



# INS Shopping Slider

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

A product of PrestaHero

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## 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 it 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 "INS Shopping Slider" - a PrestaShop module allowing 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.

\* ***"INS Shopping Slider"*** is compatible with PrestaShop 1.6.x, 1.7.x, 8.x and 9.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 **“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 **“INS Shopping Slider”** and then click on the **“Configure”** button to open its configuration page.

### 1. Instagram account

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

To connect with Instagram, enter your **Client ID, Client secret and Instagram Access Token**. To learn how to get these parameters, 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.

The screenshot shows the configuration interface for the 'INS Shopping Slider' module. The 'Instagram ACCOUNT' tab is active. Fields include: Client ID (177...), Client secret (4bc...), Access token (EAAZALK7o3c), Instagram display name (Fashion shop), and Instagram profile url (https://instagram.com/luna\_shopify/). A 'Save' button is located at the bottom right.

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

Click **“Save”** to finish.

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

## 2. Get your Instagram Access Token

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From December 4th, 2024, you will need to generate an access token using an [Instagram Business account](#). 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

#### Before you begin

- You'll need a creator or business account on Instagram. Learn [how to set up a creator account](#) or [set up a business account on Instagram](#).
- You'll need a Facebook Page.

- You'll need a Facebook personal account that has an admin role on your Facebook Page.

## **Connect your Facebook Page to your Instagram Account**

You can connect from Instagram or from Facebook:

*On Instagram (mobile/web):*

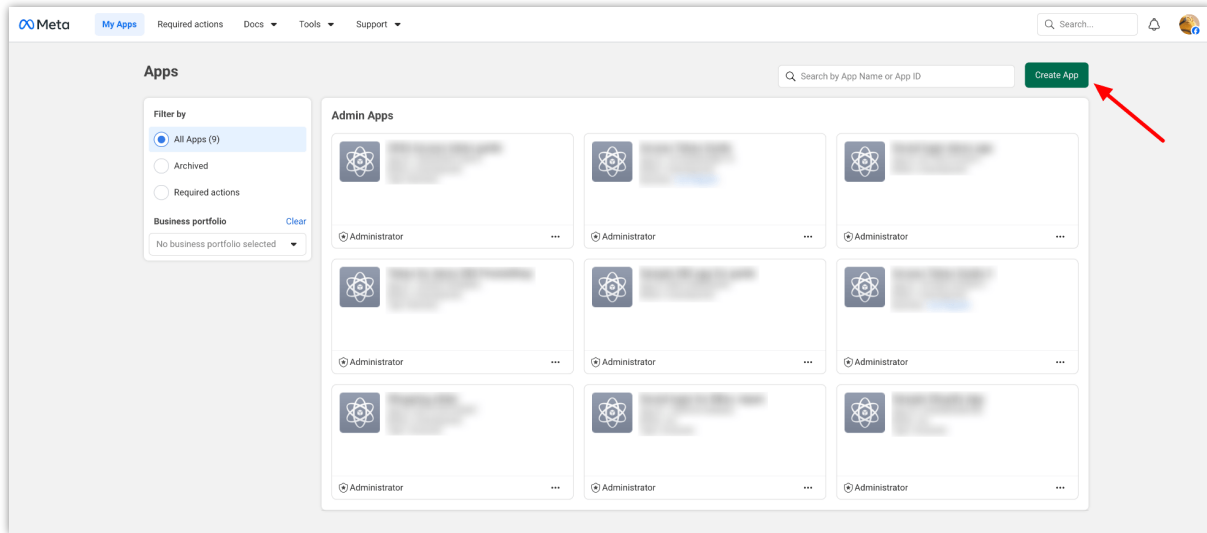
- Open **Instagram** → **Profile** → **Edit profile**.
- Under **Public business information**, choose **Page** → **Connect or create a Facebook Page**, then follow the prompts.

*From Facebook Page / Business Suite:*

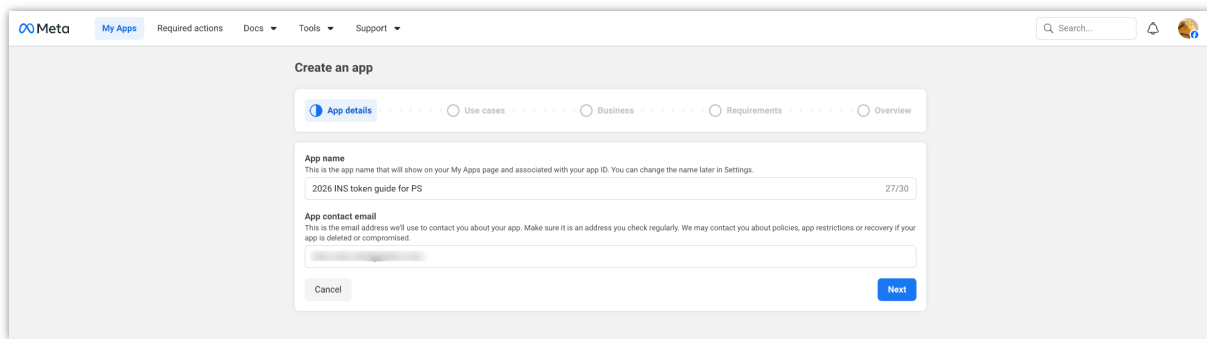
- Open your **Page** (or **Meta Business Suite**) → **Settings** → **Linked accounts / Instagram**.
- Connect the account and sign in to the Instagram Business/Creator account.

## **STEP 2: Create A Facebook App**

- Go to [Meta for Developers](#) and log in with your Facebook account.
- Click **My Apps** in the top-right corner.
- Click **Create App**.

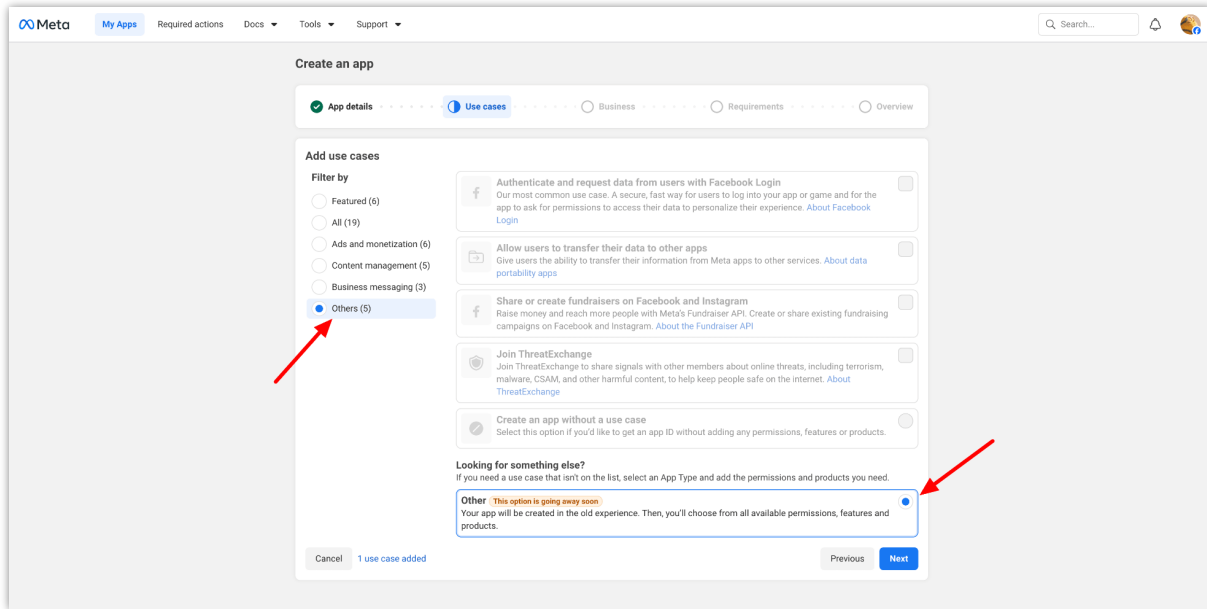


- Enter the required information: **App Name, App Contact Email**. Then click **Next**.

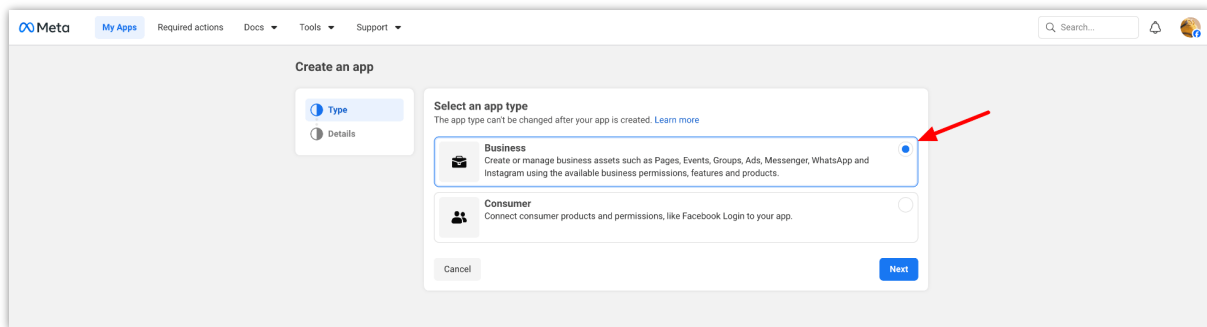


In the **Use cases** section:

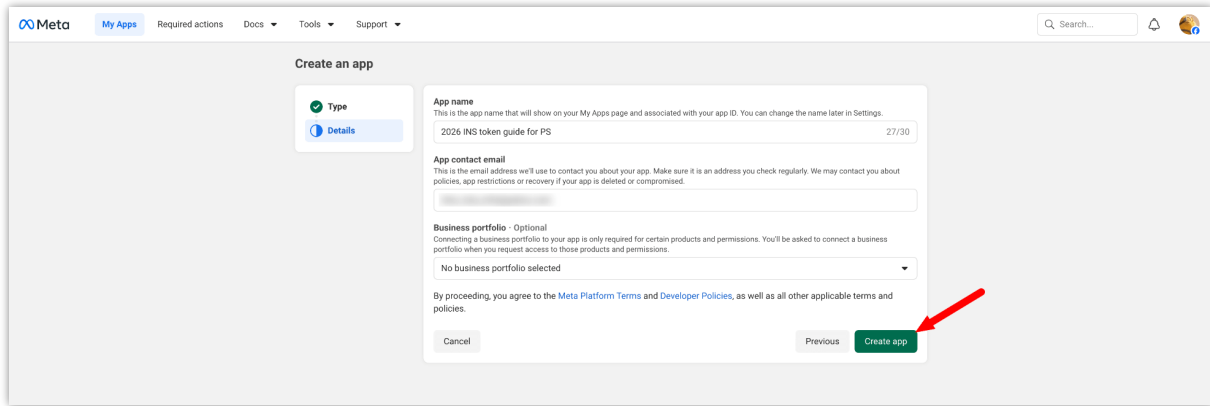
- Select **Others** → **Other**
- Click **Next**



- Select **Business** as the app type, then click **Next**.

