



# Instagram Shopping Slider

**Integrate Instagram into PrestaShop and allow customers to shop for products on Instagram photos**

A product of PrestaHero

# Contents

I. WELCOME .....	3
II. INTRODUCTION .....	3
III. INSTALLATION .....	3
IV. CONFIGURATION .....	4
<b>1. Instagram account</b> .....	<b>4</b>
<b>2. Get your Instagram Access Token</b> .....	<b>5</b>
<b>3. Photos and videos</b> .....	<b>18</b>
<b>4. Tags</b> .....	<b>21</b>
<b>5. Settings</b> .....	<b>28</b>
<b>6. Import / Export</b> .....	<b>42</b>
<b>7. Helps</b> .....	<b>43</b>
V. THANK YOU .....	43

## I. WELCOME

Thank you for purchasing our product. We hope to guide you through all the module installation and setup aspects within this document. But if you have any questions beyond this documentation's scope, please contact us.

## II. INTRODUCTION

If you're wondering if your business should be on Instagram, the short answer is that whatever you're selling, you should consider it. Instagram now has over one billion monthly users — as of January 2018, seven percent of internet users in the United States accessed Instagram once every few days. And if you're in certain E-commerce categories or selling a visual product, you definitely should.

Shopping on Instagram accomplishes one of the most critical tasks in improving e-commerce performance: It makes buying easier. With one click, your customers can go directly to the product page and add to their cart. Reducing search time and clicks improves conversion and revenue.

Understanding that growing trend, we spent a lot of time researching and developing "Instagram Shopping Slider" - a PrestaShop module allowing your customers to add products to their Cart directly from your Instagram photos as shown in your slider. We believe it will give your customers a new shopping experience.

\* ***"Instagram Shopping Slider"*** is compatible with PrestaShop 1.6.x, 1.7.x and 8.x

## III. INSTALLATION

1. Navigate to **“Modules / Modules & Services”**, click on **“Upload a module / Select file”**.
  2. Select the module file **“ybc\_instagram.zip”** from your computer then click on **“Open”** to install.
- ❖ Click on **“Configure”** button of the module you just installed to open the module's configuration page.

## IV. CONFIGURATION

From your installed module list (Located at **“Modules/Modules & services/Installed modules”**), find **“Instagram Shopping Slider”** and then click on the **“Configure”** button to open its configuration page.

### 1. Instagram account

---

The first step is connecting your PrestaShop store with your Instagram account.

To connect with Instagram, you will need to enter your **Instagram Access Token** received through Instagram Basic Display API. To learn how to get Instagram Access Token, please refer to [Get your Instagram Access Token](#). Using this option, you will get all photos and videos uploaded by a specific Instagram account associated with this access token.

Quick Access - Search

Modules / ybc\_instagram / Configure

Configure Instagram Shopping Slider

PHOTOS & VIDEOS | **INSTAGRAM ACCOUNT** | TAGS | IMPORT/EXPORT | SETTINGS | HELP

! If you change your Instagram password, your current token will no longer be valid.

Access token: [Redacted]

Check access token Refresh access token

This access token will expire in 7 day(s)

How to get access token.

Instagram display name: Fashion Shop

Instagram profile url: https://www.instagram.com/luna\_shopify/

Save

After that, enter your Instagram display name and profile URL into the respective fields.

Click **“Save”** to finish.

Now we are ready to use **“Instagram Shopping Slider”** on your PrestaShop store.

## 2. Get your Instagram Access Token

---

Starting on **December 4<sup>th</sup> 2024**, the Instagram Basic Display API will no longer be available. After December 4th, 2024, please generate an access token using an [Instagram Business account](#). For more details, please visit this link:

<https://developers.facebook.com/blog/post/2024/09/04/update-on-instagram-basic-display-api/>

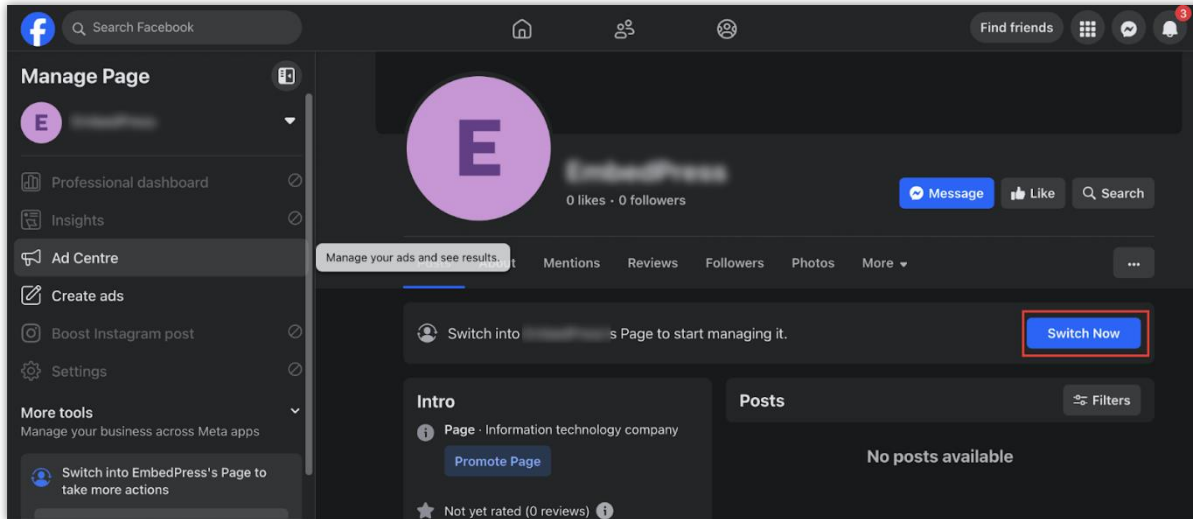
If you change your Instagram password, your current token will no longer be valid.

Follow these step-by-step instructions to generate and retrieve an Instagram access token for your business account.

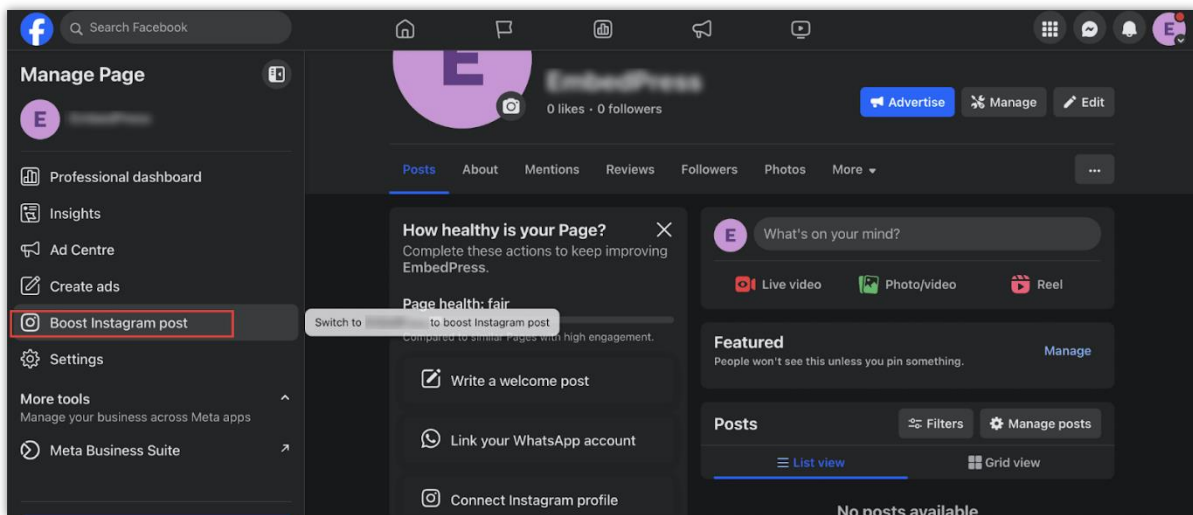
**\*\*\*Note:** *Ensure you have a business Instagram account linked to a Facebook page. If you're using a personal Instagram account, you'll need to convert it to a business account.*

## STEP 1: Connect Your Instagram Account to Your Facebook Page

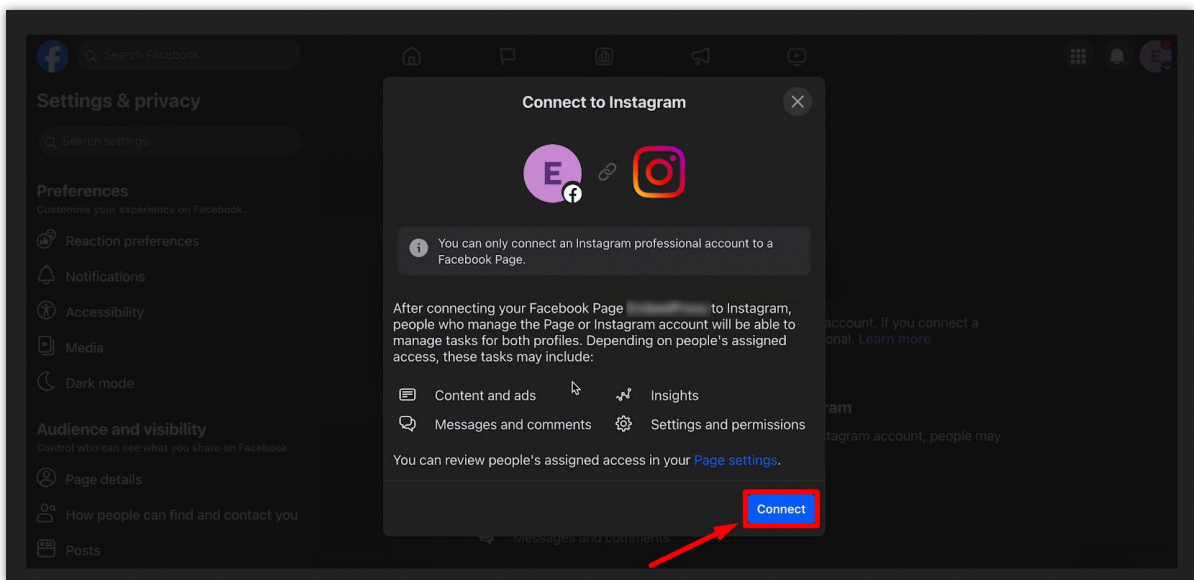
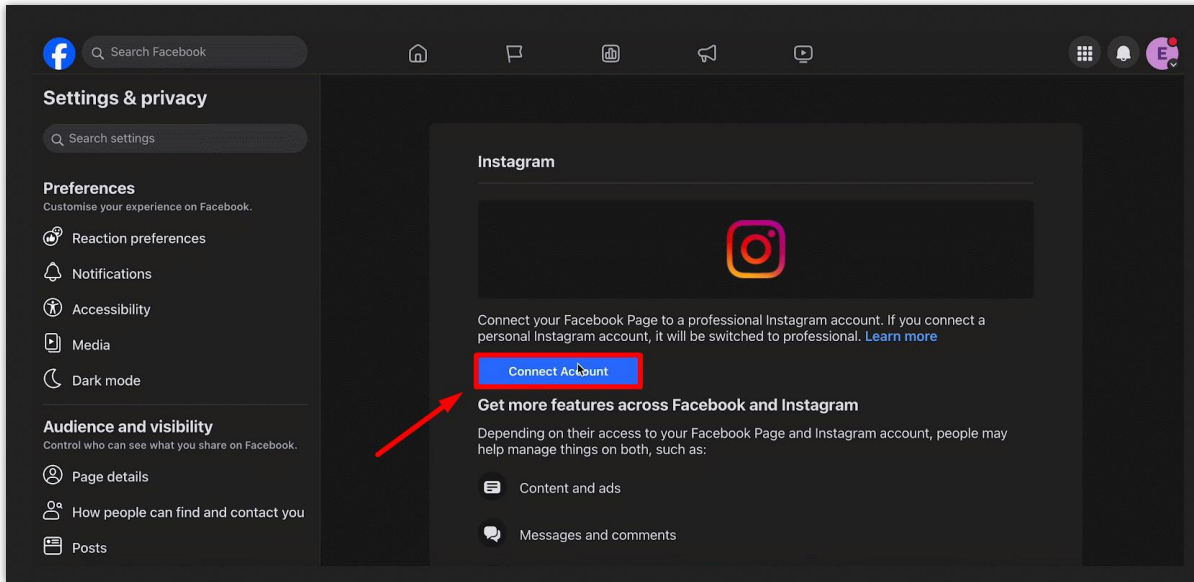
Log in to your Facebook account and navigate to the page you want to link with your Instagram account. Click the **“Switch Now”** button to switch to that page.

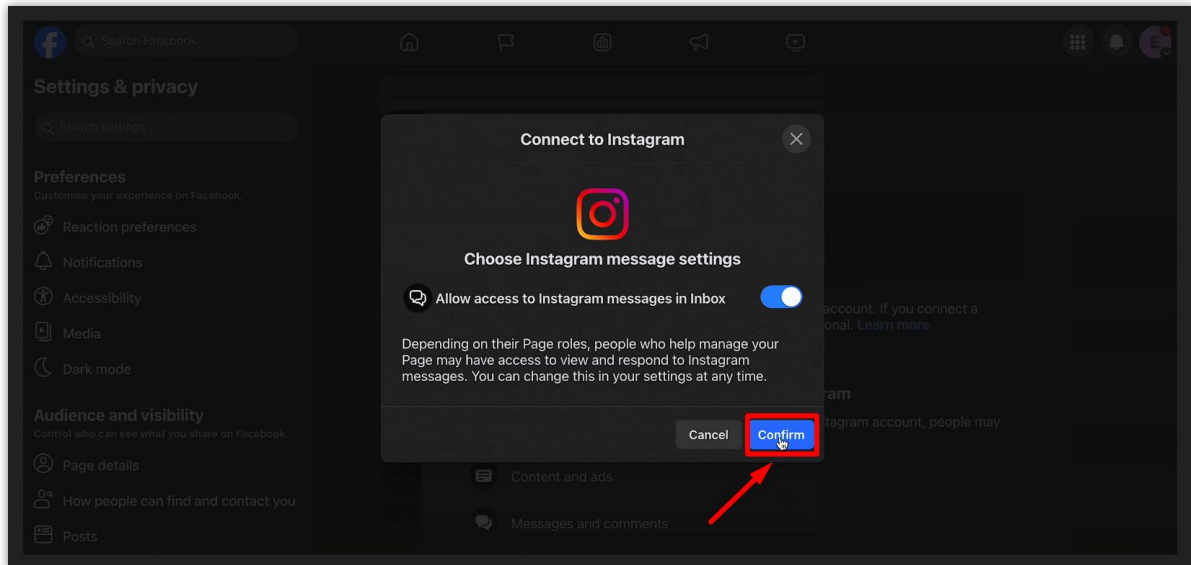


On the left-hand sidebar, look for the option **“Boost Instagram post”**. Click it to proceed.

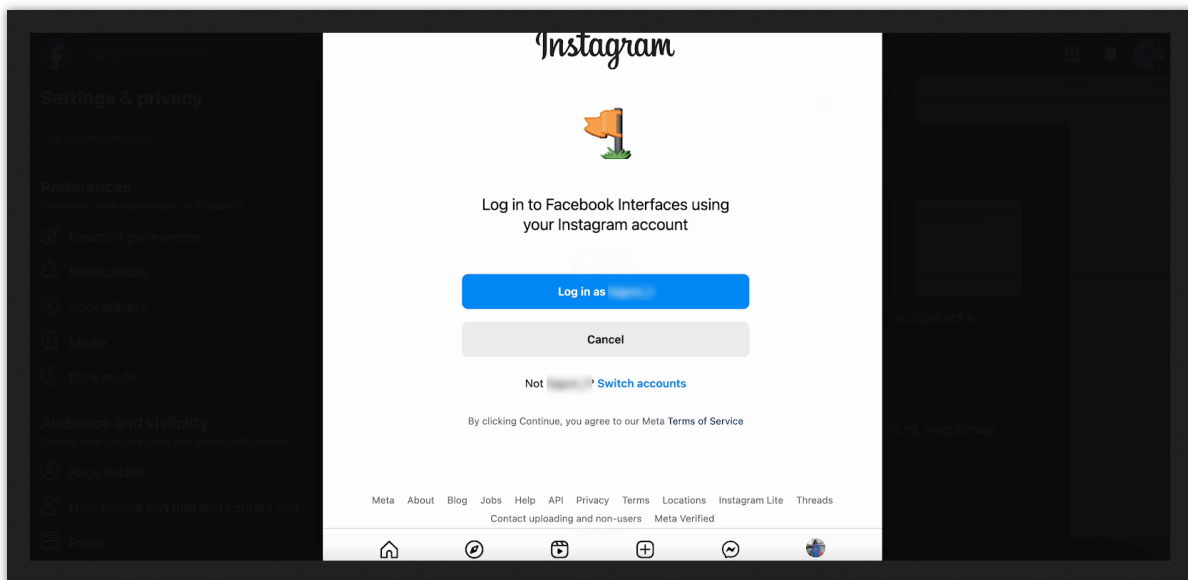


You'll find a **“Connect account”** button on the next page. Click it, and a series of permission requests will appear. Confirm each by clicking **“Connect”** and **“Confirm”**.



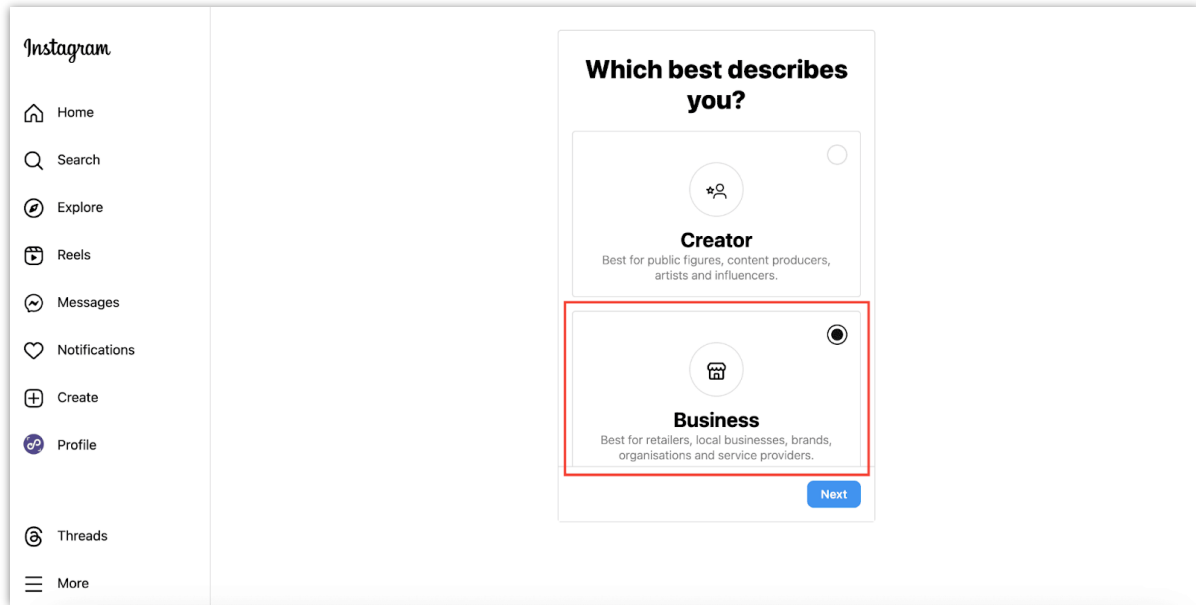


A new window will appear asking for your Instagram login details. Enter your credentials and log in.



