Facebook: How to Save an Item on Facebook Shop

Facebook recently debuted Facebook Shop, a new area within the Facebook mobile application that allows users to browse products, discover and follow brands, and purchase items.

When you find an interesting item on Facebook Shop, you have the option to save it to a collection so you can easily find it again later on. Our guide will show you how this works.

Note: These screenshots were captured in the Facebook app on iOS.

Step 1: While browsing Facebook Shop, tap the item you want to save.

Step 2: Tap “Save.”

By default, the item will be saved to your “Products” collection, which only you can see. If you want to change this and save the item to a different collection, tap “Change” at the bottom of the screen (if you’ve never created a collection before, you’ll need to create one at this point).

https://www.adweek.com/digital/facebook-how-to-save-an-item-on

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