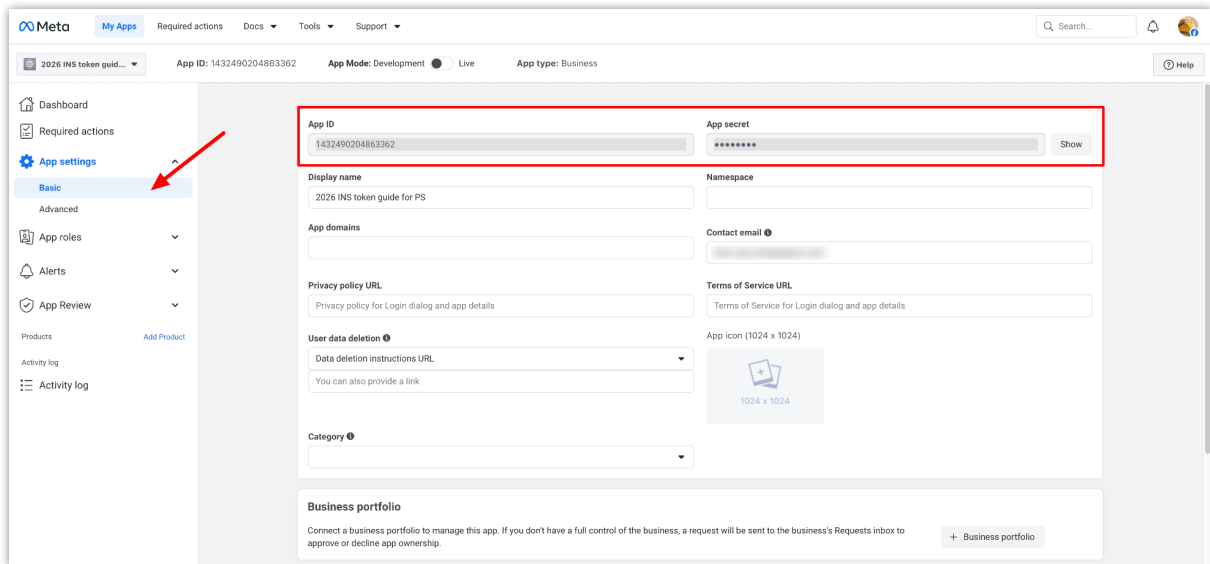


- Click **Create App** to finish.



### STEP 3: Get App ID and App Secret

- Navigate to **“App settings >> Basic”**. Copy the **App ID and App secret key** and paste them into the configuration page of **“INS Shopping Slider”** module:



Quick Access ▾ Search

View my store 🔔

Modules / ybc\_instagram / Configure

## Configure

INS Shopping Slider

Back Translate Manage hooks

PHOTOS & VIDEOS INSTAGRAM ACCOUNT TAGS IMPORT/EXPORT SETTINGS HELP

\* Client ID

\* Client secret

\* Access token

Check access token Refresh access token

[How to get access token.](#)

Instagram display name

Instagram profile url

Save

- Scroll down and click on **“Add platform”** button.

Meta My Apps Required actions Docs Tools Support

Search...

2028 INS token guid... App ID: 1432490204863362 App Mode: Development Live App type: Business Help

Dashboard Required actions App settings Basic Advanced App roles Alerts App Review Products Add Product Activity log Activity log

Category

**Business portfolio**

Connect a business portfolio to manage this app. If you don't have a full control of the business, a request will be sent to the business's Requests inbox to approve or decline app ownership. [+ Business portfolio](#)

**Data Protection Officer contact information**

The General Data Protection Regulation (GDPR) requires certain companies doing business in the European Union to designate a Data Protection Officer who people can contact for information about how their data is being processed. This contact information will be available to people on Facebook along with other information about your app or website. [Learn More.](#)

Name - Optional  Email

**Address**

Street Address

Apt/Suite/Other - Optional

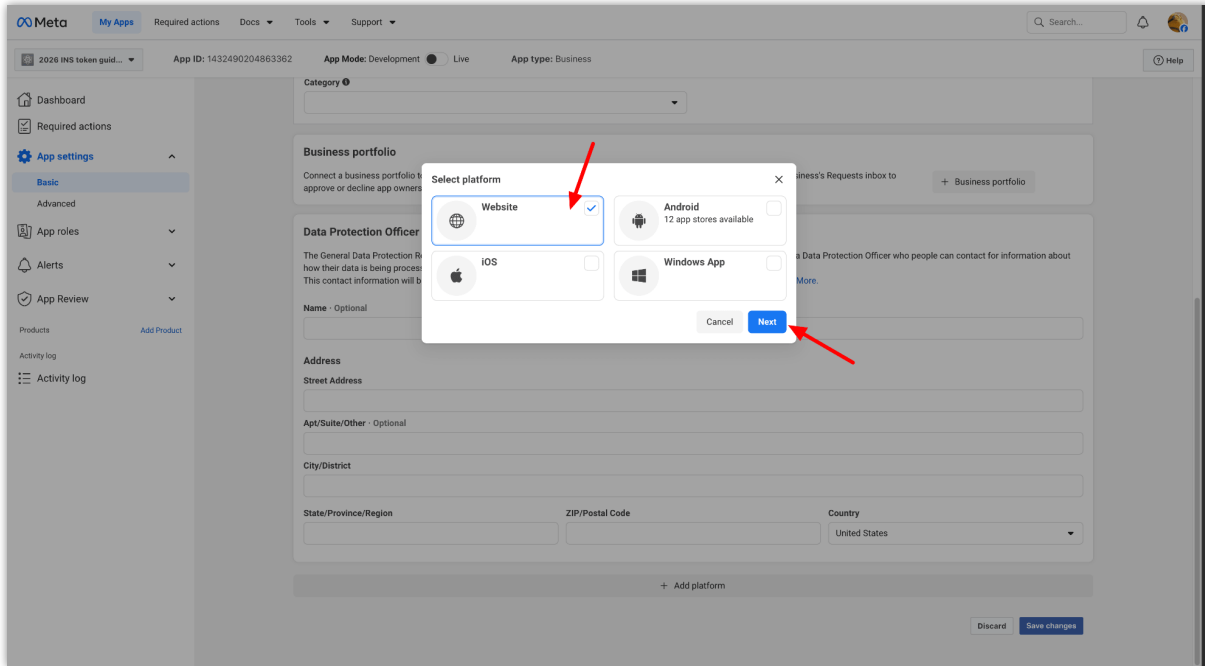
City/District

State/Province/Region  ZIP/Postal Code  Country

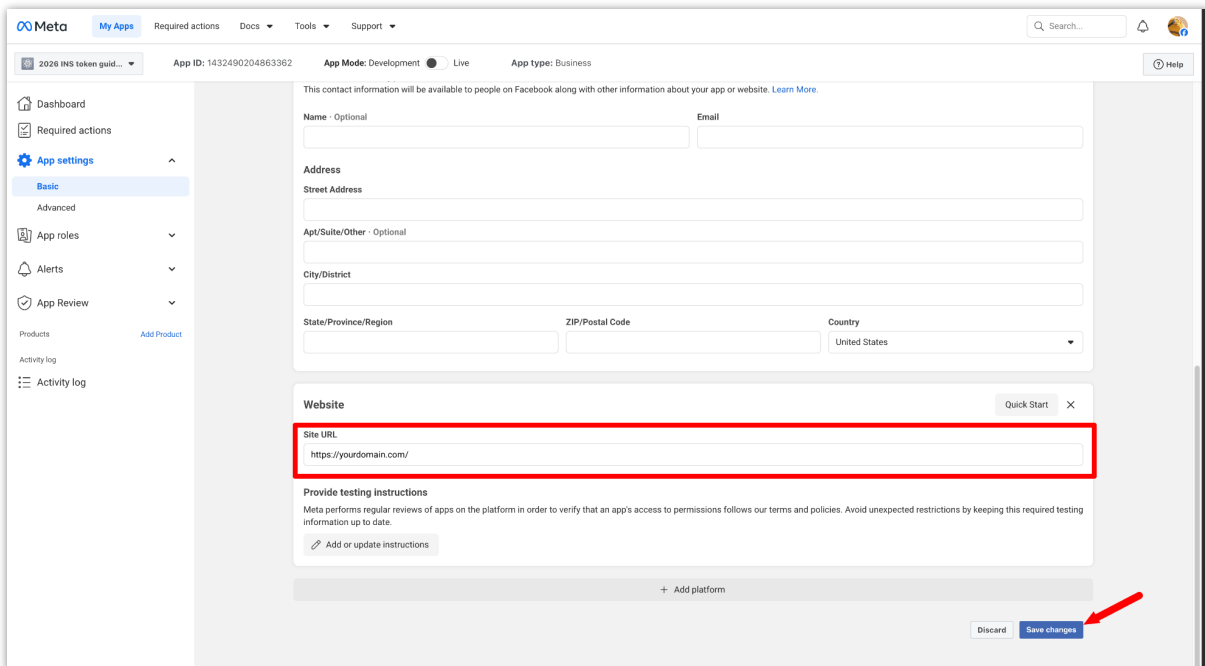
[+ Add platform](#)

Discard Save changes

- Select **“Website”** then click **“Next”**.