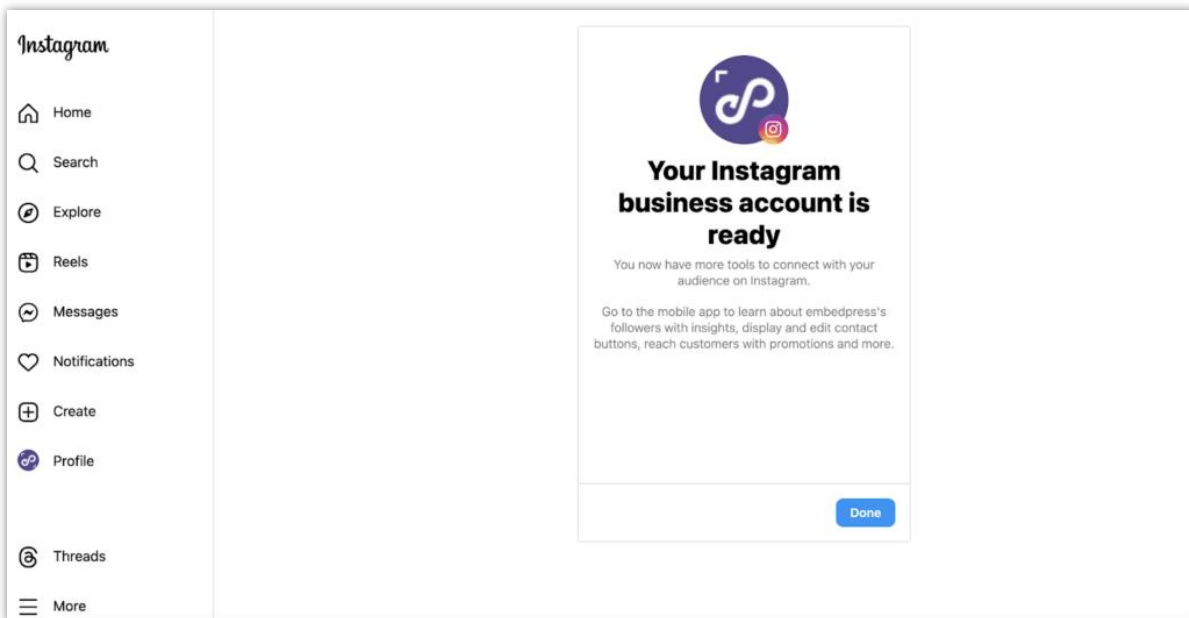
After logging in, you'll be asked to choose between a "Creator" or "Business" account. Select the "**Business**" option, then click "**Next**".





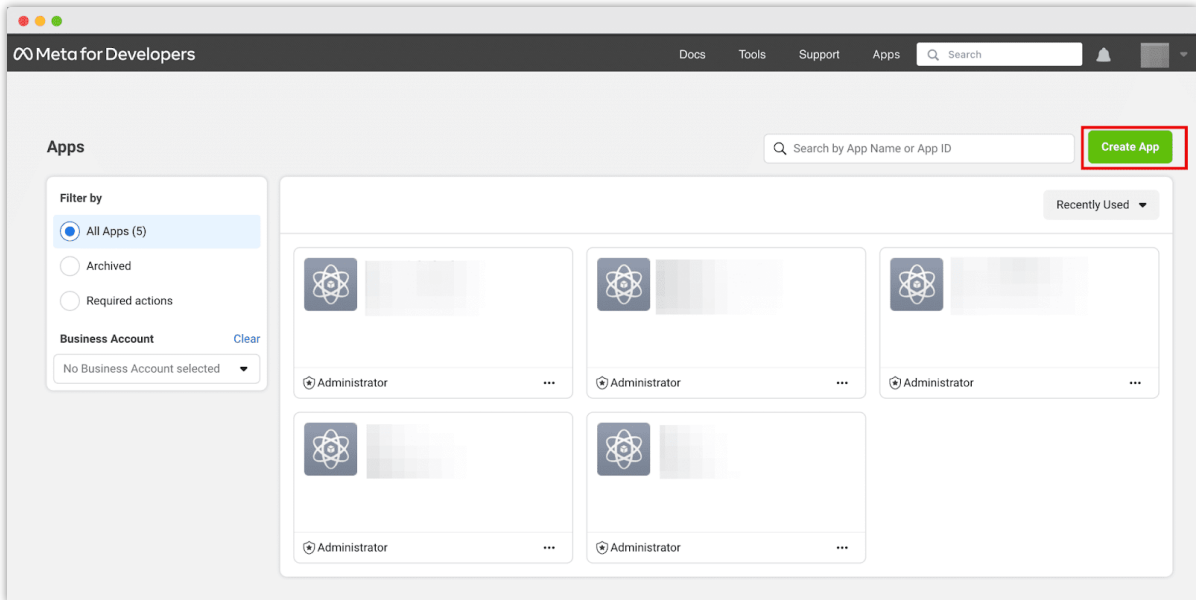
Instagram will prompt you with several permission requests. Continue clicking **“Next”** until you reach a page where you can enter your business profile details.

Once all information is completed, click **“Done”**. Your Instagram account is now successfully connected to your Facebook page.

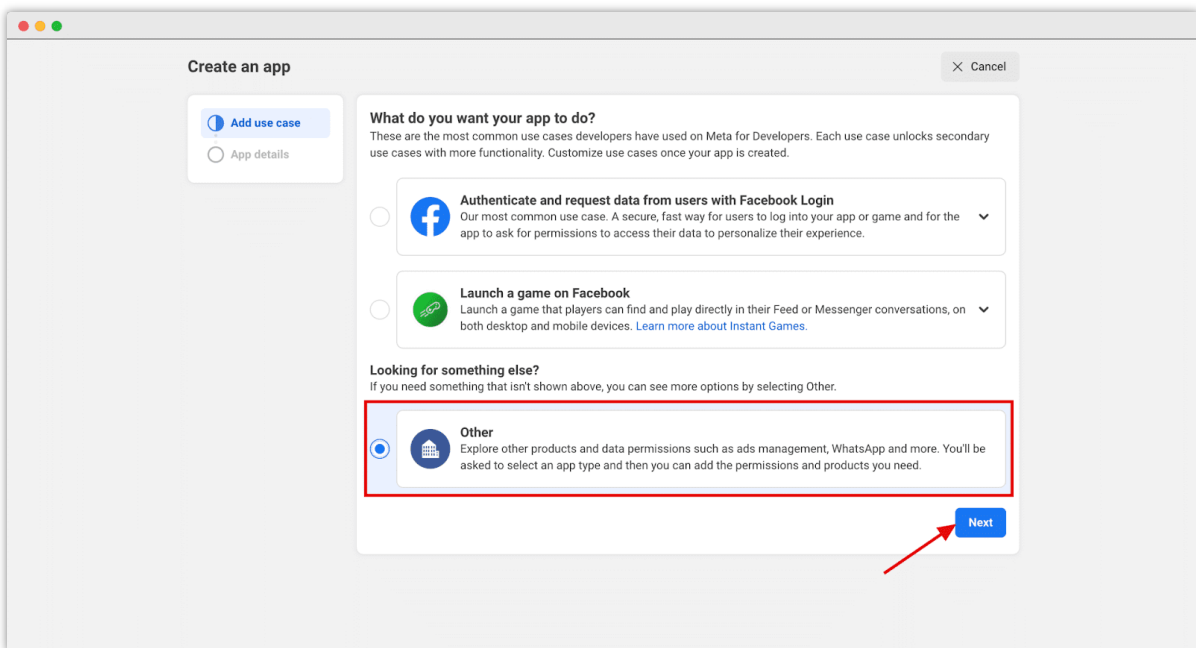


## STEP 2: Create An App For Business On Facebook For Developers

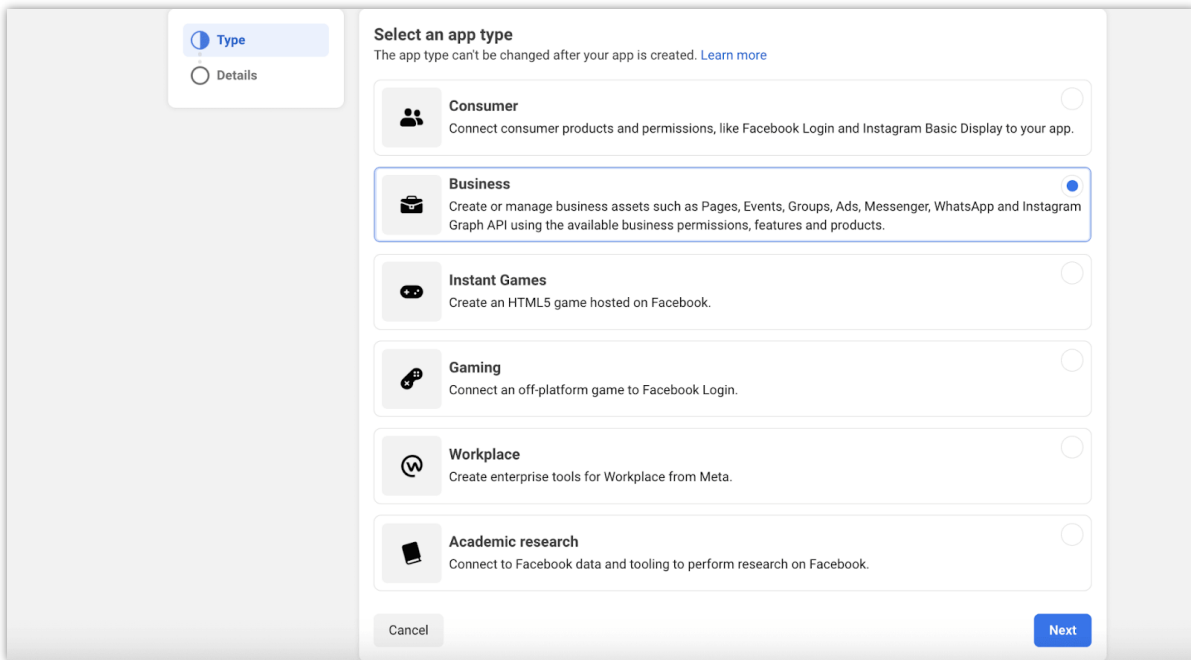
To get the access token from Instagram, you'll need to create an app on [Facebook Developers](#). Log in to your Facebook account, then go to your Facebook Developers Account. Select **"Apps"** in the menu and click the **"Create App"** button.



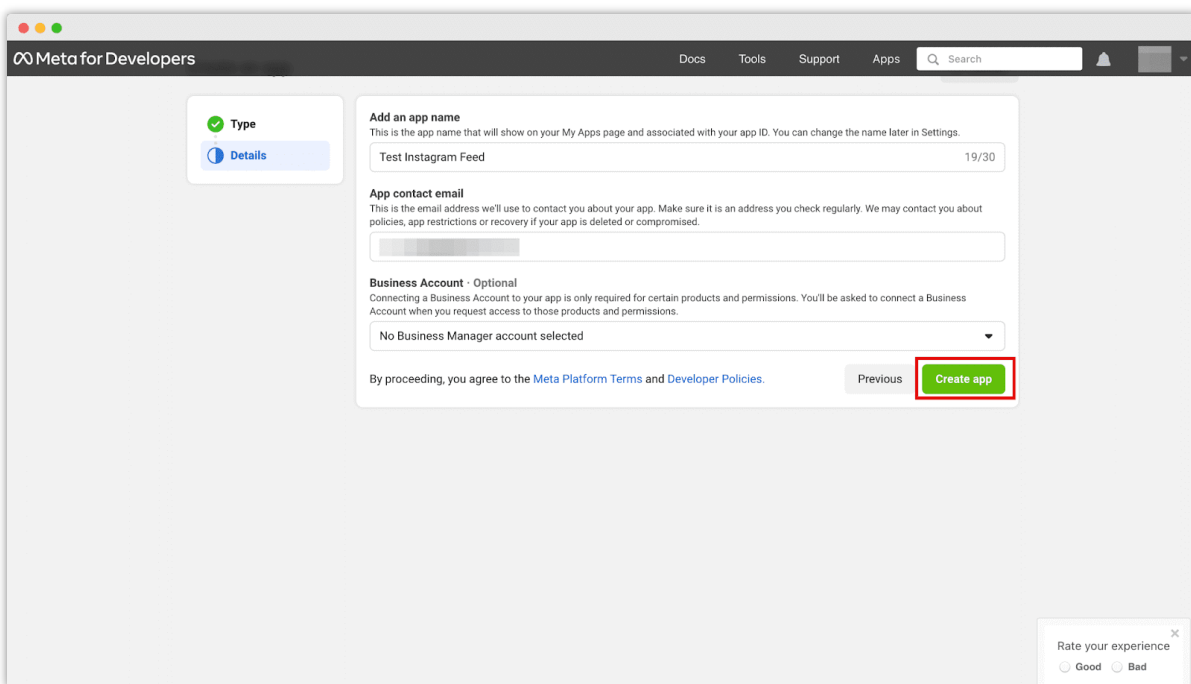
A popup will appear asking you to specify what your app will do. Choose the **"Other"** option, then click **"Next"**.



On the following screen, select the **“Business”** option to ensure you can connect relevant permissions and consumer products.

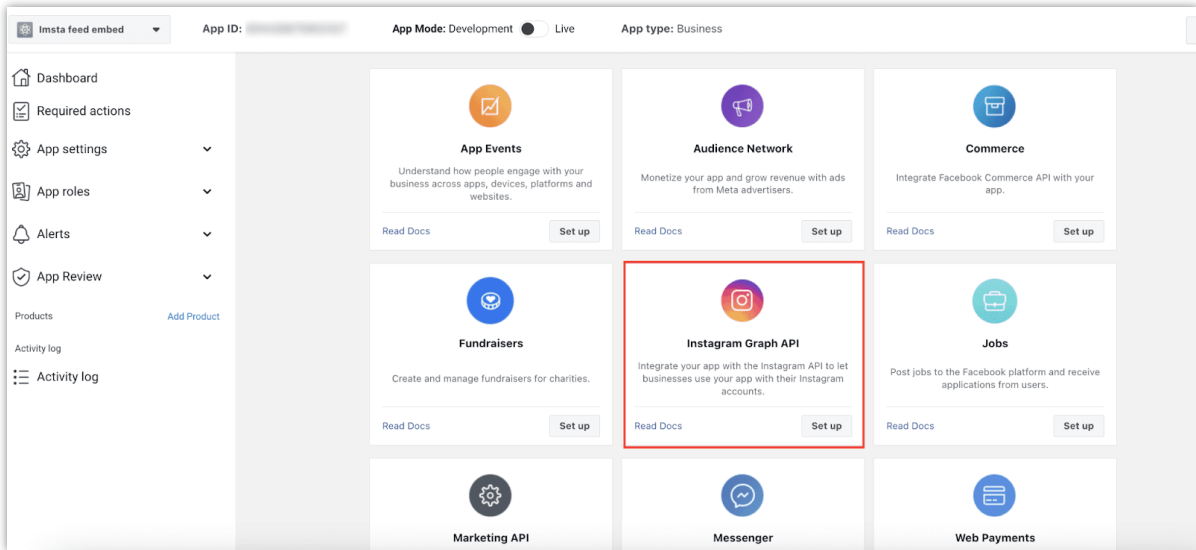


Fill in the required fields: **“Display name”**, **“App contact email”**, and **“Business Account”**. Then, click **“Create app”**.



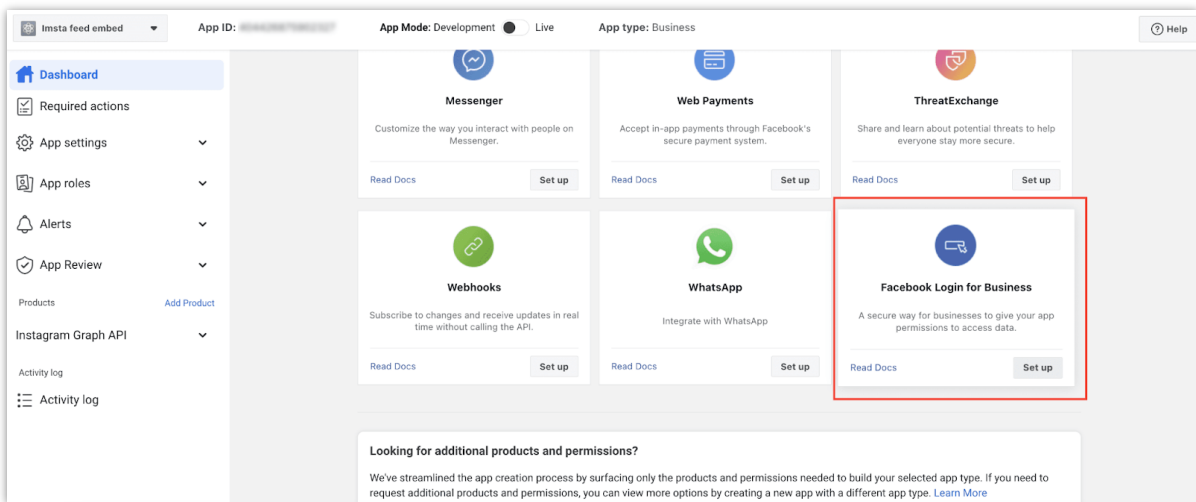
### STEP 3: Configure Instagram Graph API & Facebook Login for Your Business App

After successfully creating your app, you'll be taken to a configuration page. Click **"Set up"** under the **"Instagram Graph API"** section.

