-demand webinars TODAY! 📄
- 6 [ON DEMAND WEBINAR] Learn More about Paid Ads**
📺 Start learning from our on-demand webinars TODAY! 📄



[Shopee Seller Education Hub](#)



Shopee



THANK YOU

Private & Confidential