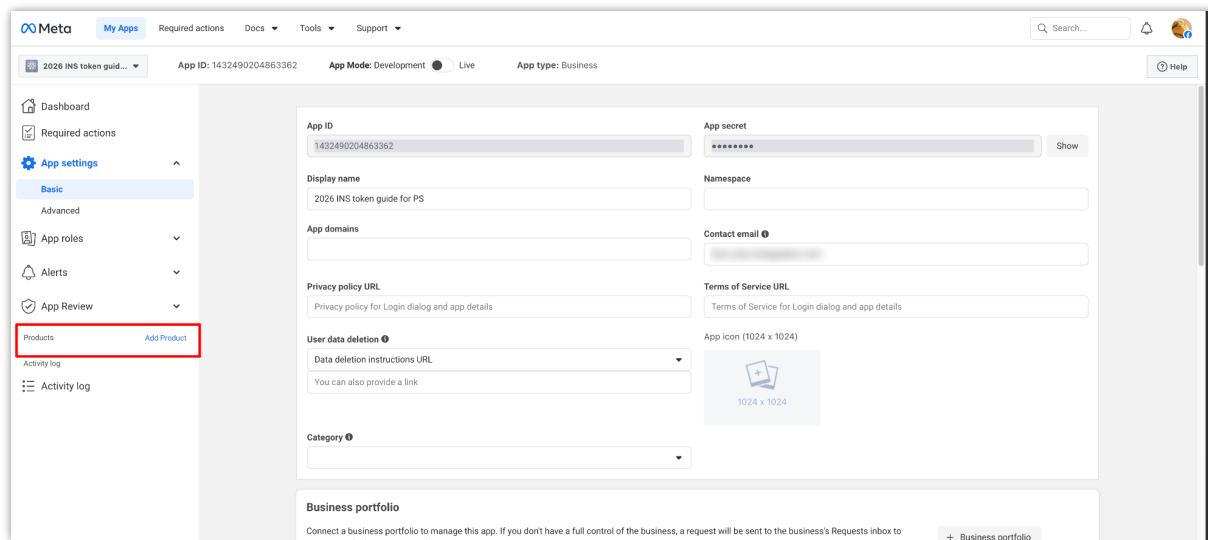


- Enter your website URL then click **“Save changes”**.

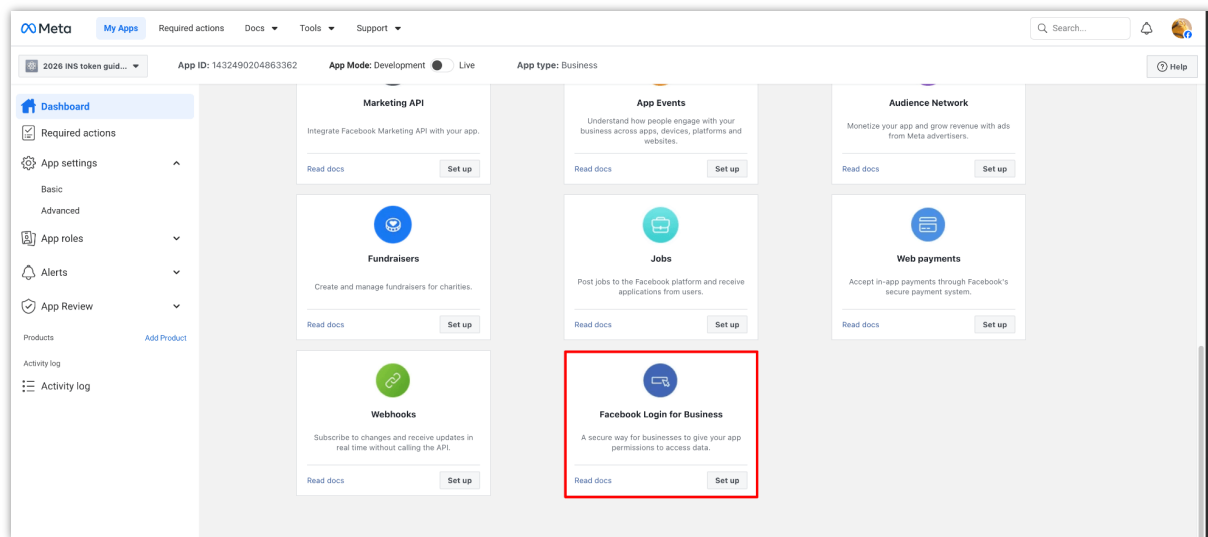


## STEP 4: Add Facebook Login for Business

- In the sidebar, click **“Add Product”**.

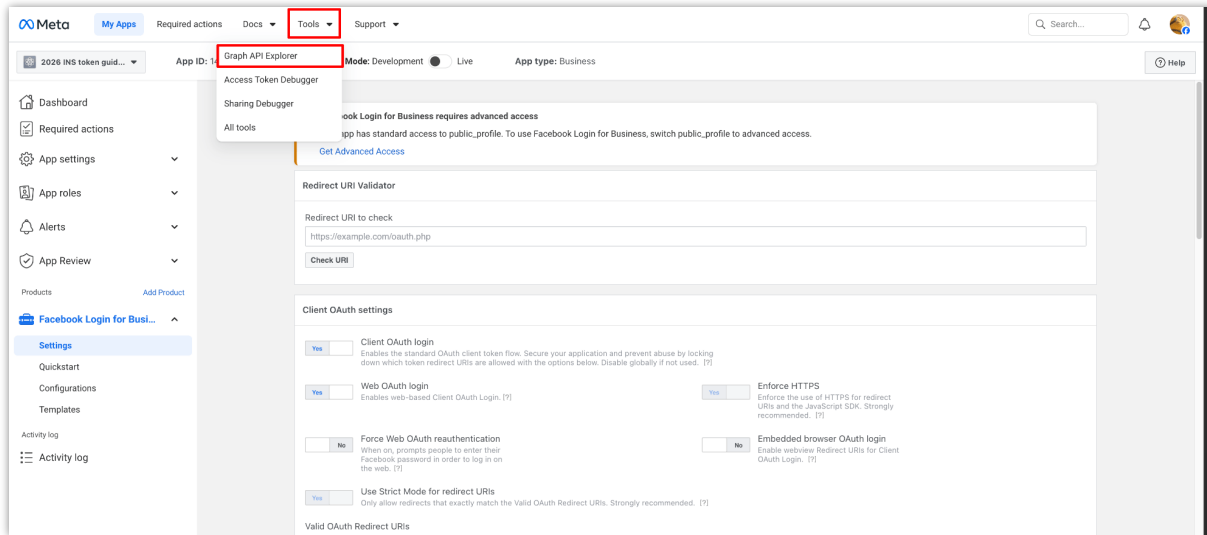


- Find **Facebook Login for Business**. Click **Set up**.