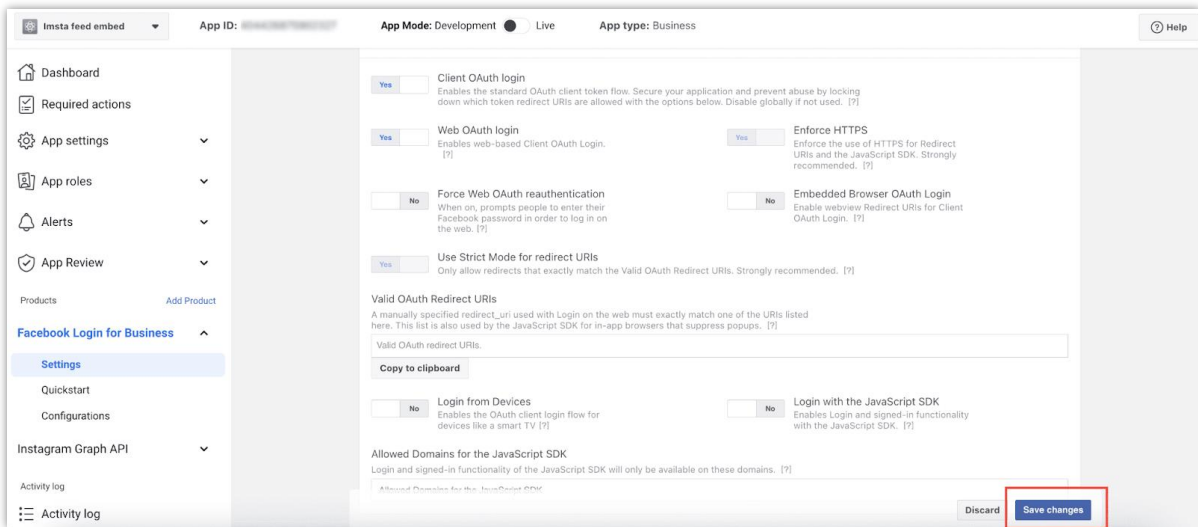


Note that these API permissions are for Instagram business accounts, not personal profiles. For more information, check Instagram's documentation on business profiles [here](#).

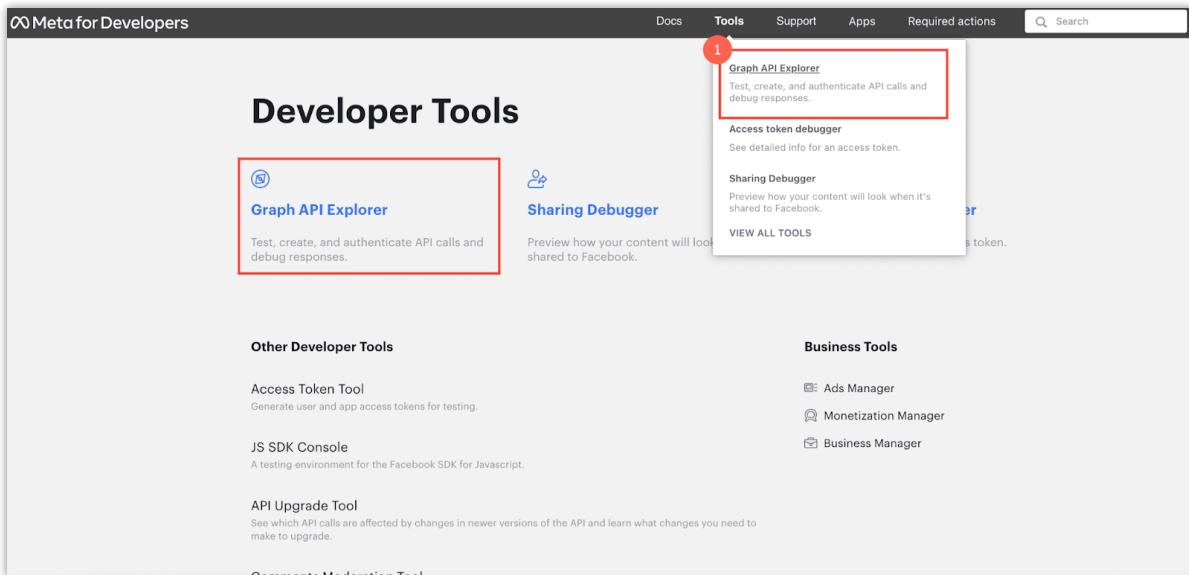
Next, go to the **Dashboard** (in the left sidebar) and scroll down to find the option **"Add products to your app"**. Find **"Facebook Login for Business"** app and click **"Set up"**.



Review the permissions you want to grant, and once you're satisfied, click **"Save Changes"**.  
Your Instagram Graph API and Facebook Login for Business app have been created.



Go to Tools → Graph API Explorer on the Meta for Developers dashboard or visit <https://developers.facebook.com/tools/explorer/>.



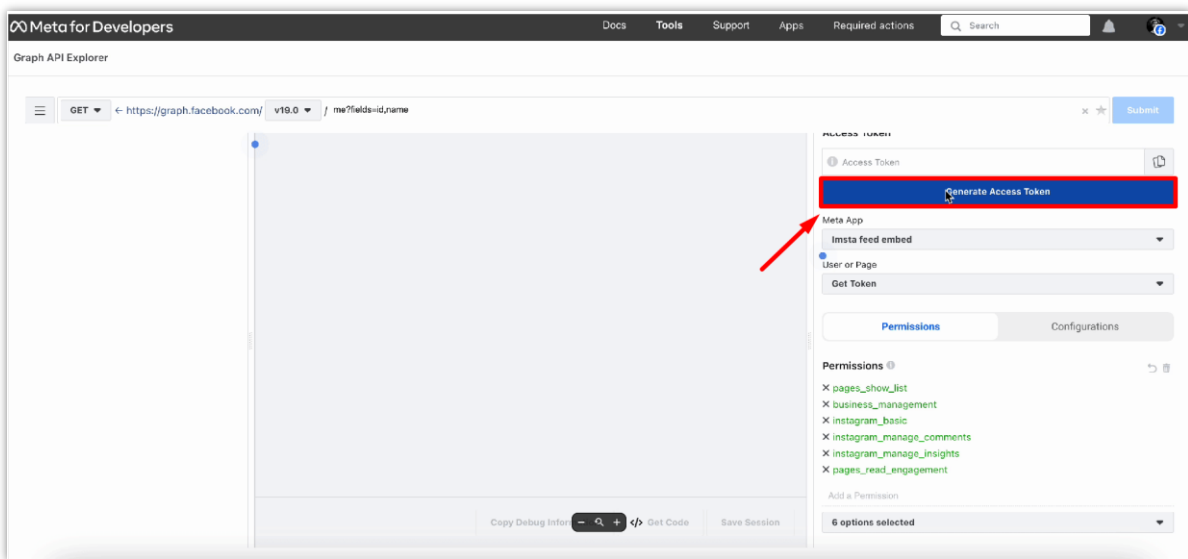
Choose the app you created from the **"Meta App"** field, and under the **"Permission"** section, grant the following permissions:

- pages\_show\_list

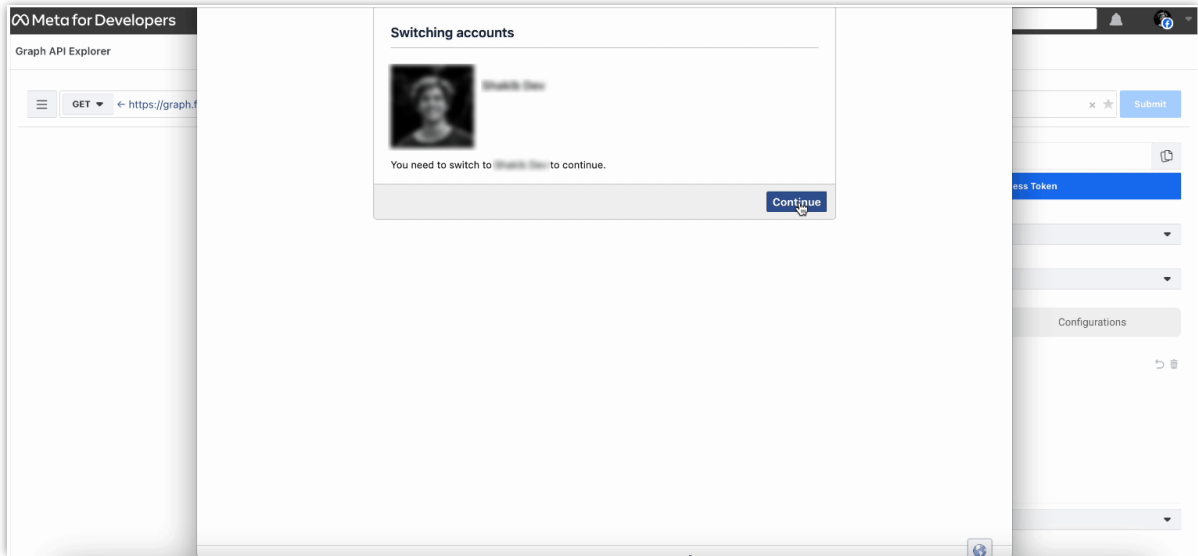
- business\_management
- instagram\_basic
- instagram\_manage\_comments
- instagram\_manage\_insights
- pages\_read\_engagement

#### STEP 4: Generate the Instagram Access Token

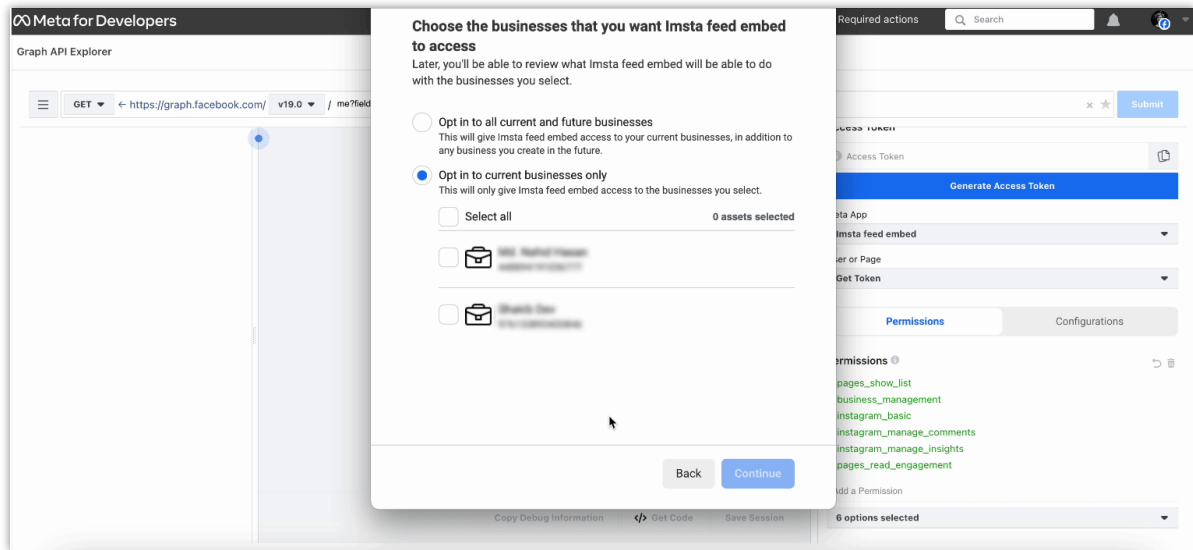
Click the “**Generate Access Token**” button.



A popup will appear where you’ll need to follow the instructions. Switch the Facebook account and click on the “**Continue**” button.



Then, select your Facebook business account, app name, and Instagram account, clicking on the blue buttons to proceed.



Meta for Developers

Graph API Explorer

GET https://graph.facebook.com/ v19.0 /me?fields=...

**Choose the Pages that you want Imsta feed embed to access**

Later, you'll be able to review what Imsta feed embed will be able to do with the Pages you select.

Opt in to all current and future Pages  
This will give Imsta feed embed access to your current Pages, in addition to any Page you create in the future.

Opt in to current Pages only  
This will only give Imsta feed embed access to the Pages you select.

Select all 0 assets selected

- Selected Page Name
- Selected Page Name
- Selected Page Name
- Selected Page Name

Back Continue

Required actions

Access Token

Generate Access Token

Imsta App

Imsta feed embed

Per or Page

Get Token

Permissions Configurations

Permissions

- pages\_show\_list
- business\_management
- instagram\_basic
- instagram\_manage\_comments
- instagram\_manage\_insights
- pages\_read\_engagement

6 options selected

Meta for Developers

Graph API Explorer

GET https://graph.facebook.com/ v19.0 /me?fields=...

**Choose the Instagram accounts that you want Imsta feed embed to access**

Later, you'll be able to review what Imsta feed embed will be able to do with the Instagram accounts you select.

Opt in to all current and future Instagram accounts  
This will give Imsta feed embed access to your current Instagram accounts, in addition to any Instagram account you create in the future.

Opt in to current Instagram accounts only  
This will only give Imsta feed embed access to the Instagram accounts you select.

Select all 0 assets selected

- Instagram Account Name

Back Continue

Required actions

Access Token

Generate Access Token

Imsta App

Imsta feed embed

Per or Page

Get Token

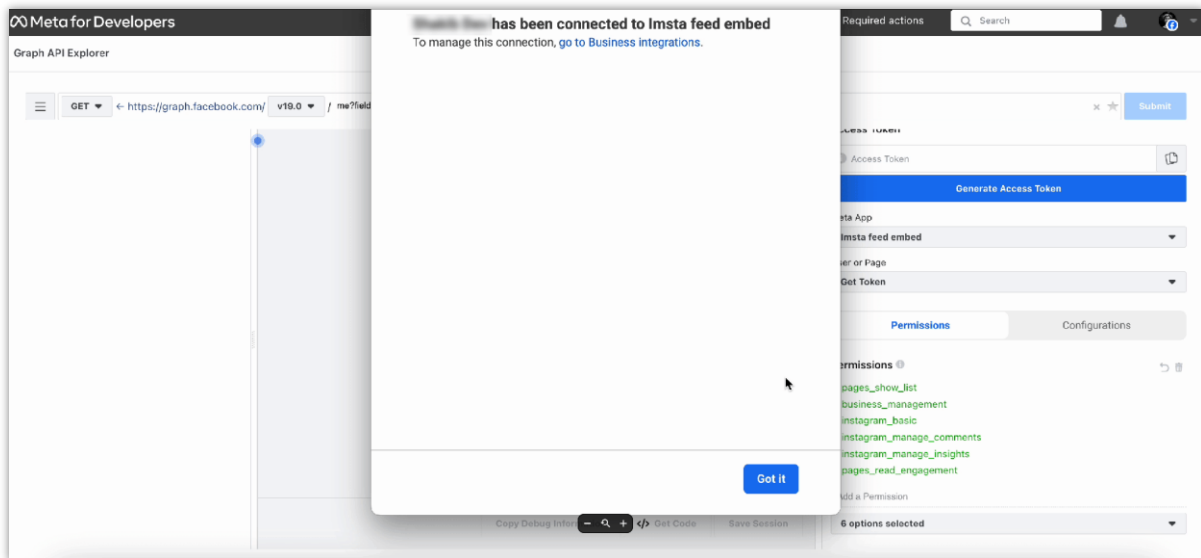
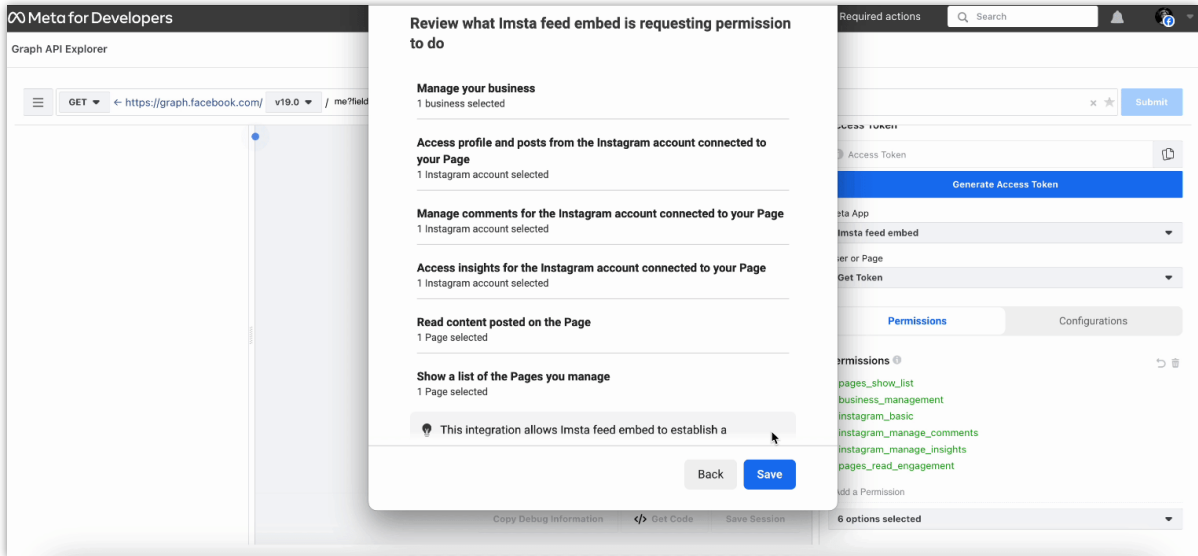
Permissions Configurations

Permissions

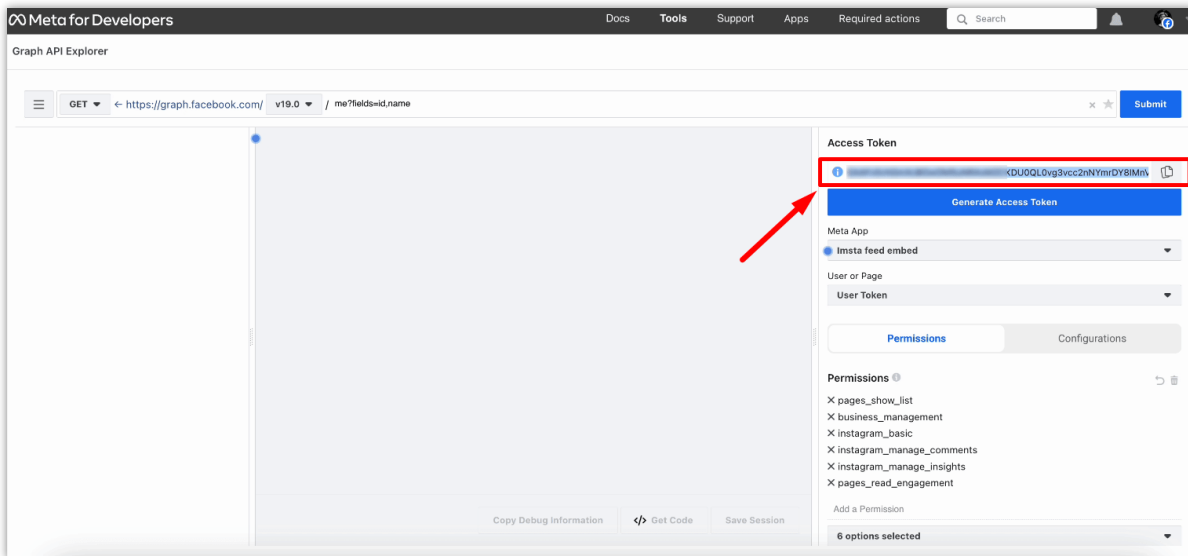
- pages\_show\_list
- business\_management
- instagram\_basic
- instagram\_manage\_comments
- instagram\_manage\_insights
- pages\_read\_engagement

6 options selected





Once your Instagram access token is generated, copy it.



And that's it! You've now successfully generated an Instagram access token that you can use to embed posts or access additional features for your business account.

### **NOTE:**

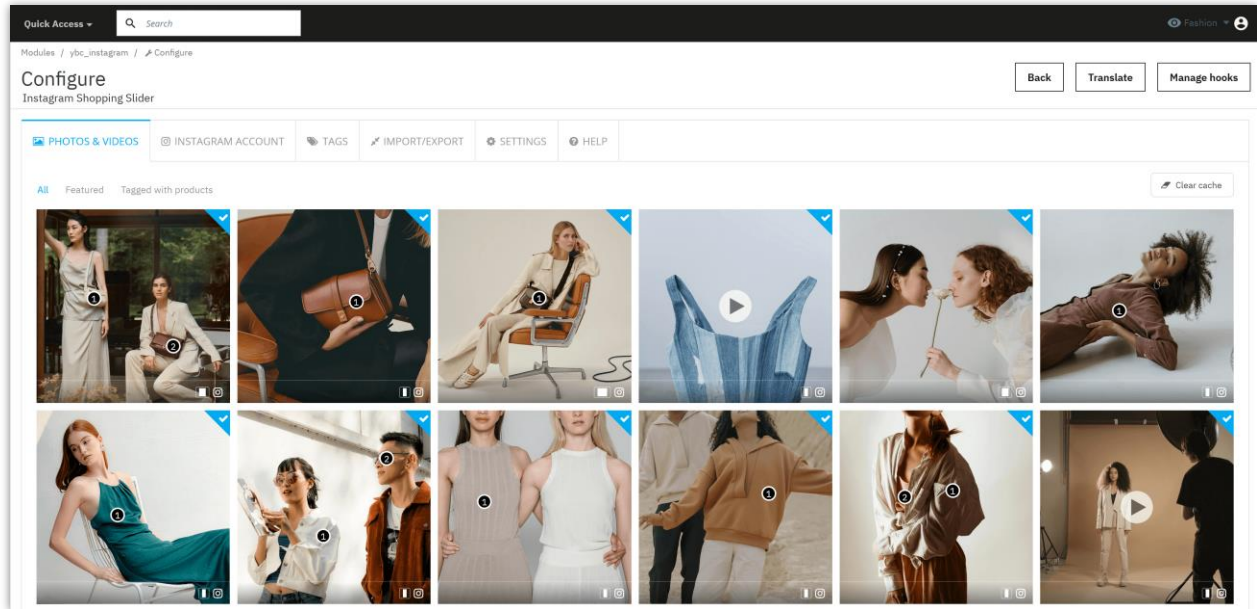
*Long-lived tokens are valid for 60 days and our module will refresh your token automatically before expiration. You will not have to manually regenerate your access token.*

## **3. Photos and videos**

---

After connecting your Instagram account with your PrestaShop store, we will move to **"Photos & videos"** tab. You can view and manage all your Instagram photos and videos in this tab. There are 3 sub-tabs:

- **All:** display all photos/videos.
- **Featured:** display featured photos/videos. These photos/videos will have a triangle blue mark on the right top corner.
- **Tagged with products:** display photos/videos tagged with products. In these photos, you can see the black number marks.

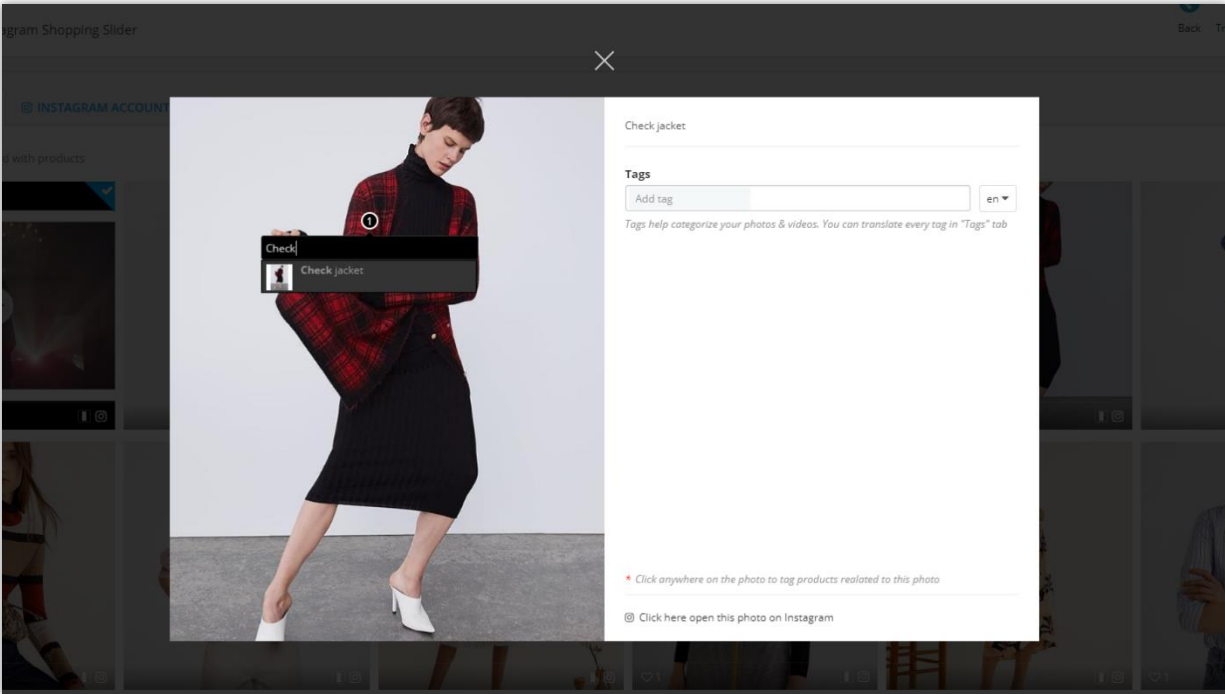


### Mark a photo/video as featured:

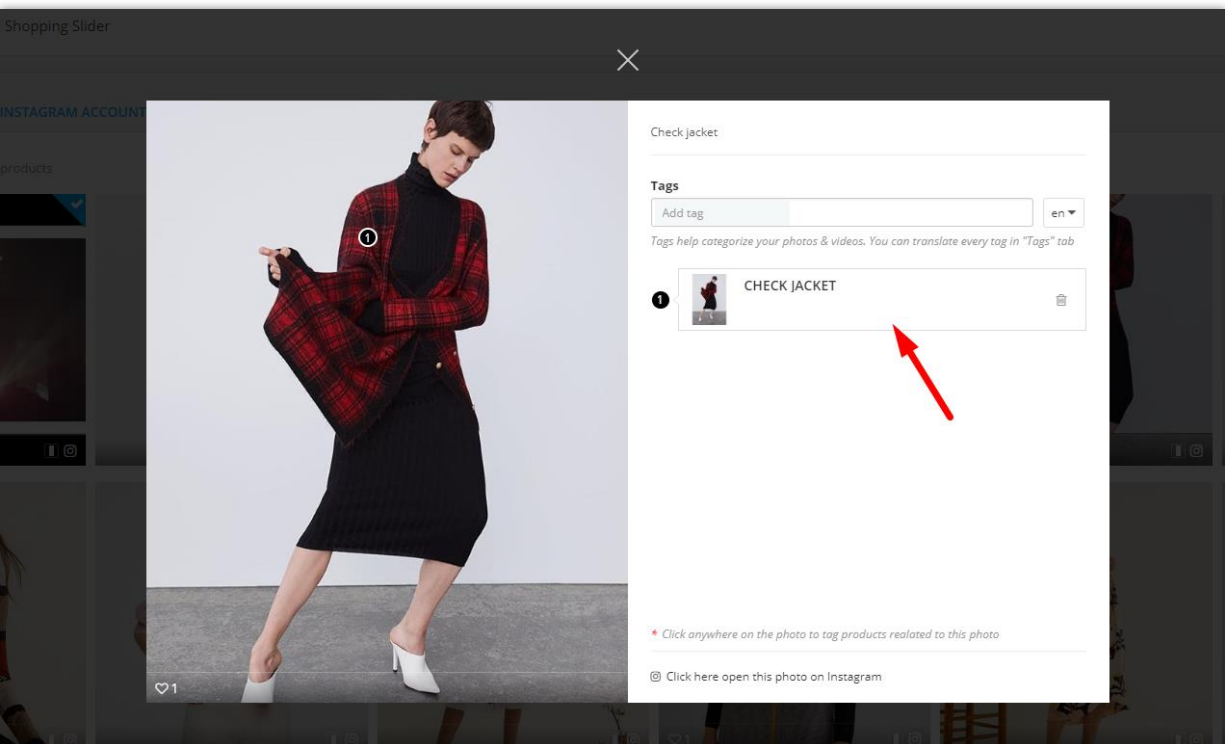
- Hover the mouse pointer over the photo/video you want to mark.
- A grey rectangle mark will appear on the right top corner.
- Click the mark.

### Tag products to a photo/video:

- Click on a photo/video you want to tag products.
- Point to the position you want to tag the product, click the left mouse. Product tag will appear along with a search box. You can search for a product by its ID, name or reference.

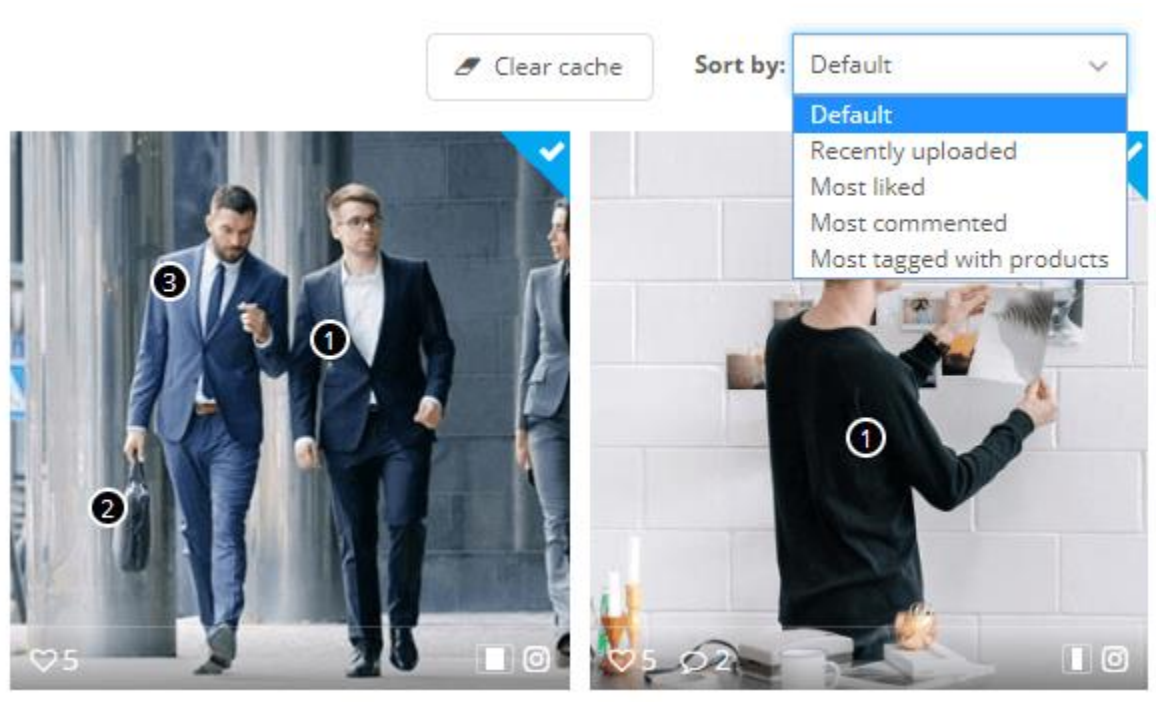


- Select the product you want to tag. It will be displayed on the right of your photo/video. You can tag as many products as you wish.



## Sort photos/videos

In the **Featured** and **Tagged with products** subtags, you can sort the photos/videos by the following conditions:



## Clear cache

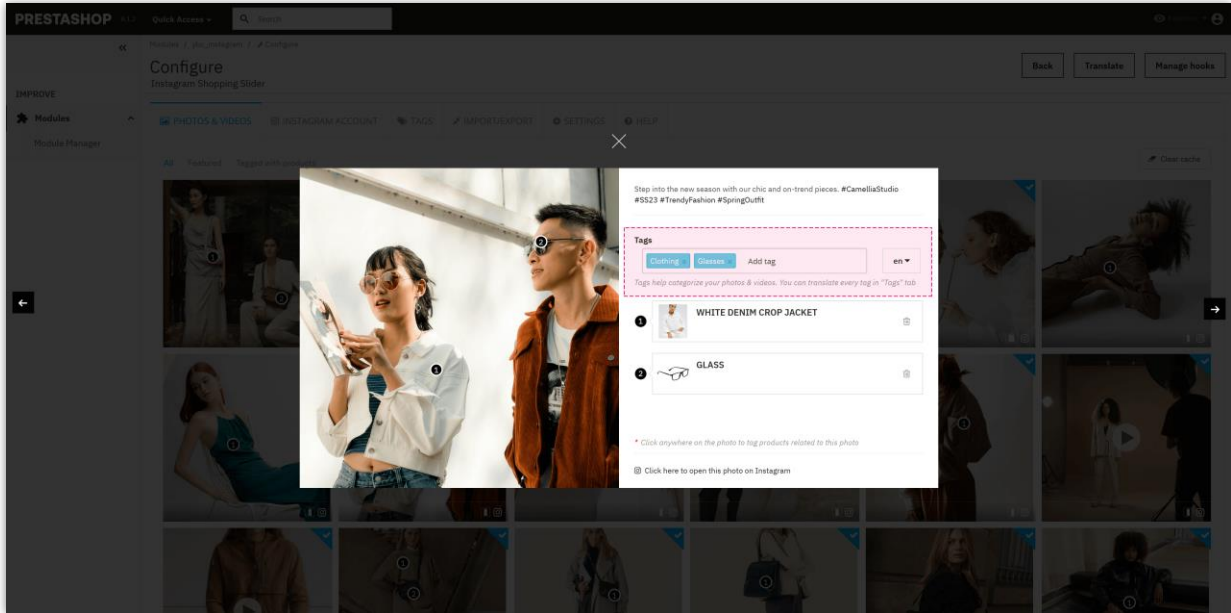
You can clear photo cache data by clicking the **“Clear cache”** button on the top of each sub-tab.

## 4. Tags

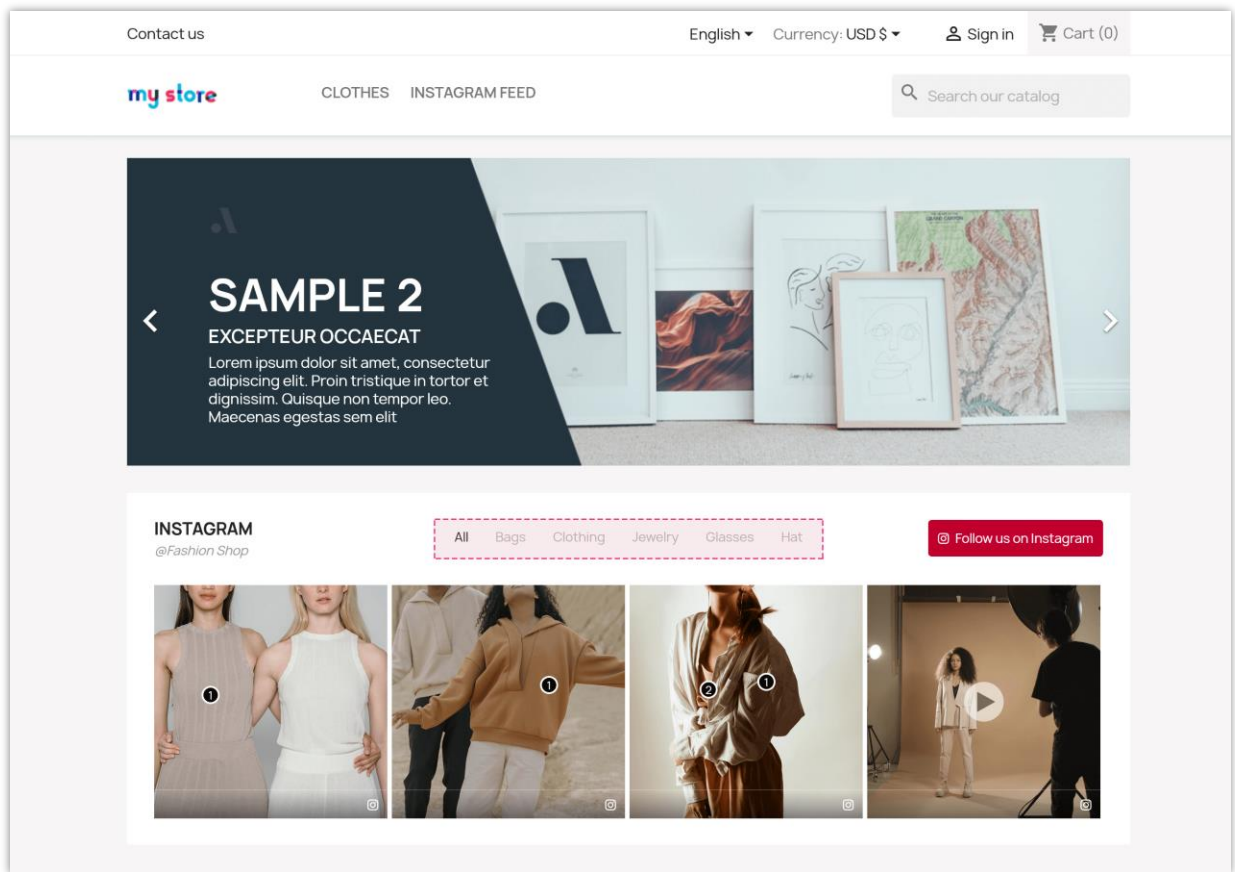
---

For each Instagram photo or videos, you can add unlimited number of tags. These photo tags can be used to categorize your Instagram photos and videos.