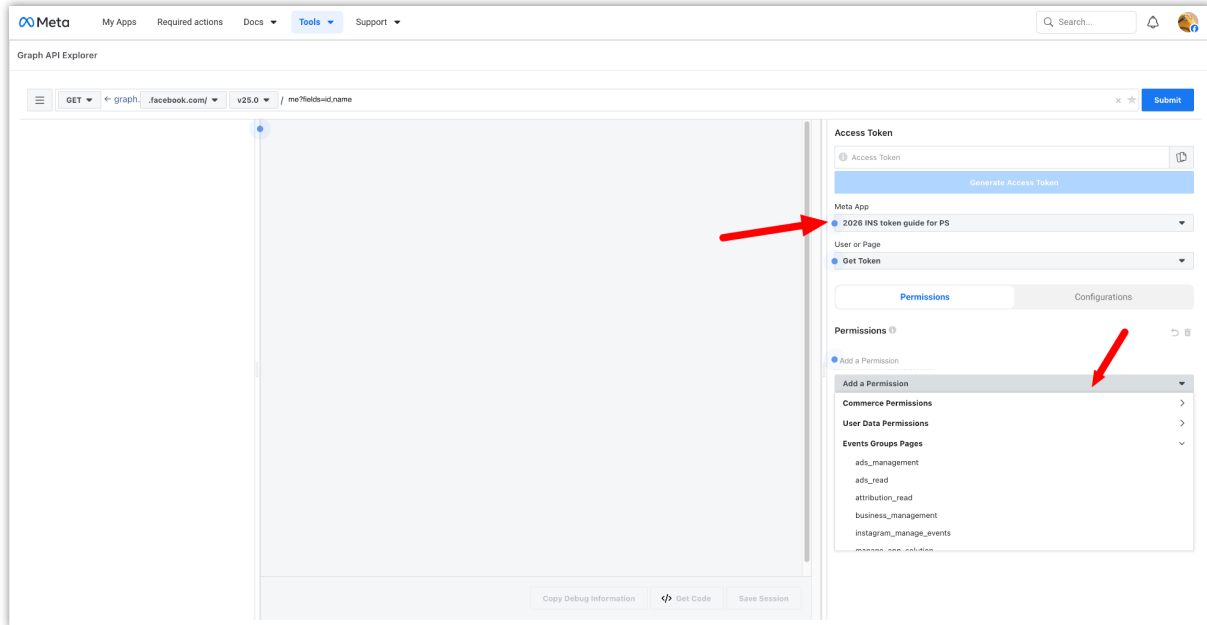


## STEP 5: Generate Access Token

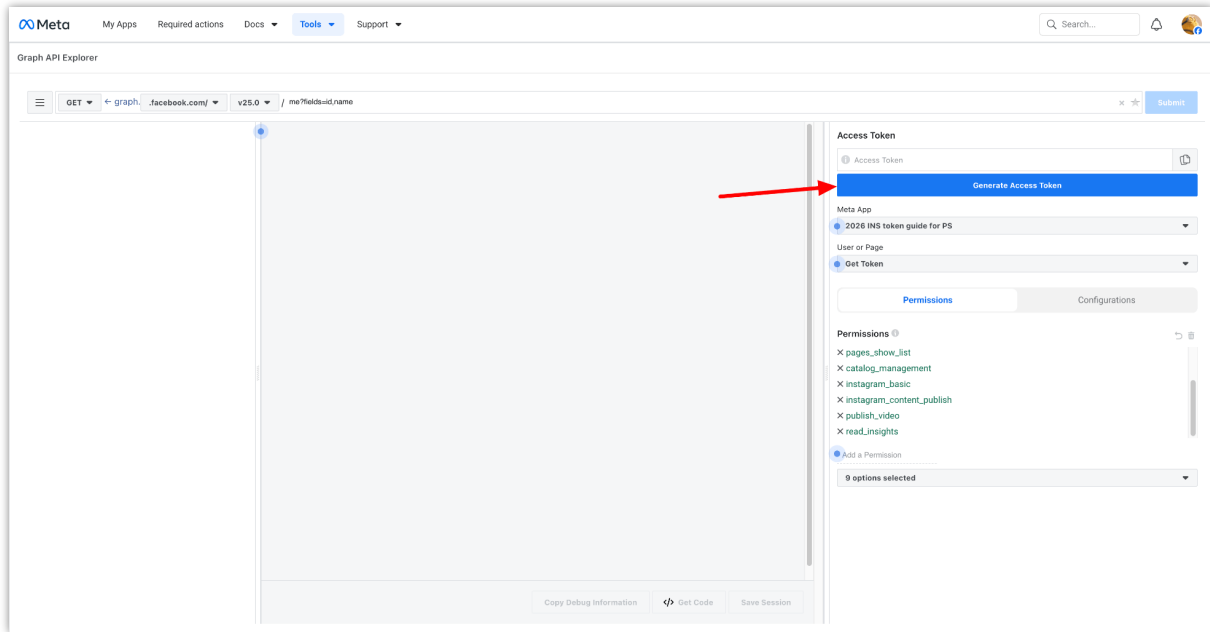
- From the top menu, go to **Tools** → **Graph API Explorer**.



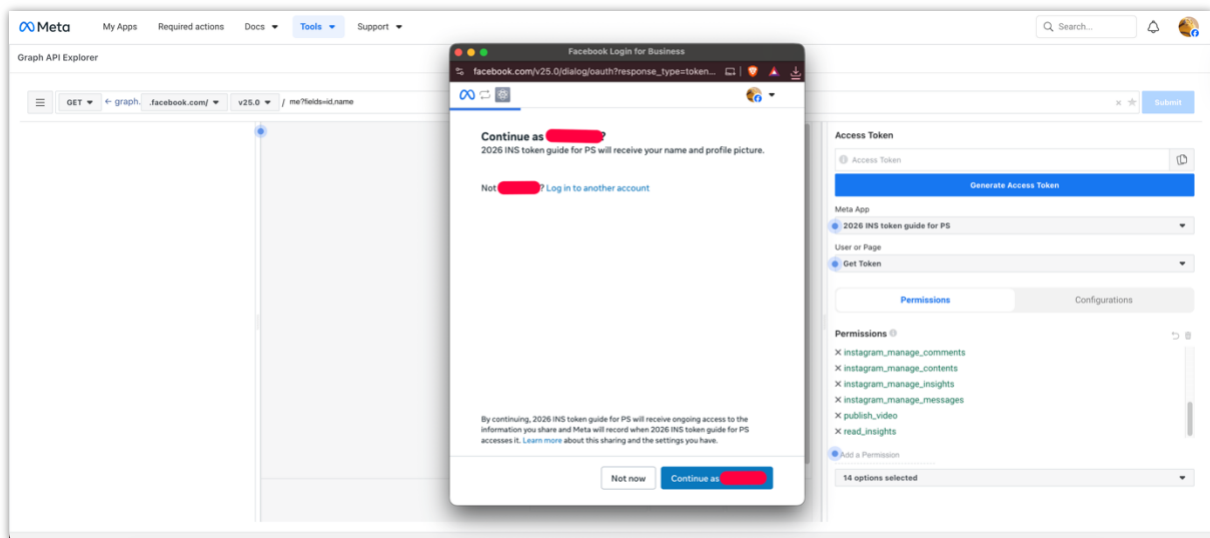
- In the **Meta App** dropdown, select the app you just created.
- Click **Add a permission** and select the required permissions to access Instagram data. You must include: **instagram\_basic**

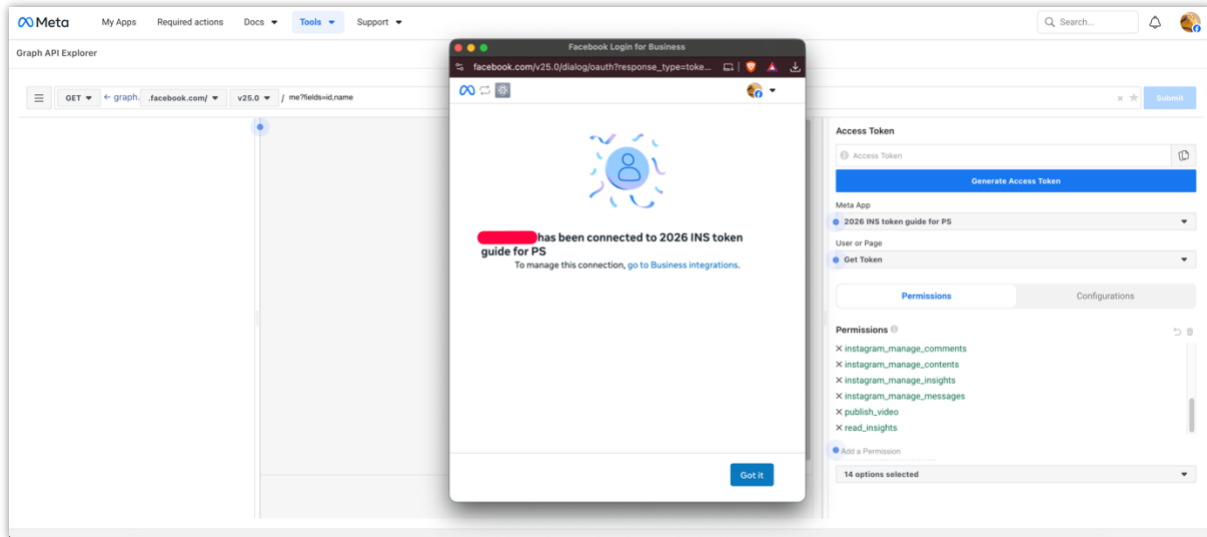


- Click **Generate Access Token**.

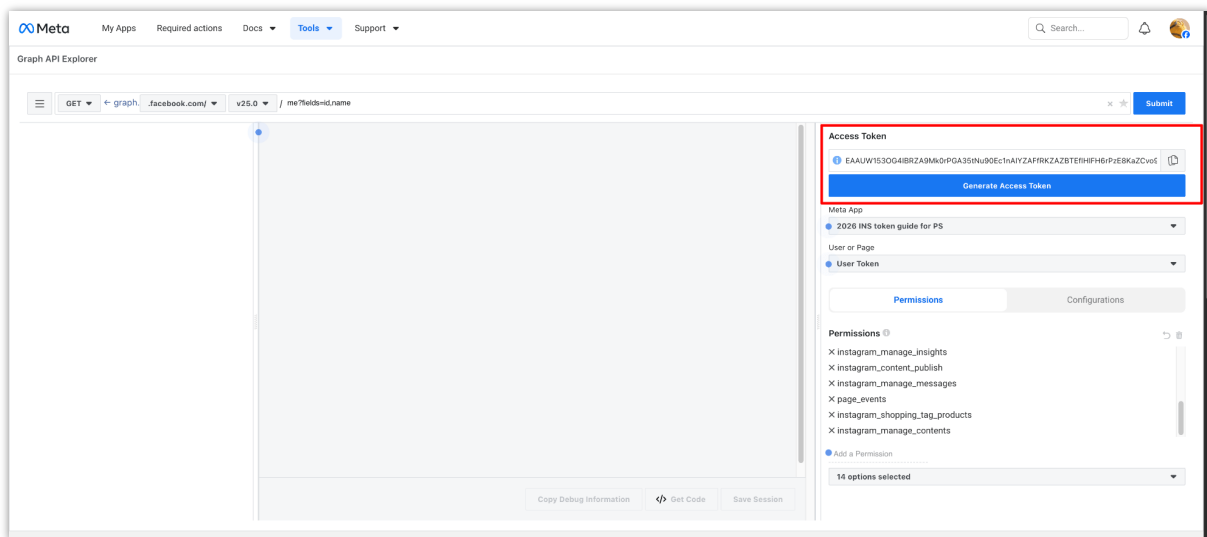


- A popup will appear. Click **Continue** and allow the app to access your data.



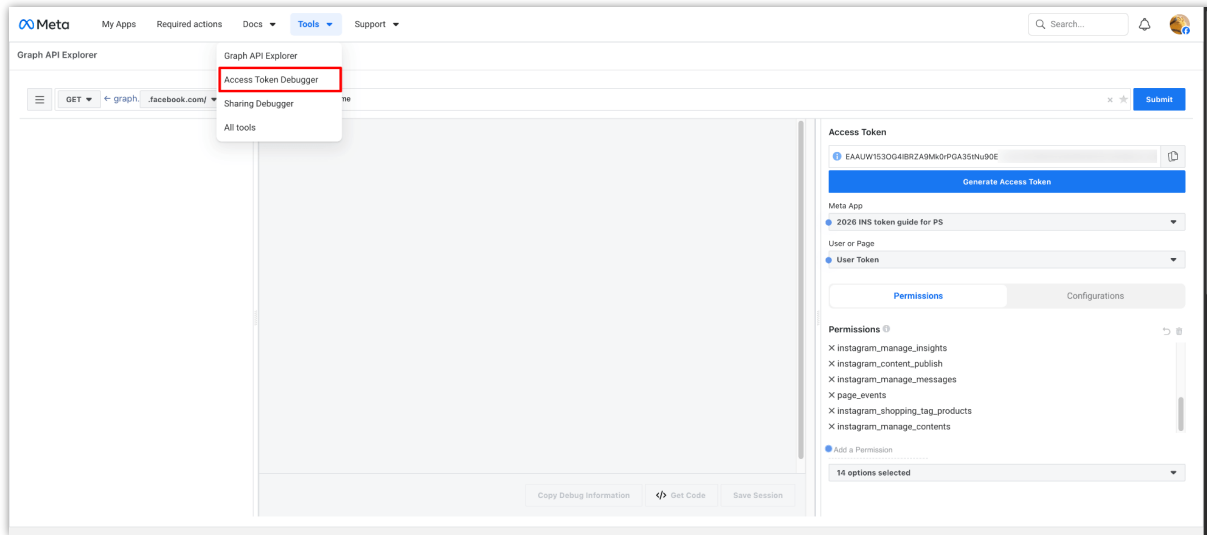


- After authorization, an **Access Token** will be generated. Copy this token.

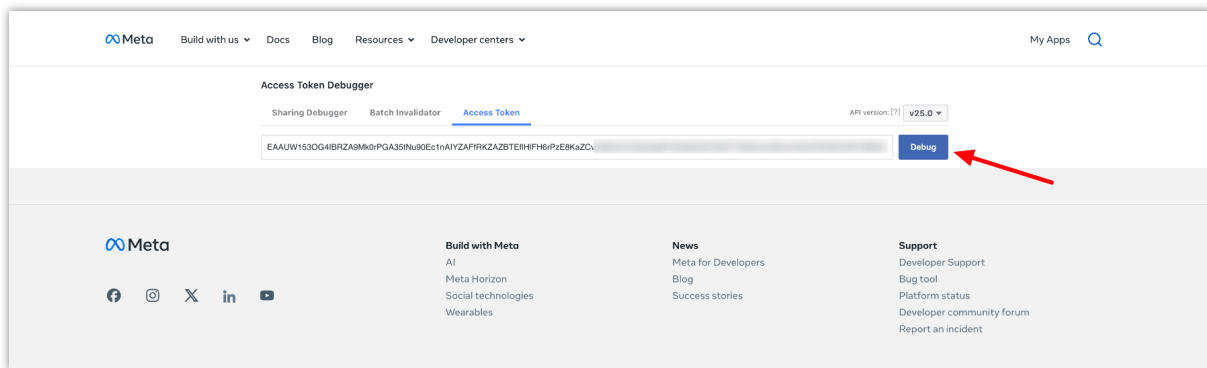


## STEP 6: Extend the Access Token

- From the top menu, go to **Tools** → **Access Token Debugger**.



- Paste your access token into the input field and click **Debug**.



- Scroll down to the bottom of the page. Click **Extend Access Token**.



- Use the **extended access token** in your application or module configuration.

### Notes

- The **extended token** is recommended because it has a longer expiration time.
- If your token expires, you will need to repeat the process to generate a new one.
- Make sure all required permissions are granted during token generation.

### Need a visual guide?

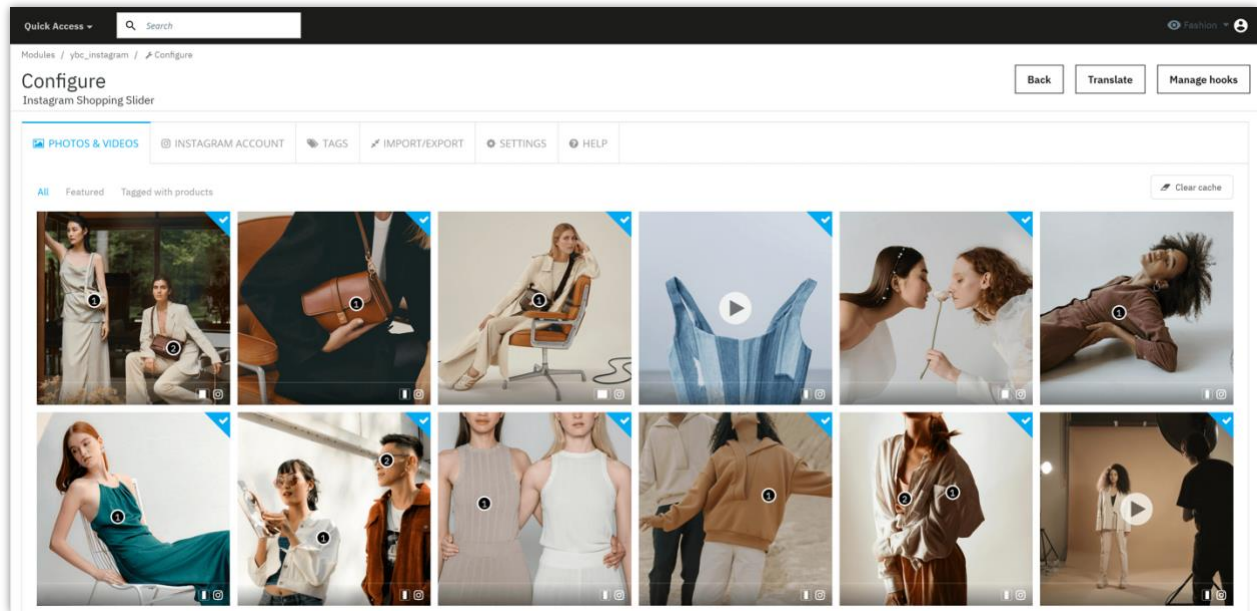
Watch the full step-by-step video here: 🖱️ <https://youtu.be/IKLLeVvjW8g>

## 3. Photos and videos

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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.

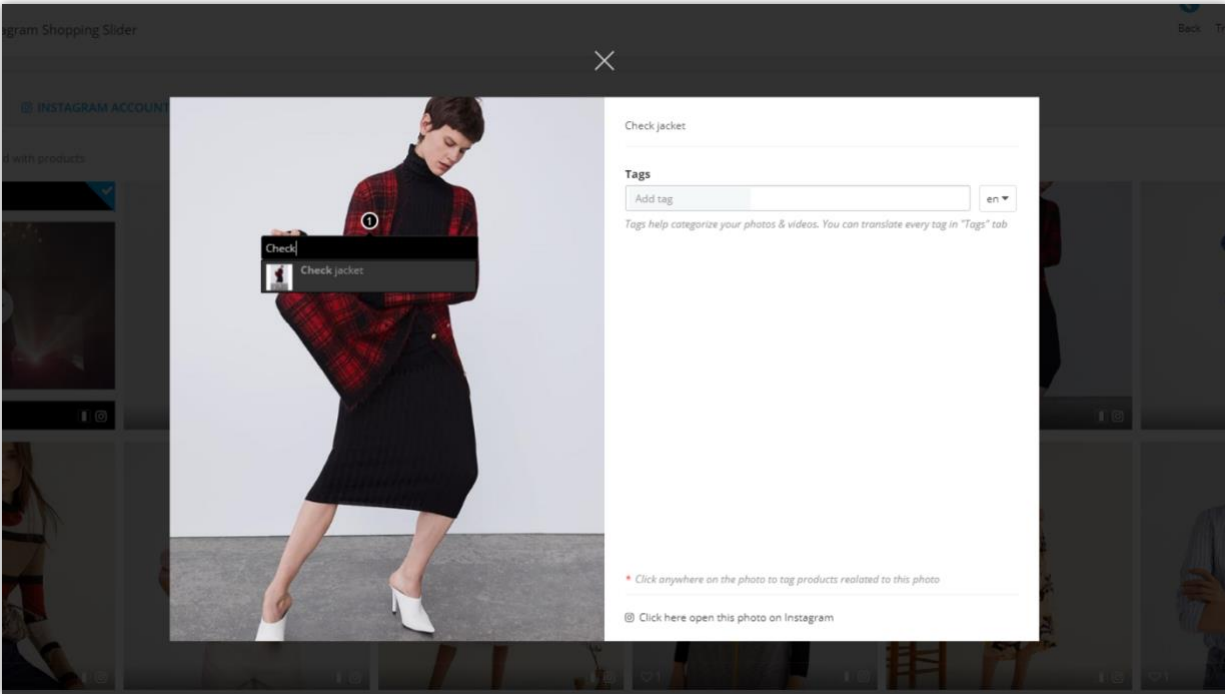


### Mark a photo/video as featured:

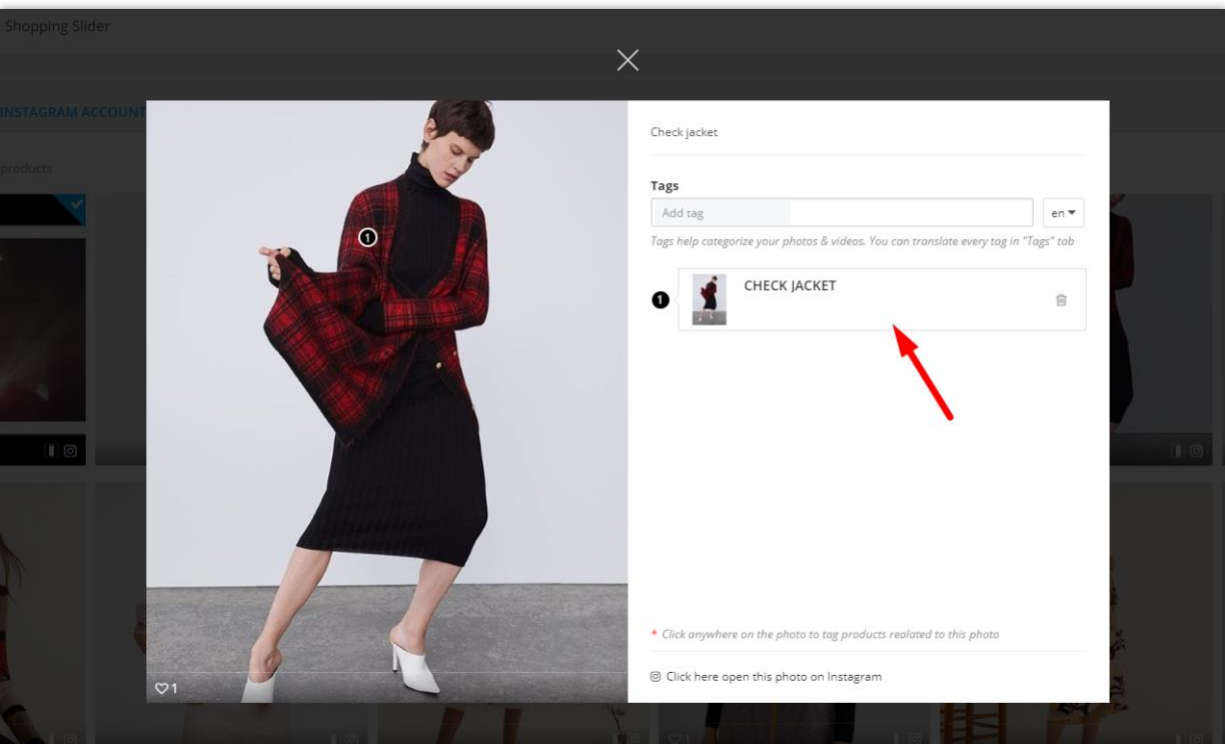
- Hover the mouse pointer over the photo/video you want to mark.
- A grey rectangle mark will appear on the right top corner.
- Click the mark.