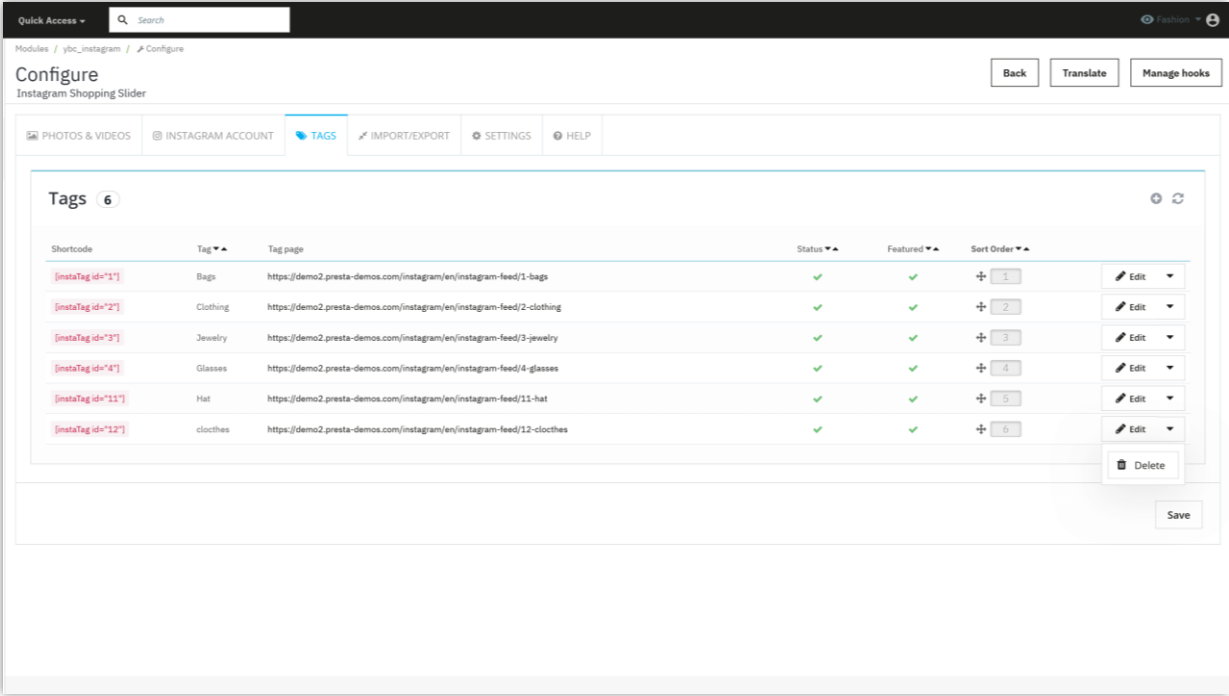
- To add a tag, just open any picture or video you want from **Photos and videos** tab.
- Enter the tags. Press “Enter” after every tag to add them to your photo or video.



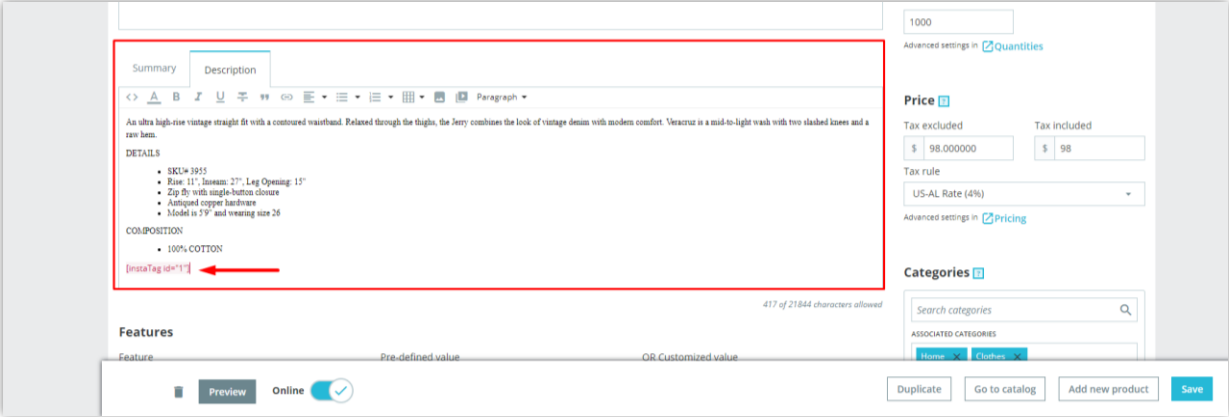
The tag list can be displayed on homepage, gallery page, sidebar, etc.



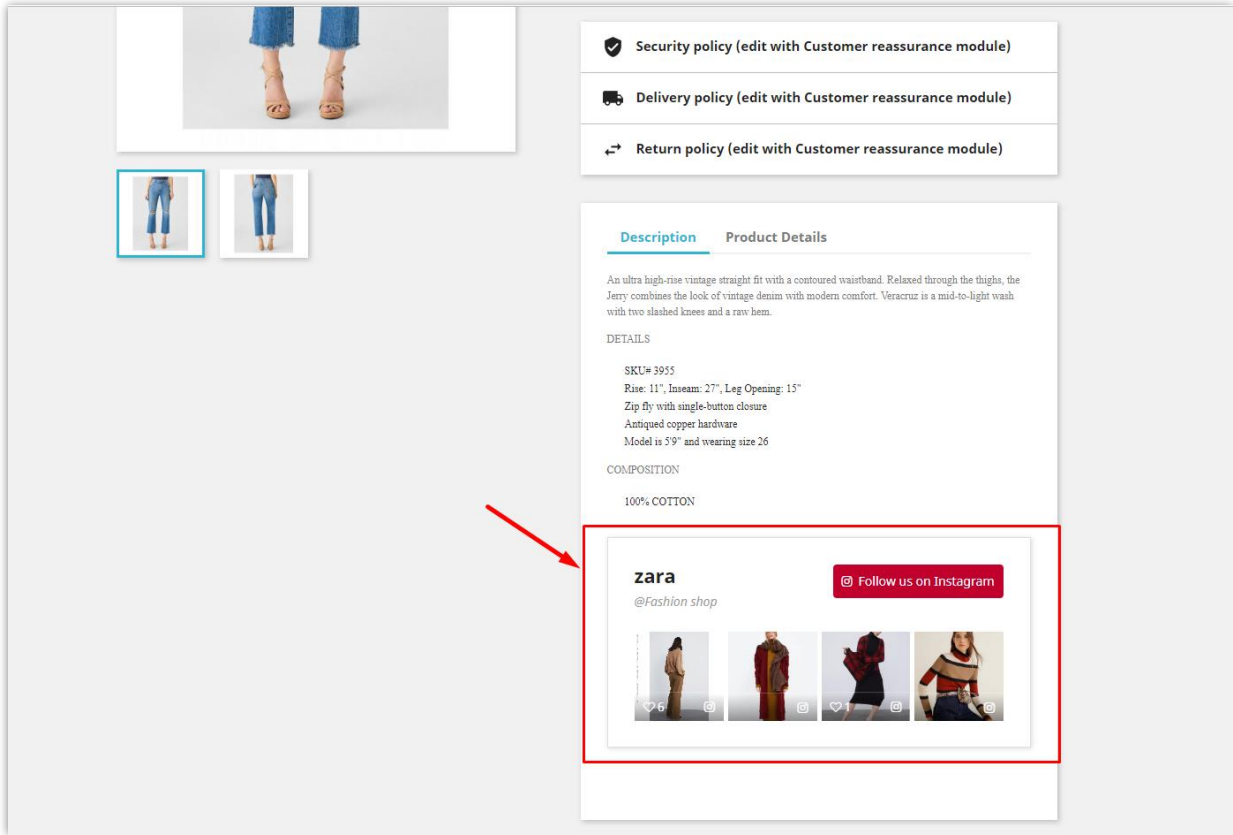
**Instagram Shopping Slider** will create a shortcode for each photo tag and you can display photos and videos having a same tag on anywhere you want using this shortcode.



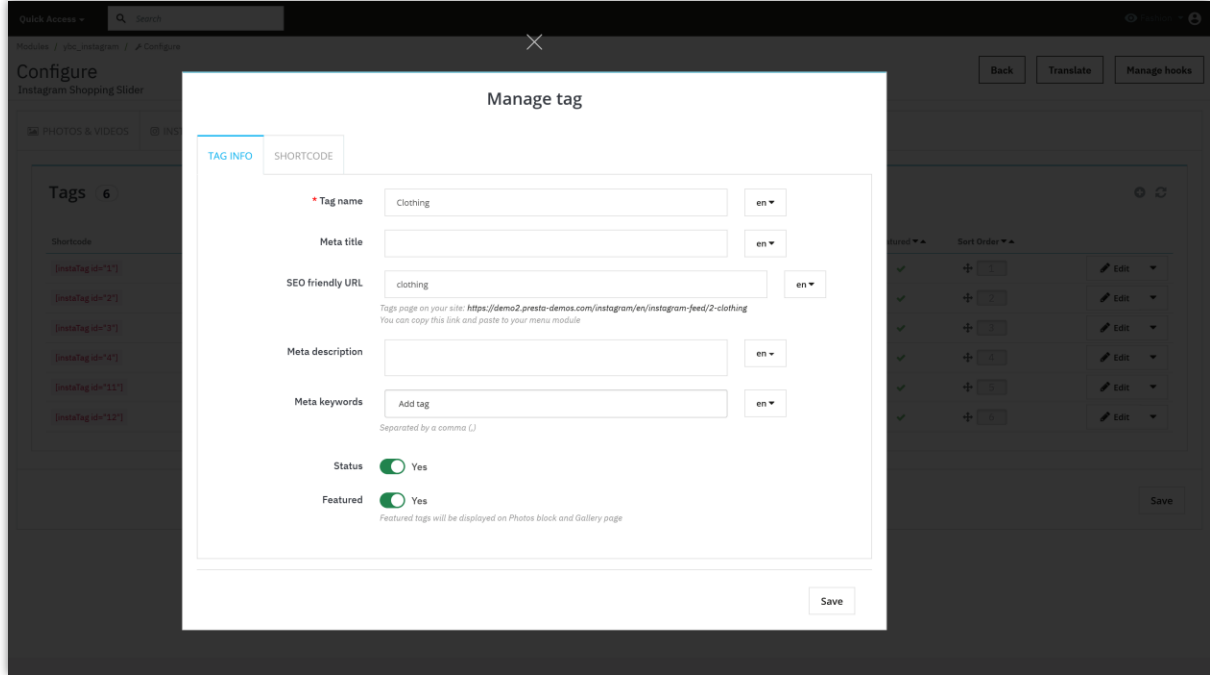
For example, you can insert a tag shortcode into the **product description** like the screenshot below:



On the front end, you will see an Instagram block appears on the product description area.

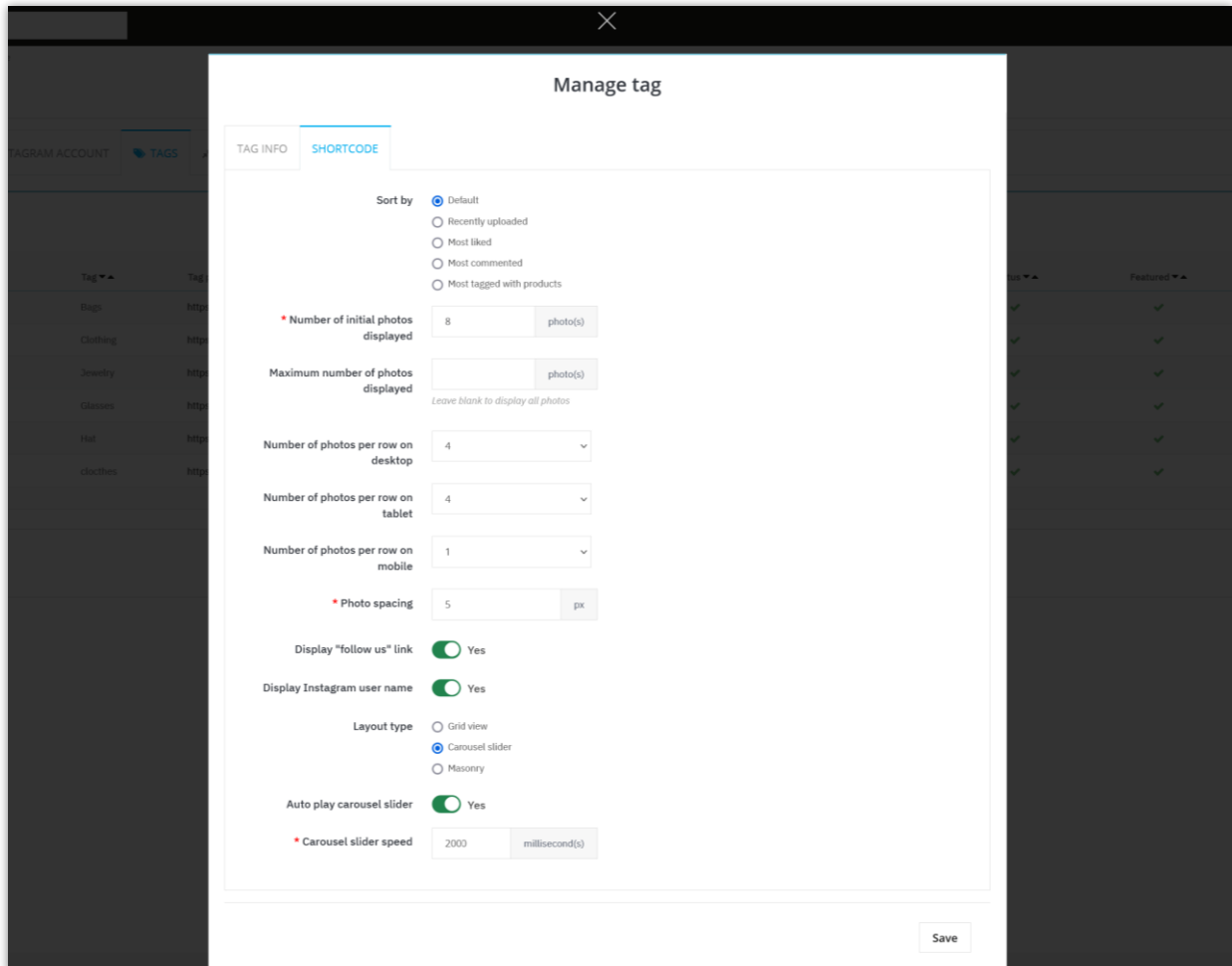


Our module also generates a separate page for each photo tag. These tag pages are fully SEO optimized, you can easily modify SEO elements such as meta title, meta description, meta keyword, friendly URL, etc. by selecting **"Edit"** button.





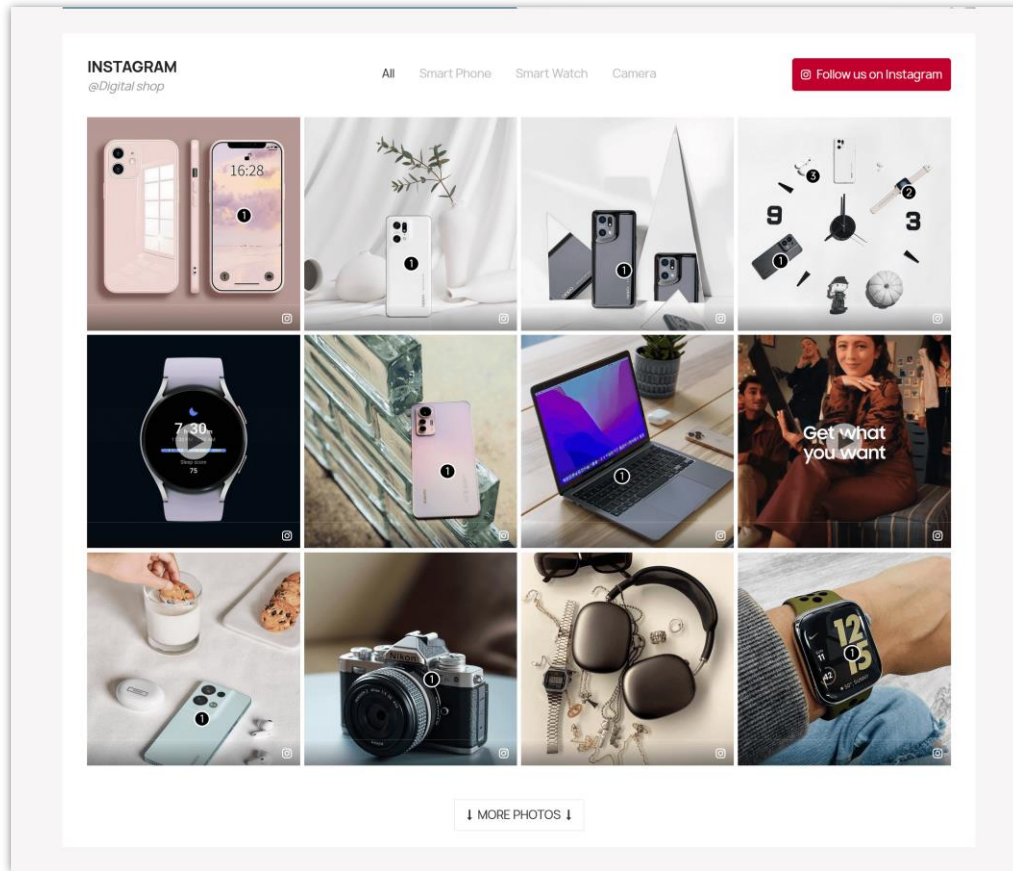
Our module also offers you a detailed customized tool for tag shortcodes. You can decide how photos having the same tag will be displayed where you place their shortcode.



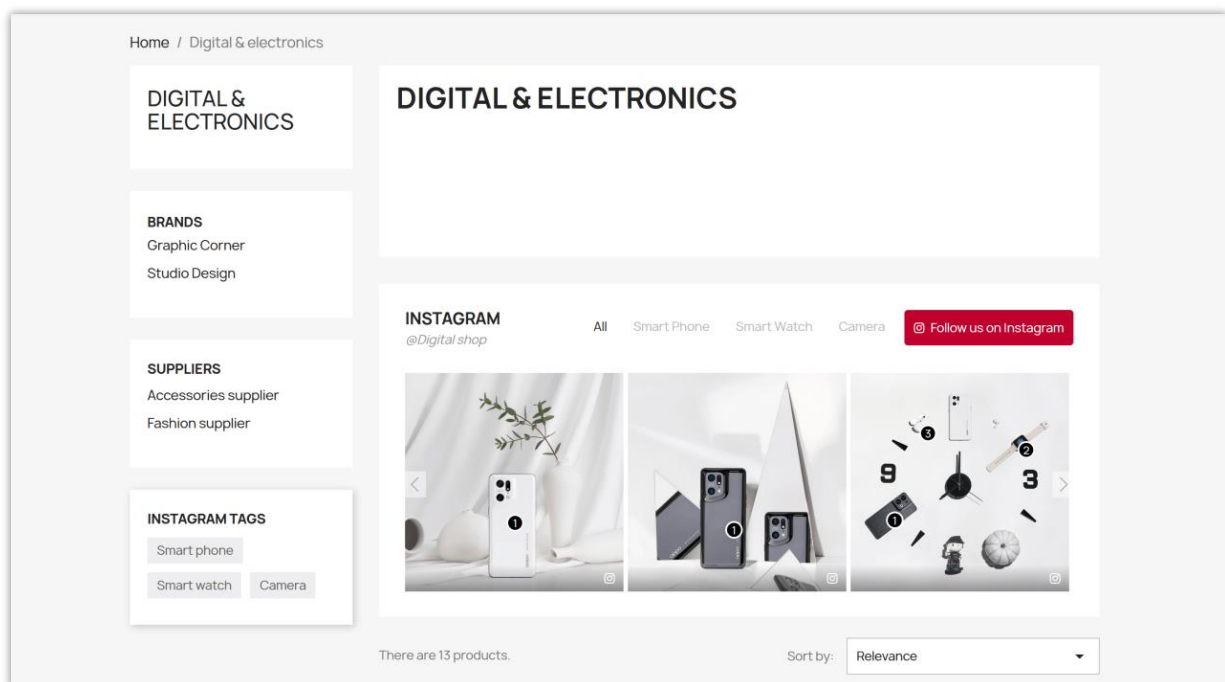
- **Layout type**

You can choose between 3 types of layouts: Grid view, Carousel slider, or Masonry.