### 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.

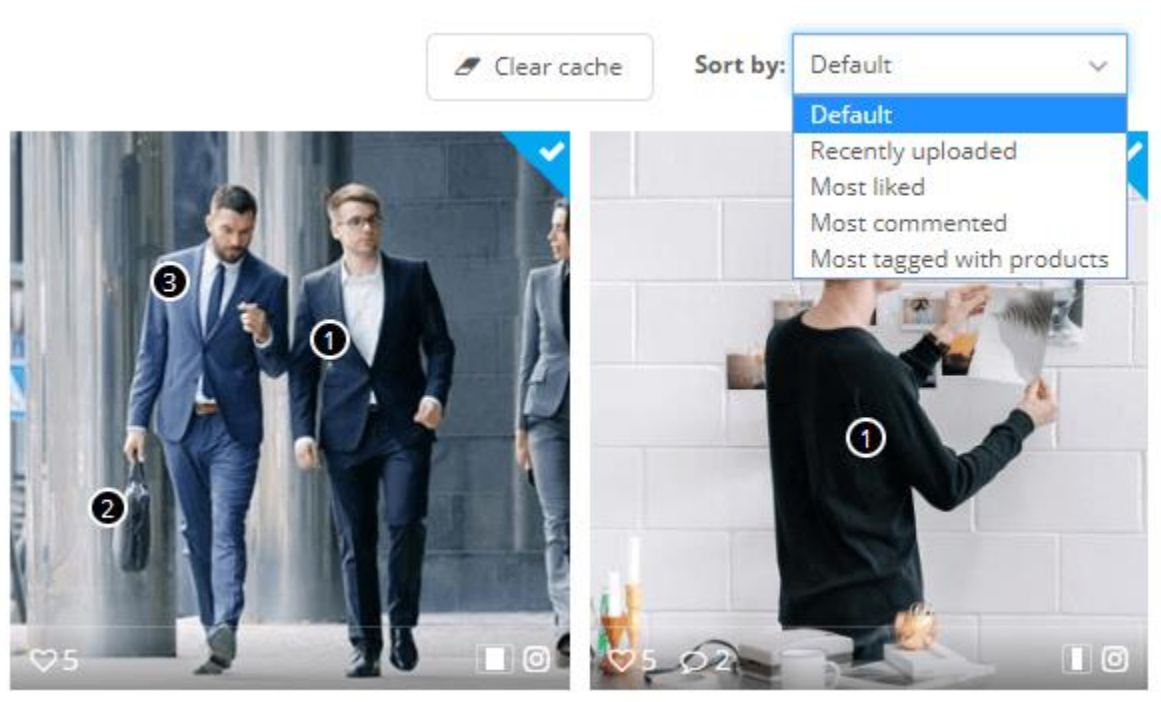


- Select the product you want to tag. It will be displayed on the right of your photo/video. You can tag as many products as you wish.



## Sort photos/videos

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



## Clear cache

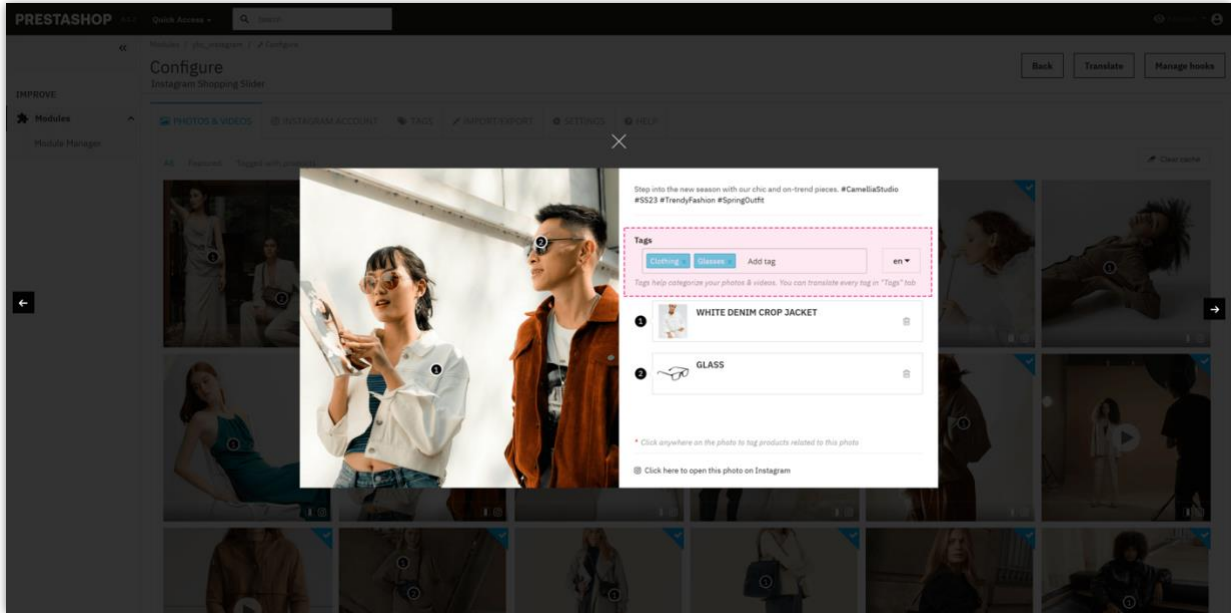
You can clear photo cache data by clicking the **“Clear cache”** button on the top of each sub-tab.

## 4. Tags

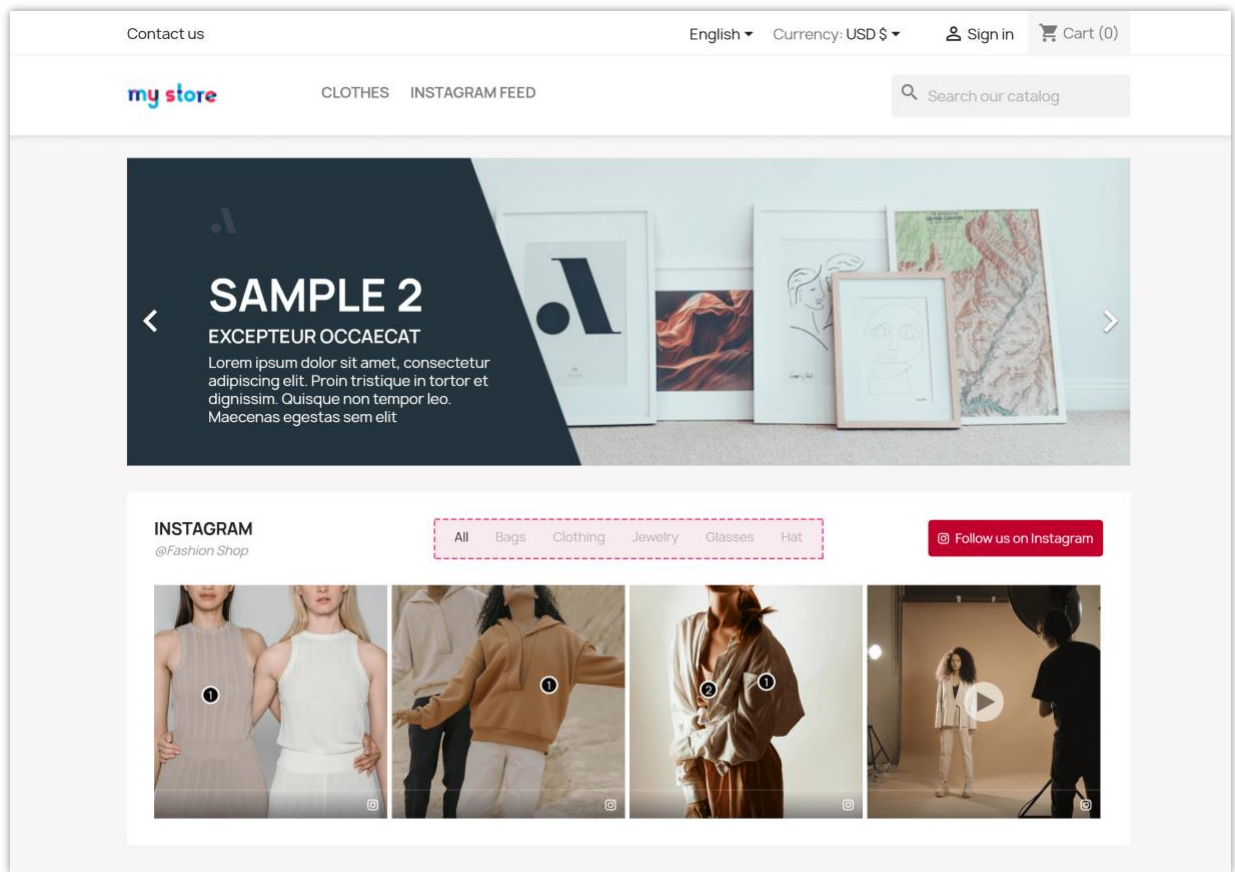
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You can add unlimited tags for each Instagram photo or video. These photo tags can be used to categorize your Instagram photos and videos.