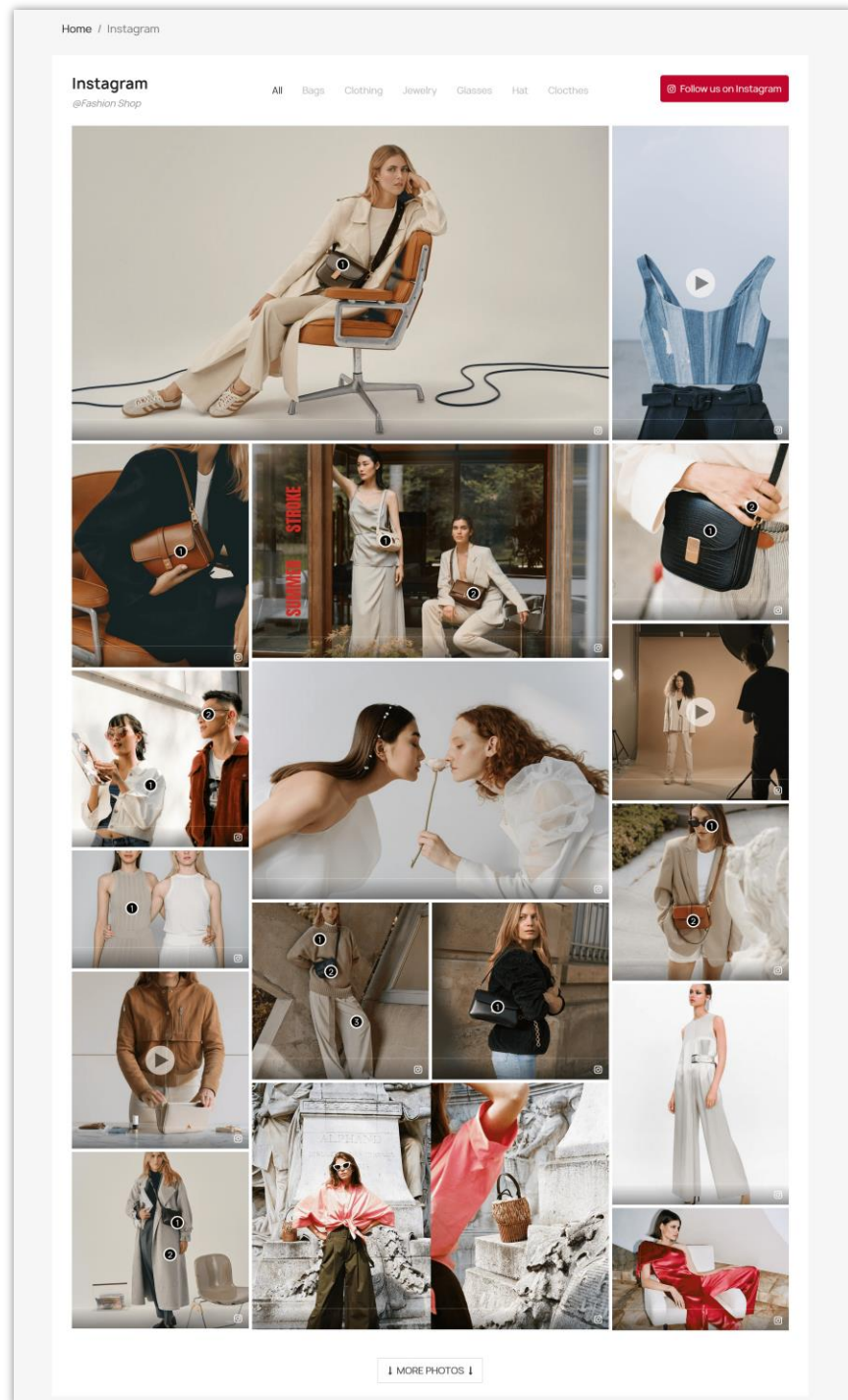
**Grid view** is the type of layout that displays items in a two-dimensional, scrollable grid.



**Carousel slider** is a highly customizable, stylish responsive slider.



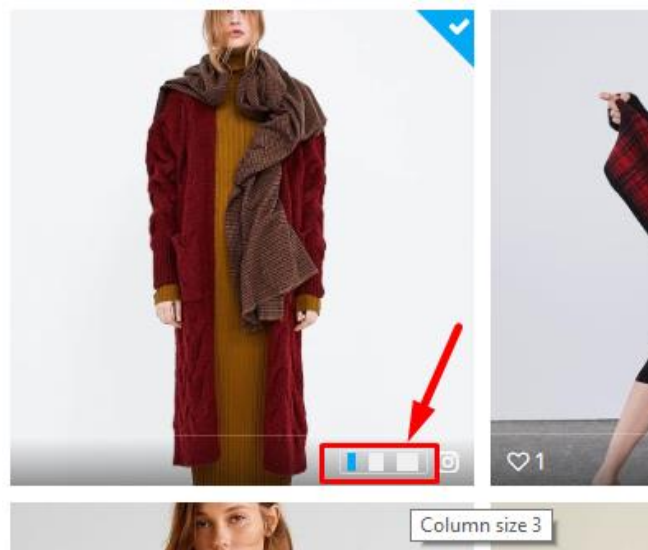
**Masonry** is a kind of grid layout. It works by placing photos in optimal positions based on available vertical space, sort of like a mason fitting stones in a wall. If you select this layout to display your block, you can modify how many columns each photo/video will occupy in **“Photos and videos”** tab.



## Change photo size in Masonry layout

When you set up **Tag page** or **Gallery page** in the Masonry layout, it doesn't have fixed height rows. The photos will be in optimal position based on available vertical space. To adjust photo size, you should follow these steps:

- Move the mouse pointer to the square icon on the bottom of a photo/video you want to adjust.
- It will show 3 options: Column size 1, Column size 2, and Column size 3 – that means the photo will occupy 1, 2 or 3 columns in the layout.



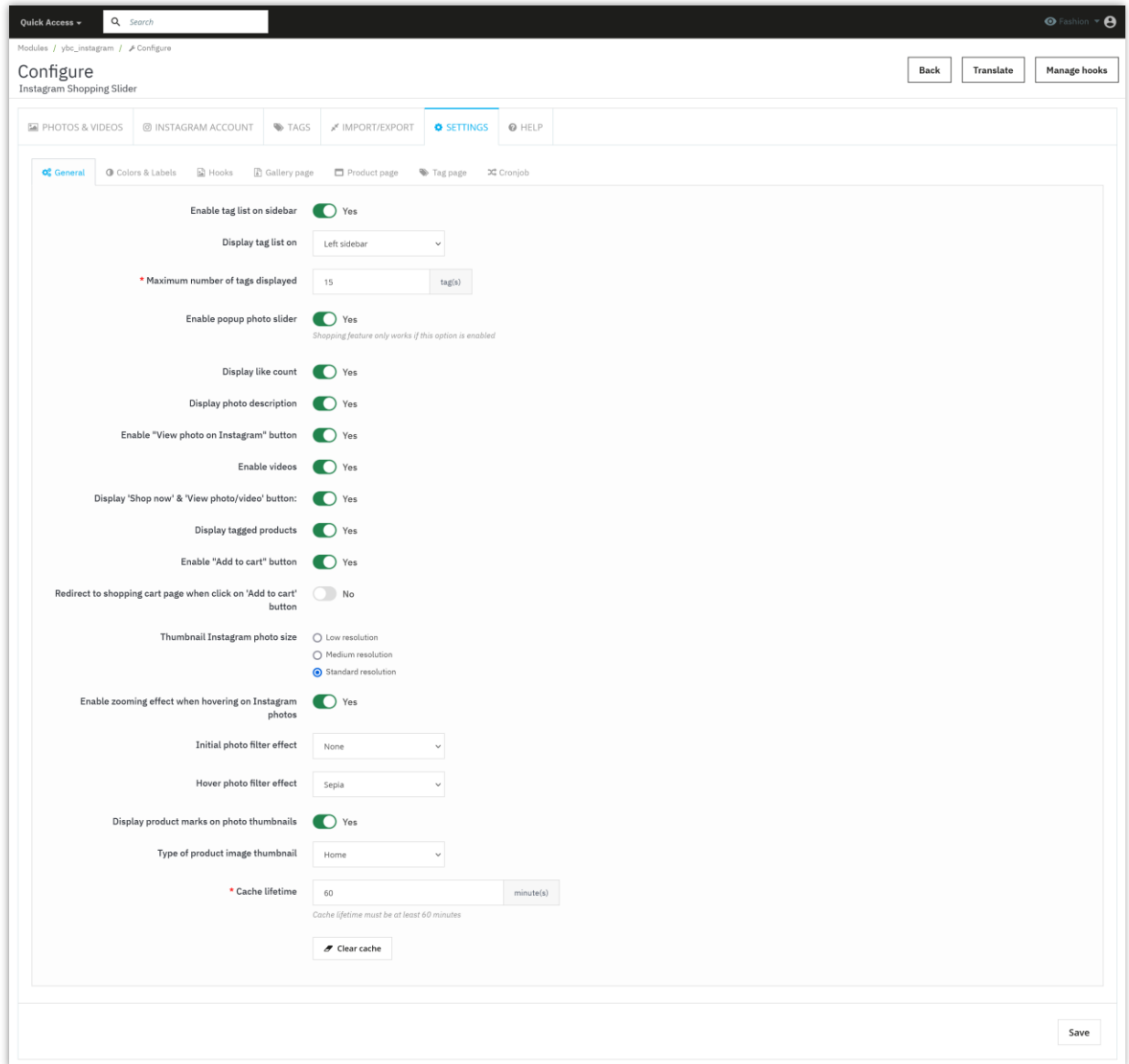
- ❖ Select the size you want and click **"Save"** to finish.

## 5. Settings

---

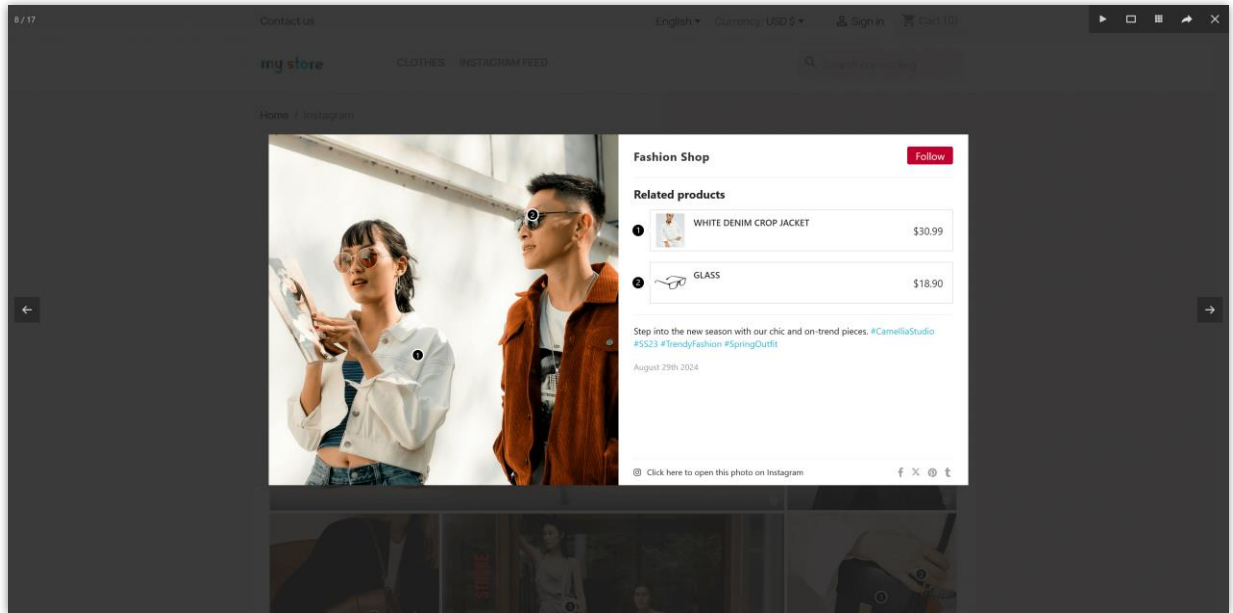
### 5.1. General

On this sub tab, you will find general setting options for **Instagram Shopping Slider**.



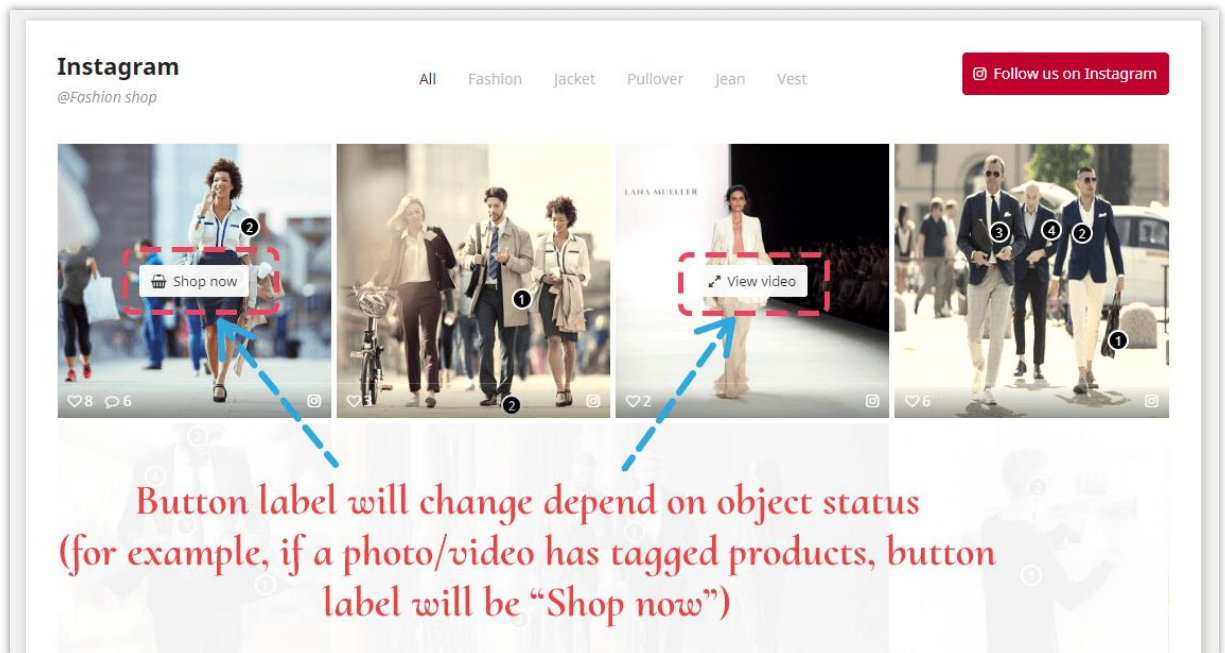
### ❖ Popup photo slider

Your Instagram photo/video will be displayed on a beautiful popup slider with detailed information and tagged products (if have one). Remember to enable this option so that your customers can buy products on your Instagram photo/video.



- ❖ Display “Shop now” and “View photo/video” button

If you enable this option, when customers hover mouse pointer over an Instagram photo/video on front office, a button will appear. Depending on the object status, the button label will vary. You can set up button label for each case on **“Colors and labels”** sub-tab.



#### ❖ Tagged products

When you open any photo/video, the tagged products are displayed on the right side of the photo/video. By default, the marks are numbered and have black color.

You can hide tagged products or modify product mark color in **“Colors and labels”** tab. Product marks also appear on photo thumbnails, but if you want to show clear pictures, feel free to disable this option.

#### ❖ Instagram cache

The cache is a component that stores data so future requests for that data can be served faster. We suggest you turn on **“Cache Instagram request”** option to optimize process time. In addition, you can change cache lifetime (the default value is 60 minutes).

## 5.2. Colors & Labels

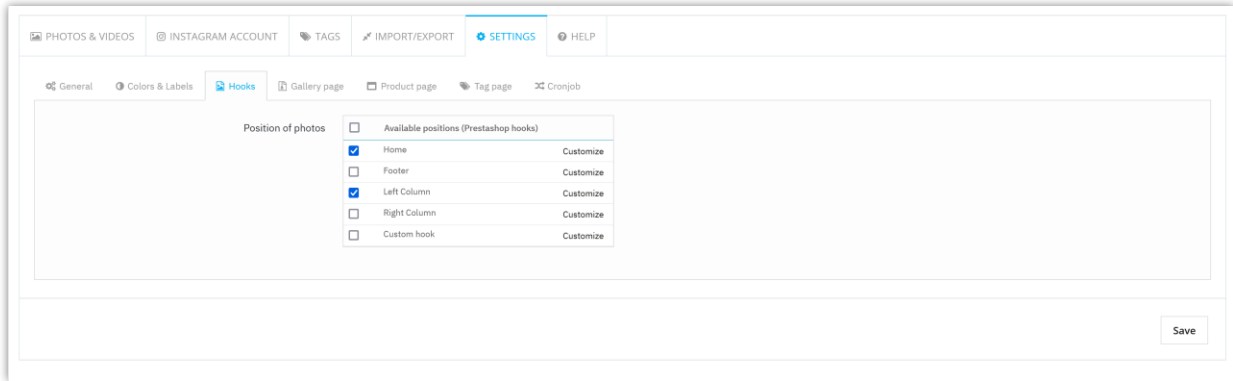
On this sub-tab, you are able to modify the label of popup button and colors of other elements such as popup button color, product mark background, product mark color, etc.



### 5.3. Hooks

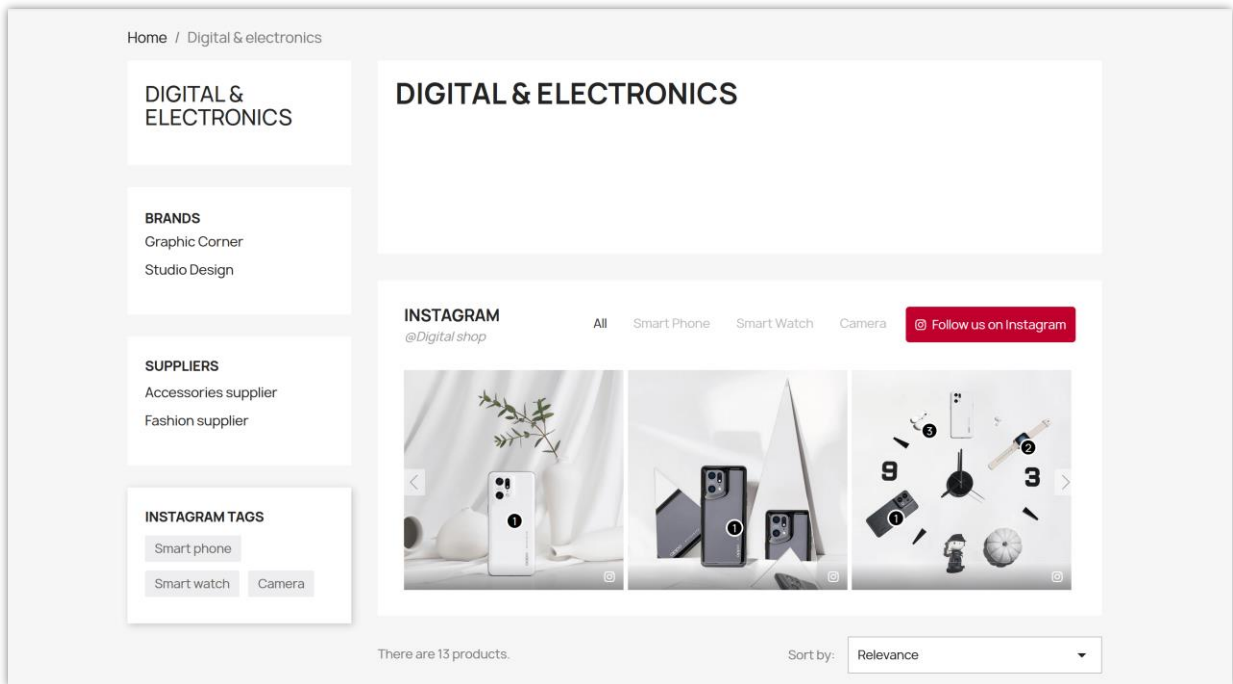
You can place Instagram photo blocks at various places. By default, it will appear on the Home page.



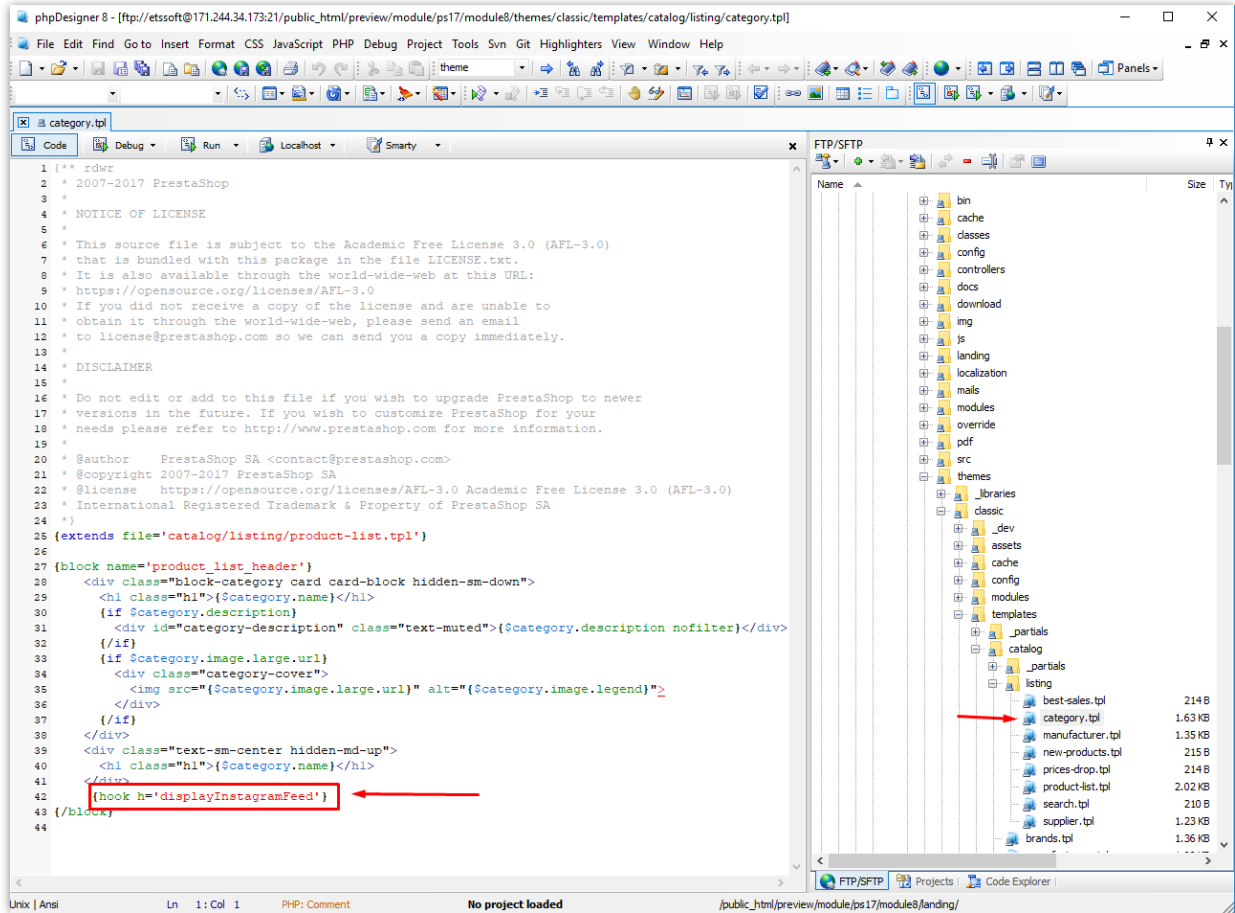


PrestaShop already supported our module to display on these following locations: Home page, footer, left column and right column, but if you want to present **“Instagram Shopping Slider”** module in other places, you will have to add a custom hook into a template file (.tpl file).

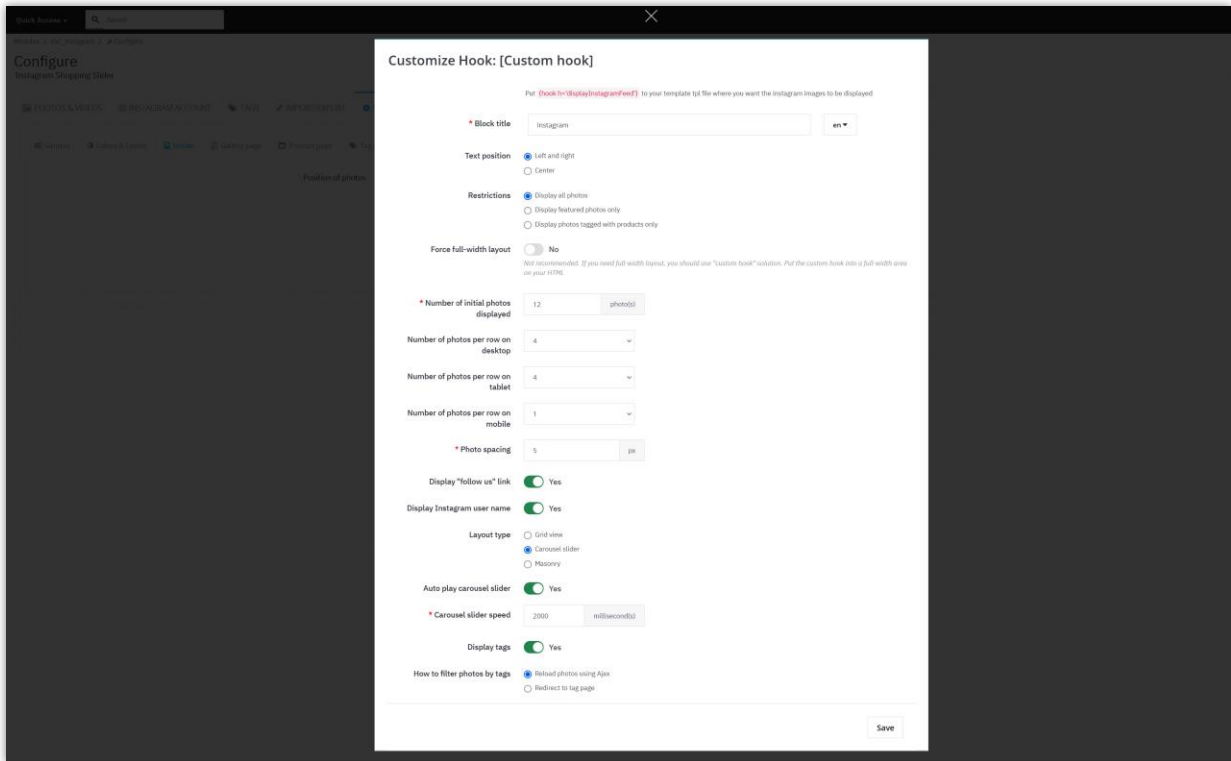
For example, in the picture below we show **“Instagram Shopping Slider”** on the Category page, above the products area.



Back to the **“Hooks”** tab, select **“Custom hook”**. Copy the line `{hook h='displayInstagramFeed'}` and paste it into **“category.tpl”** file.

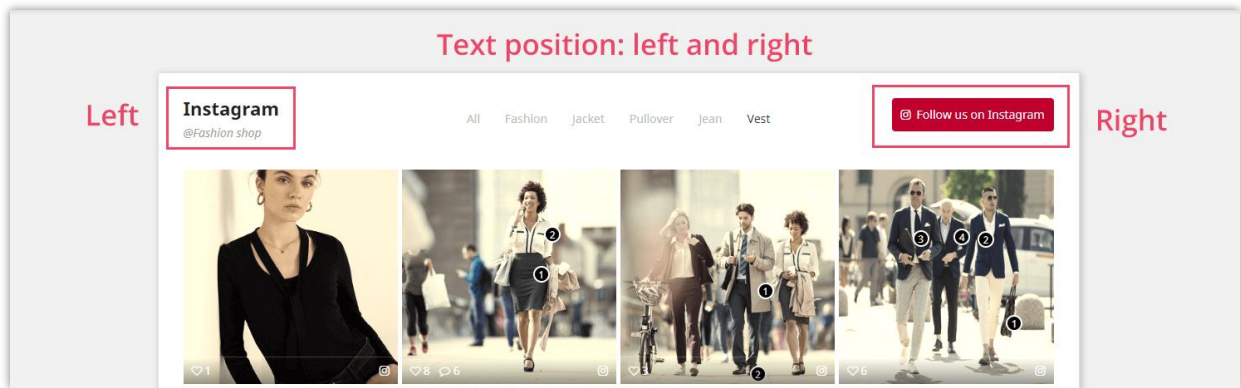


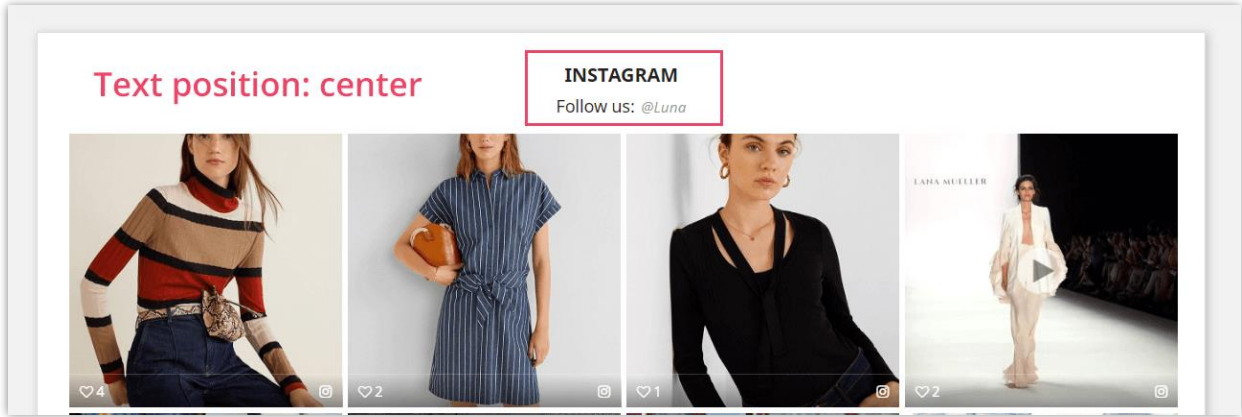
To manage how Instagram photos will be displayed on each position, please open the **“Customize hook”** popup by clicking at **“Customize”**.



❖ Text position

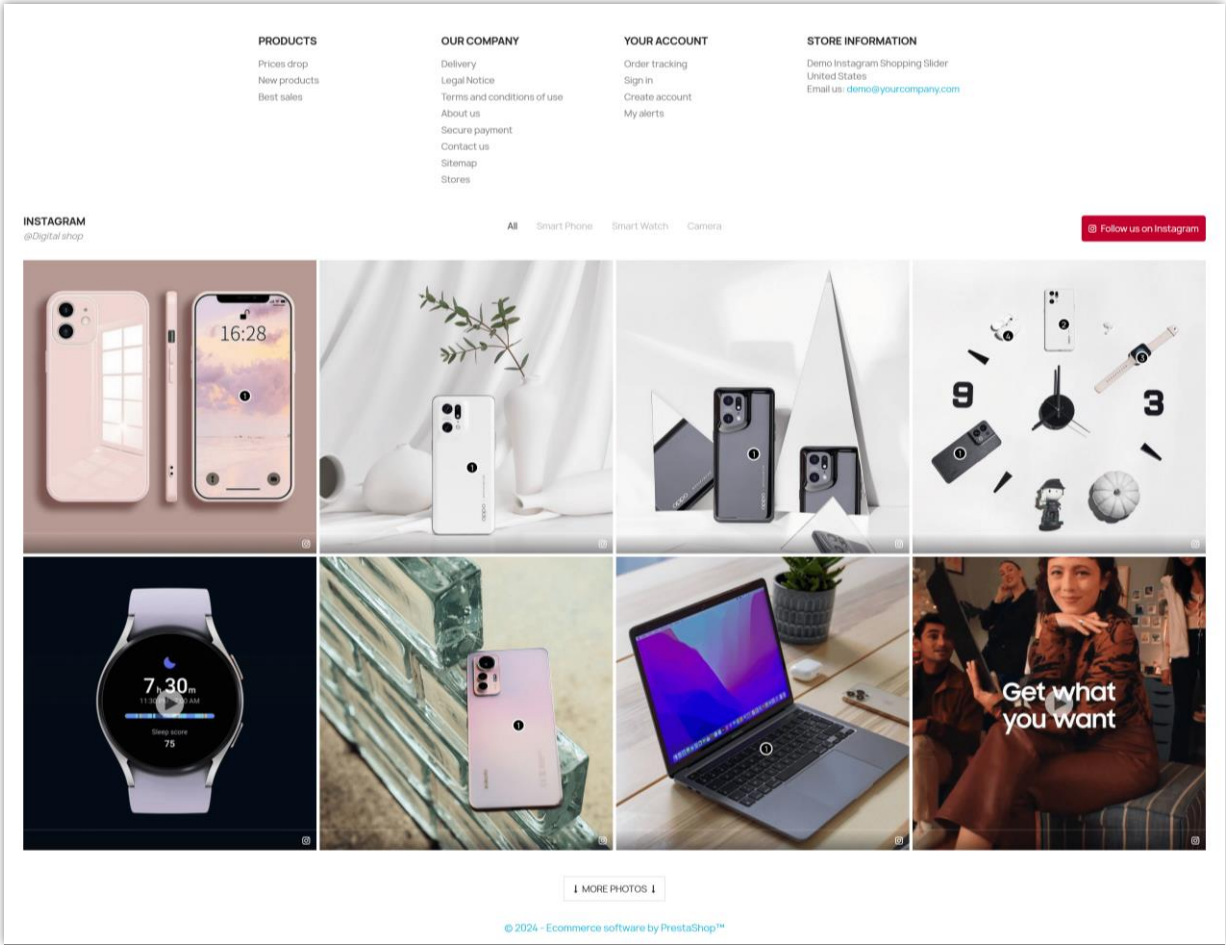
You can change the position of Instagram block title, Instagram name and "Follow us" text on the front office.





❖ Force full-width layout

Photos block will spread out to fill your website width if you enable this option. We don't recommend this setting, if you need a full-width layout, maybe "custom hook" will be a more efficient solution.

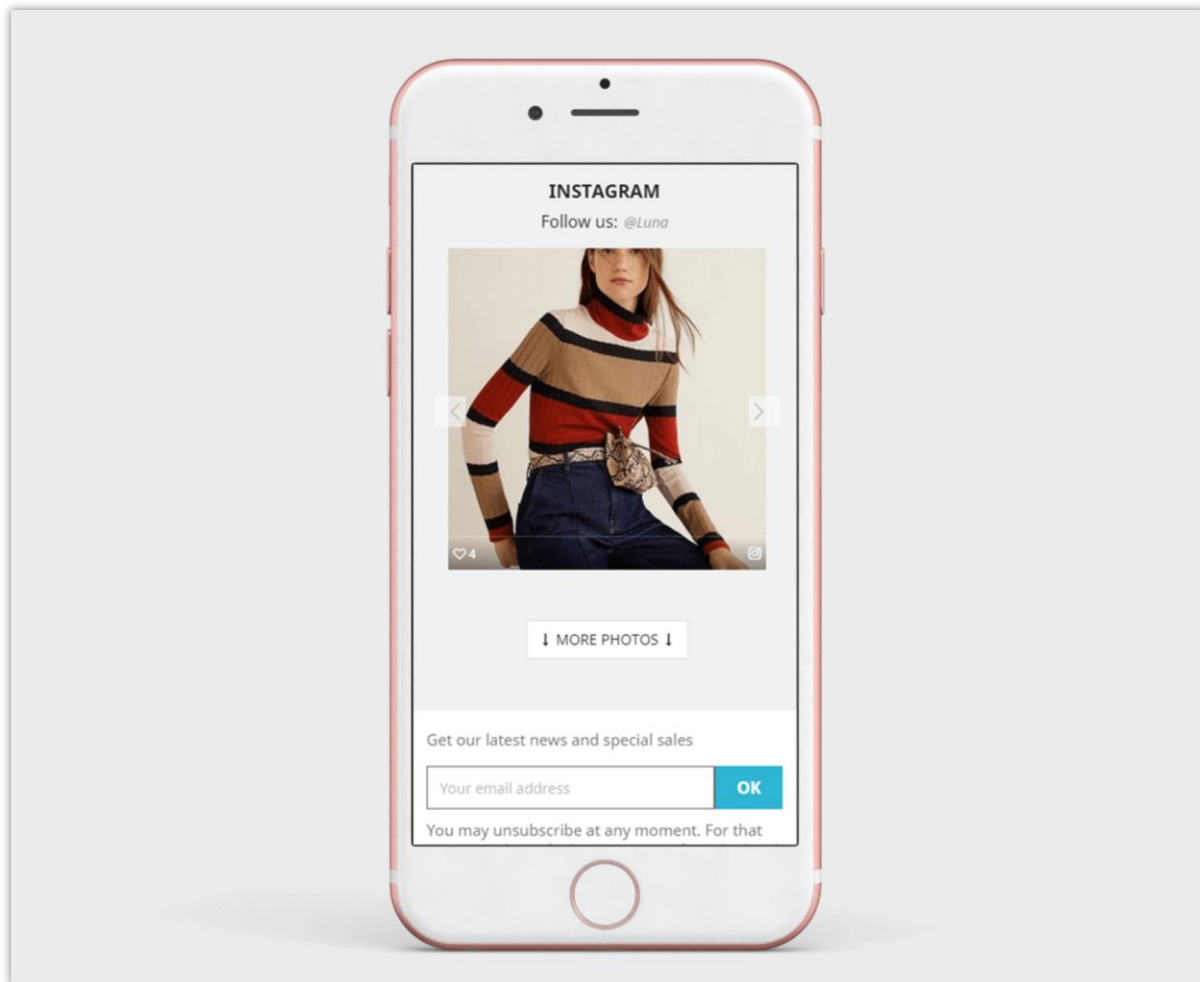


- ❖ Quantity of photos

You can set up the number of photos displayed on the block and how many photos per row will be shown on different devices. You may also change the space between photos, the default value is 5 pixels.

- ❖ Force to use carousel slider on mobile

If you enable this option, despite whichever type of layout you selected, Instagram block will be displayed on a carousel slider on mobile devices.



- Enable/disable photo tags

You can choose to display photo tags or hide them and how to filter photos by tags: reload photos using Ajax or redirect to tag page.

## 5.4. Gallery page

You can customize how Instagram photos and videos will display on the Gallery page.

PHOTOS & VIDEOS | INSTAGRAM ACCOUNT | TAGS | IMPORT/EXPORT | **SETTINGS** | HELP

General | Colors & Labels | Hooks | **Gallery page** | Product page | Tag page | Cronjob

**\* Page title** Instagram en ▼

**Text position**  
 Left and right  
 Center

**\* Meta title** Instagram en ▼

**\* SEO friendly URL** instagram-feed en ▼  
Gallery page on your site: <https://demo2.presta-demos.com/instagram/en/instagram-feed>  
You can copy this link and paste to your menu module

**Meta keywords** Instagram Add tag en ▼  
Separated by a comma (,)

**Meta description** Instagram product collection en ▼

**Restrictions**  
 Display all photos  
 Display featured photos only  
 Display photos tagged with products only

**Sort by**  
 Default  
 Recently uploaded  
 Most liked  
 Most commented  
 Most tagged with products

**Display "follow us" link**  Yes

**Display Instagram user name**  Yes

**\* Number of initial photos displayed** 17 photo(s)

**Maximum number of photos displayed** photo(s)  
Leave blank to display all photos

**Number of photos per row on desktop** 4 ▼

**Number of photos per row on tablet** 4 ▼

**Number of photos per row on mobile** 1 ▼

**\* Photo spacing** 5 px

**Layout type**  
 Grid view  
 Masonry

**Force full-width layout**  No  
Not recommended. If you need full-width layout for the photo gallery page, you should adjust your page's HTML container element to full-width (if the page is not full-width on your template) using CSS

**Allow load more photos**  Yes

**"Load more" type**  
 Click on "Load more" button  
 Auto when scroll down

**Display tags**  Yes

**How to filter photos by tags**  
 Reload photos using Ajax  
 Redirect to tag page

**Enable gallery page**  Yes

Save

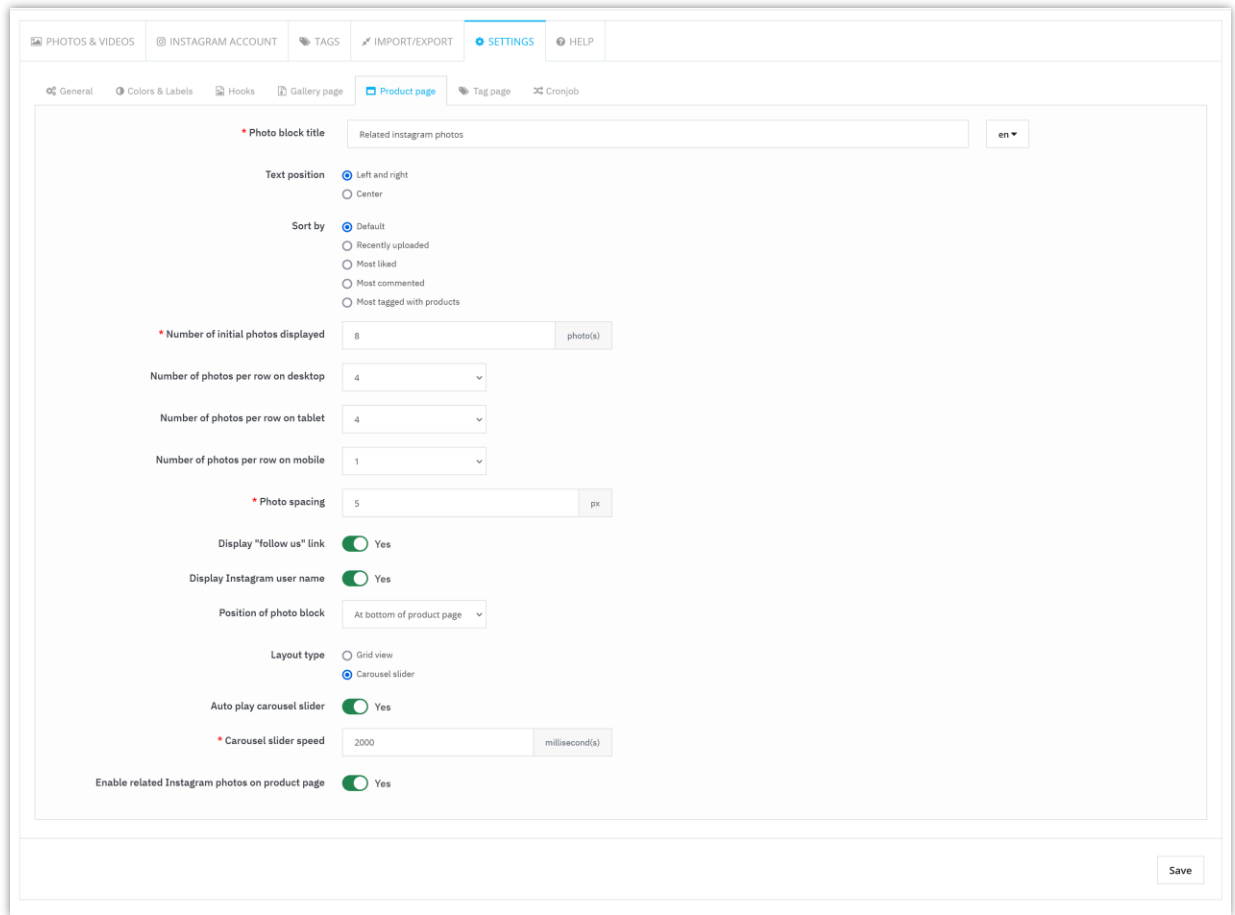
## 5.5. Product page

After tagging products into Instagram photos, on each product page a sector contains all the photos/videos having that product will be displayed.

The screenshot shows a product page for a black bag named 'LE MINI DALIA'. The page layout includes:

- Header:** 'Home / Le Mini Dalia'.
- Main Image:** A large image of the black bag with a gold clasp and a shoulder strap.
- Product Name and Price:** 'LE MINI DALIA' and '\$63.00'.
- Dimensions:** '22x14x5cm / 8.7x5.5x2 inch'.
- Description:** A paragraph describing the bag as a 'Baguette' bag created in collaboration with Wendy Swan, inspired by Parisian style, featuring 3 flexible gussets, two shoulder straps, and a secure turnstile clasp.
- Quantity and Add to Cart:** A quantity selector set to '1' and a blue 'ADD TO CART' button.
- Share:** Social media sharing icons for Facebook, Twitter, and Pinterest.
- Policies:** Three policy links: 'Security policy', 'Delivery policy', and 'Return policy', each with a sub-note '(edit with the Customer Reassurance module)'. Each link has a small icon.
- Product Details:** A section with the heading 'Product Details' and the text 'In stock 100 items'.
- Comments:** A section with the heading 'Comments (0)' and the text 'No customer reviews for the moment.'.
- Related Instagram Photos:** A section titled 'RELATED INSTAGRAM PHOTOS' with the handle '@Fashion Shop' and a 'Follow us on Instagram' button. It displays four images: a person in a brown jacket, a person in a grey coat, a person in a black dress, and the bag on a stool. Each image has a play button icon, indicating they are videos.

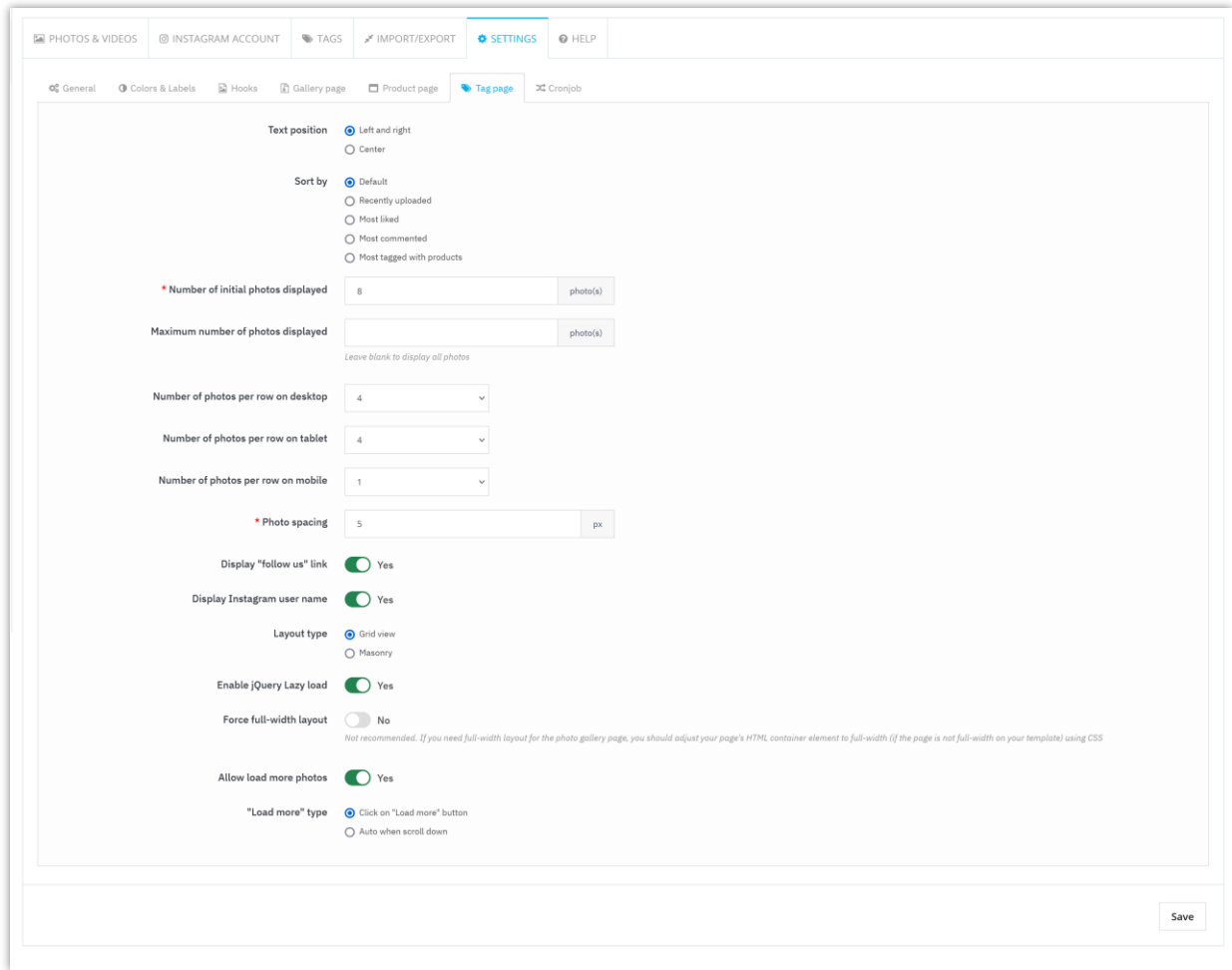
Similar to **Gallery page**, you can modify how Instagram photos will be displayed on product page.



## 5.6. Tag page

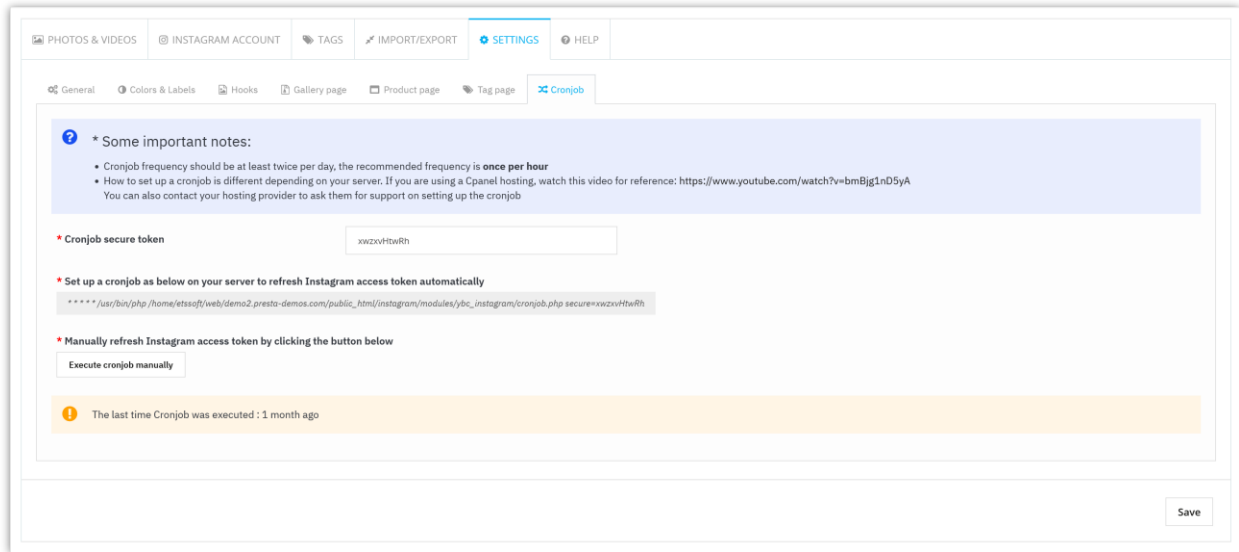
You can adjust how Instagram photos will be displayed on each tag page.





## 5.7. Cronjob

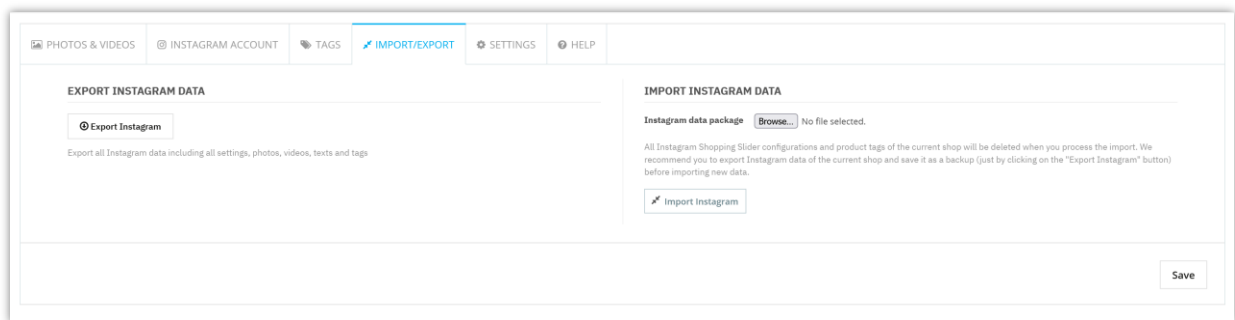
If you use the **“Instagram Access Token”** as data source, you will need to refresh the access token when it is expired. This module allows you to set up a cronjob on your server to refresh Instagram access token automatically.



## 6. Import / Export

You want to export all your Instagram data for back up purpose or upload it to another website? With **Instagram Shopping Slider**, it will only take you a second. Select the **"Import/Export"** tab and hit **"Export Instagram"** button. Once done, your data will be compressed and automatically downloaded to your computer.

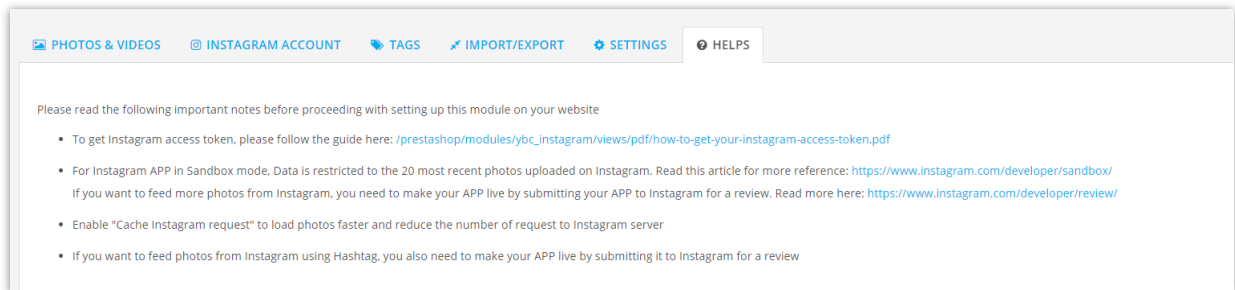
On the other hand, if you want to import the data to your store, firstly ensure it is compressed. Then select the **"Import/Export"** tab, click **"Choose File"** button. Select the file you need to import and click **Open**. Finally, click **"Import Instagram"** button to start.



## 7. Helps

---

In this tab we listed some notes you need to pay attention to after installing this module on your website. Make sure you understand them properly before proceeding with setting up **“Instagram Shopping Slider”** features.



## V. THANK YOU

Thank you again for purchasing our product and going through this documentation. We hope this document is helpful and efficient in the complete setup of this module on your website.

If you do have any questions for which the answer is not available in this document, please feel free to contact us.