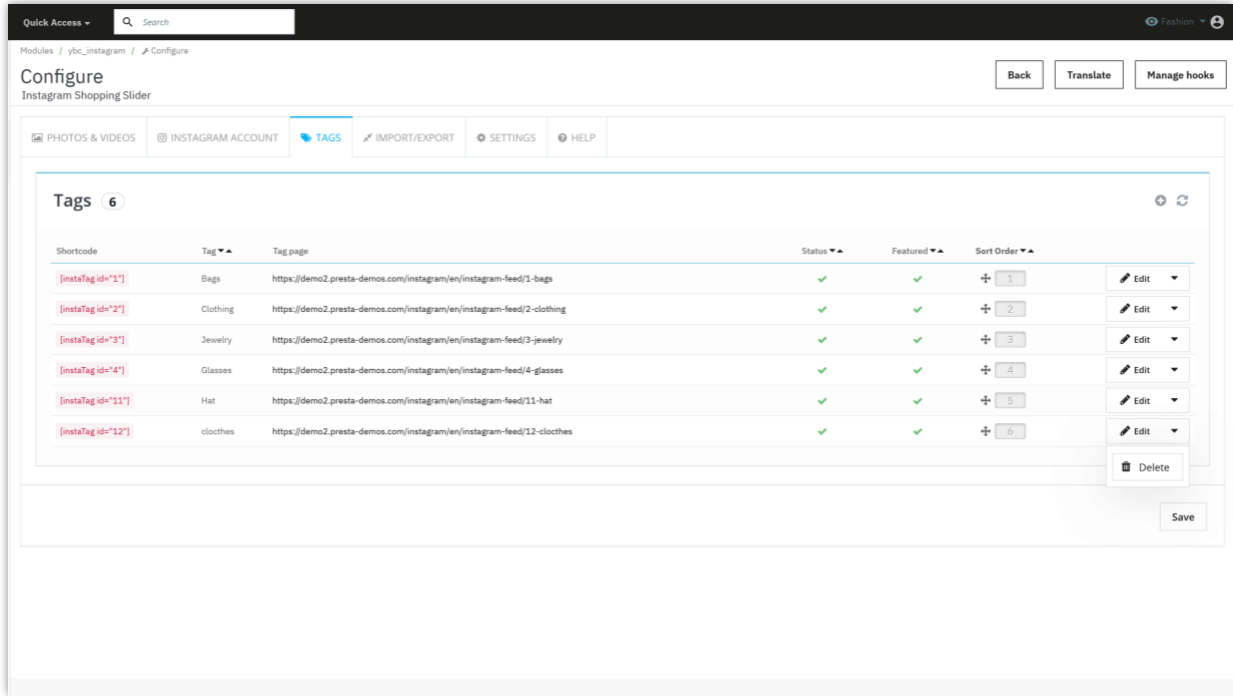
- To add a tag, just open any picture or video you want from **Photos and videos** tab.
- Enter the tags. Press “Enter” after every tag to add them to your photo or video.



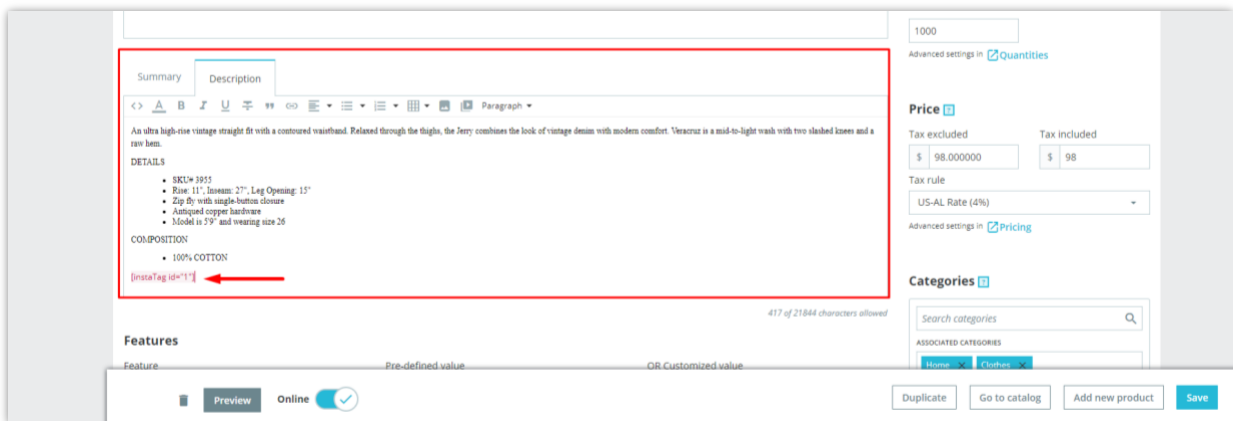
The tag list can be displayed on homepage, gallery page, sidebar, etc.



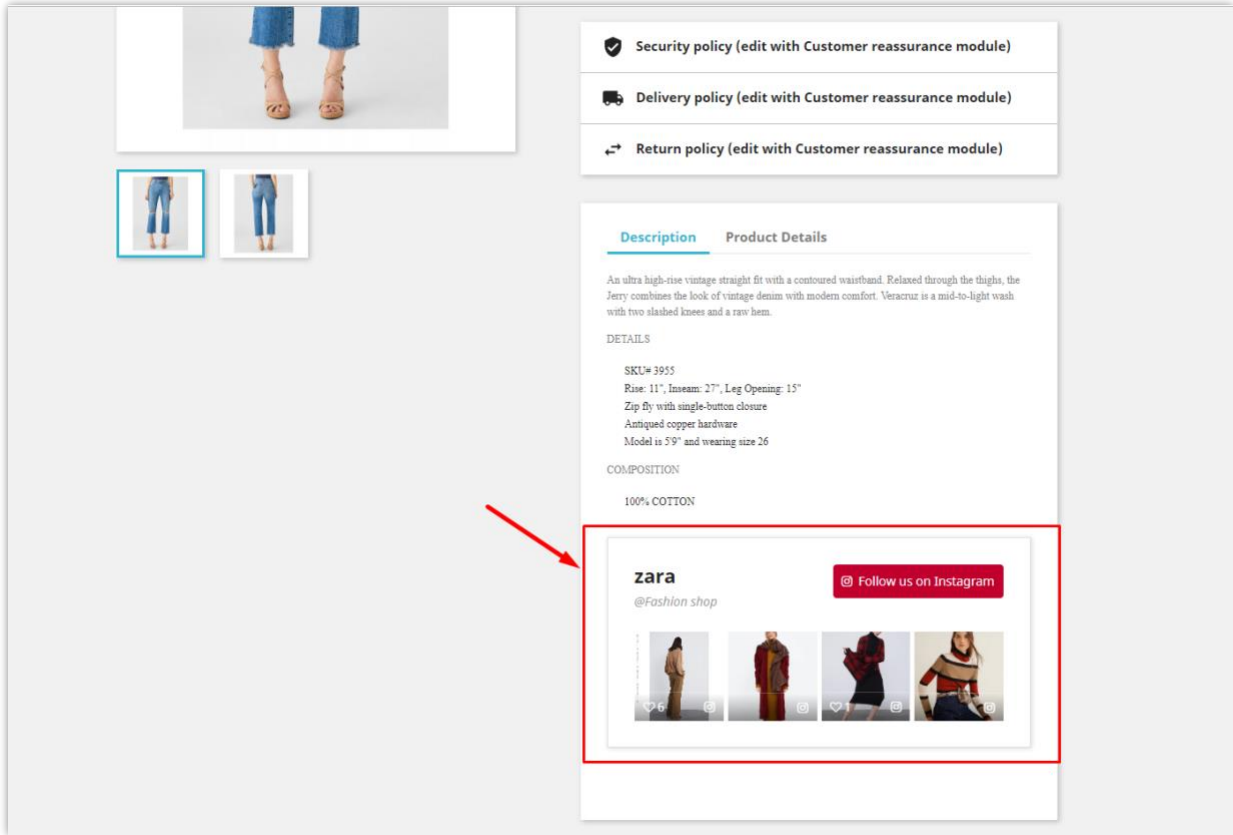
**INS Shopping Slider** will create a shortcode for each photo tag and you can display photos and videos having a same tag on anywhere you want using this shortcode.



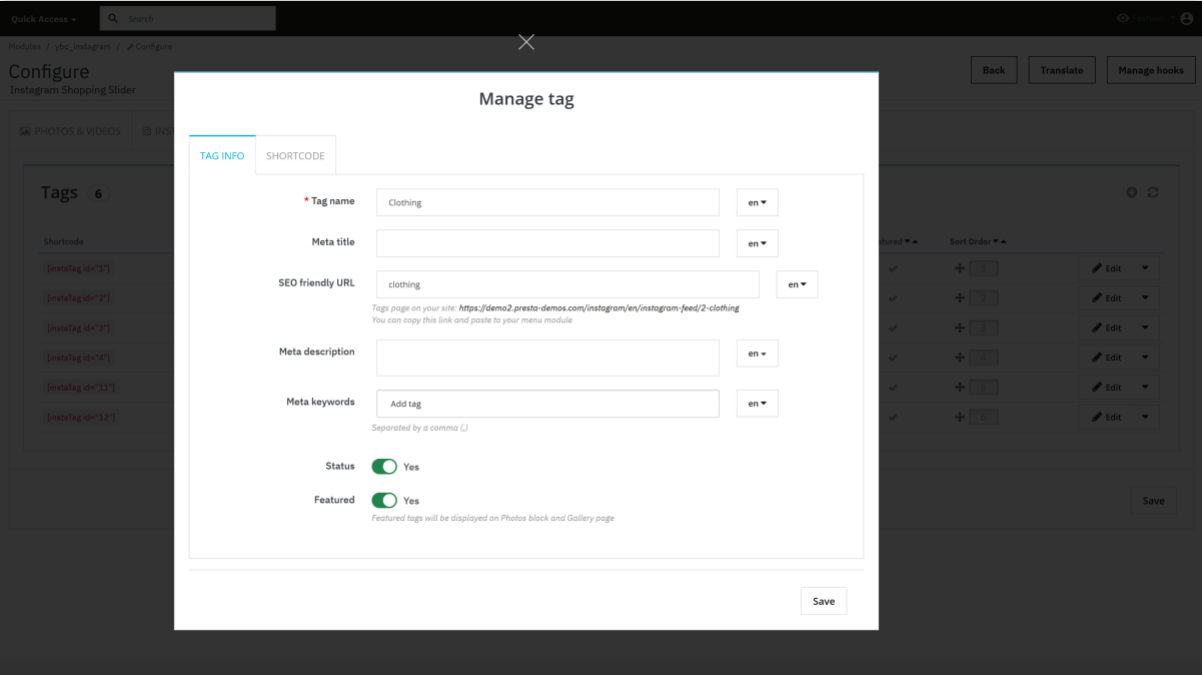
For example, you can insert a tag shortcode into the **product description** like the screenshot below:



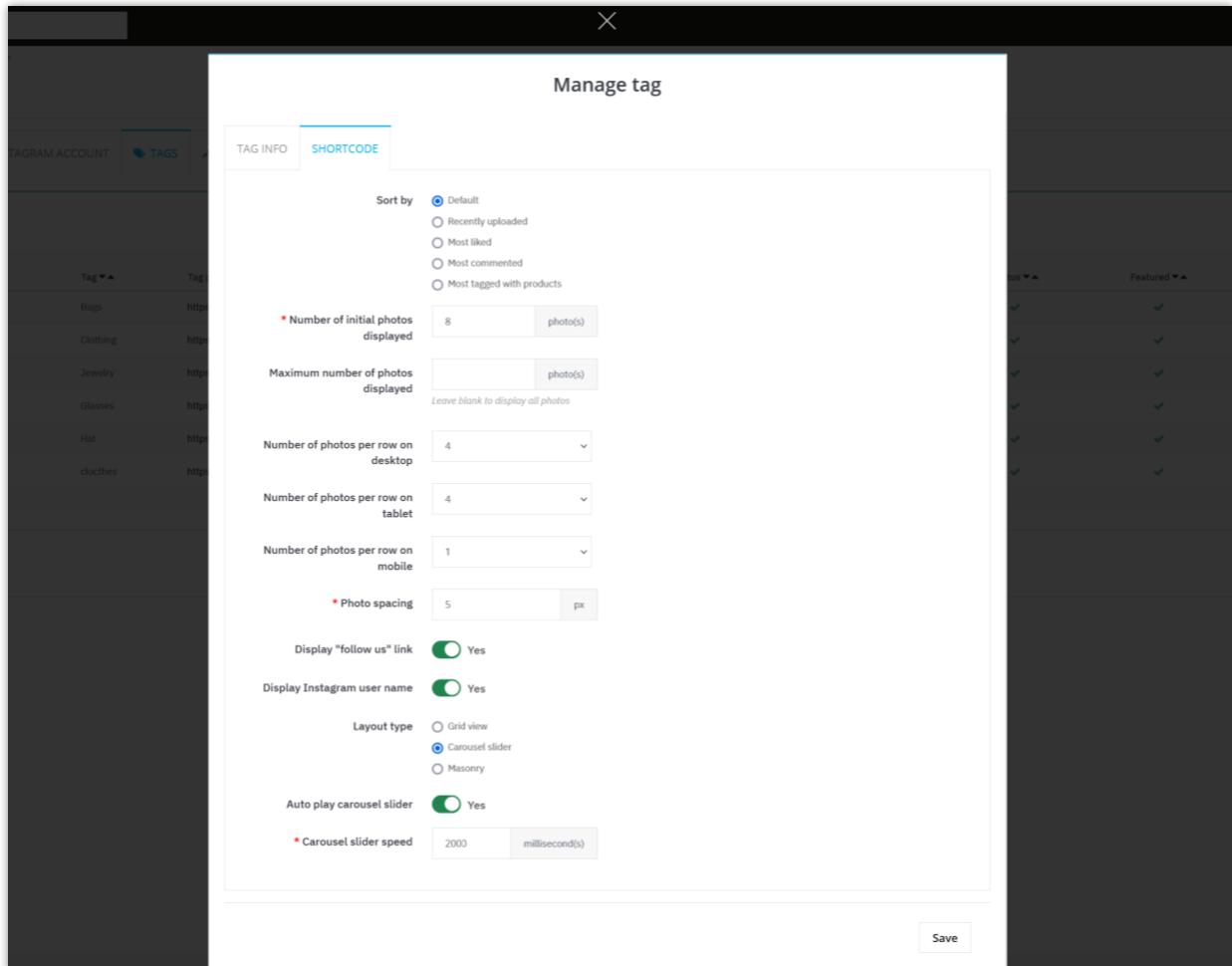
On the front end, you will see an Instagram block appears on the product description area.



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.



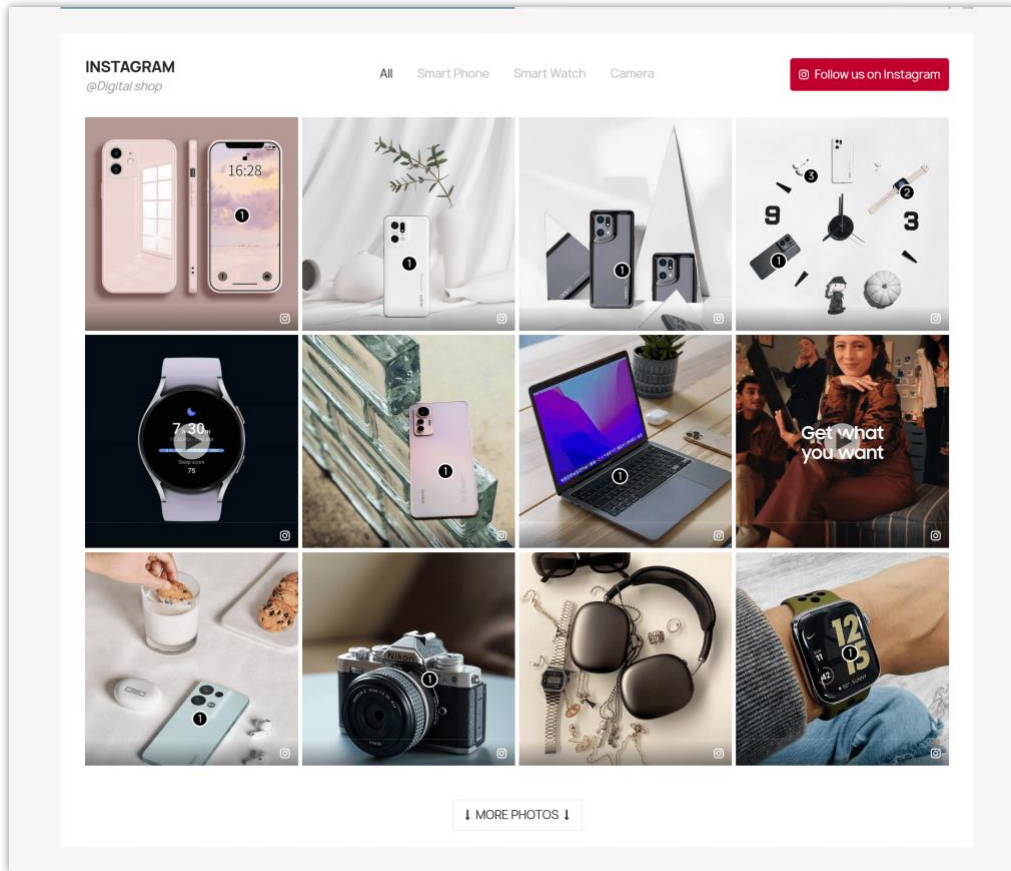
Our module also offers you a detailed customized tool for tag shortcodes. You can decide how photos having the same tag will be displayed where you place their shortcode.



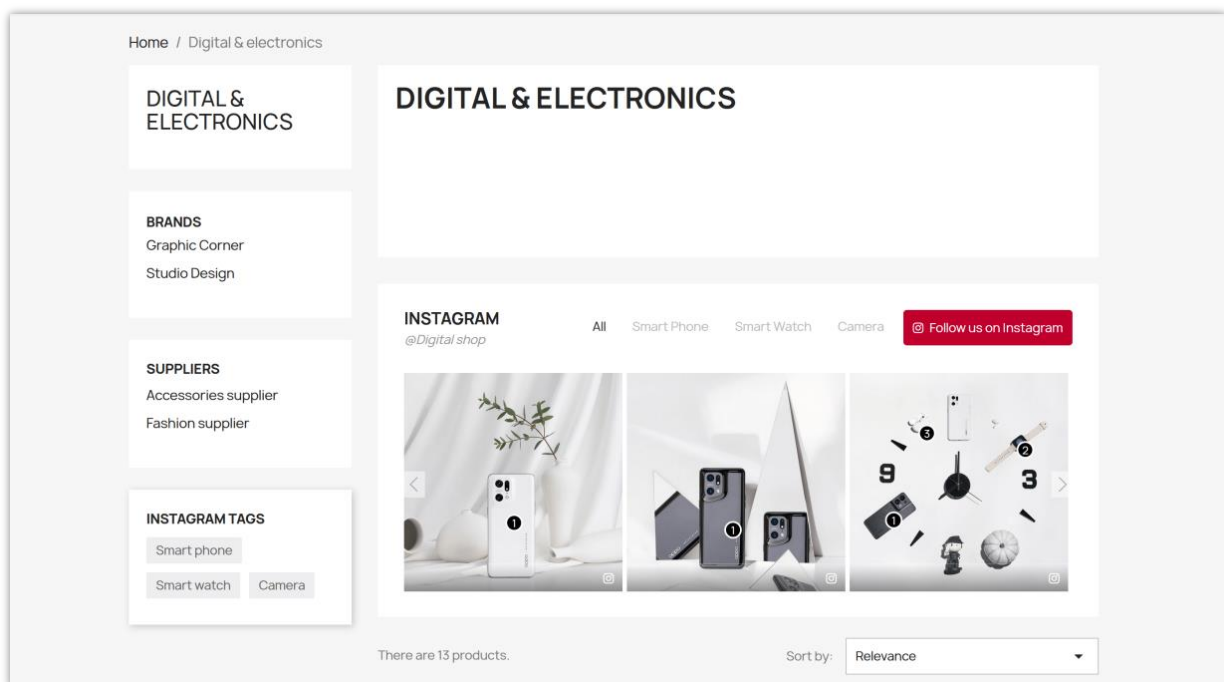
- **Layout type**

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

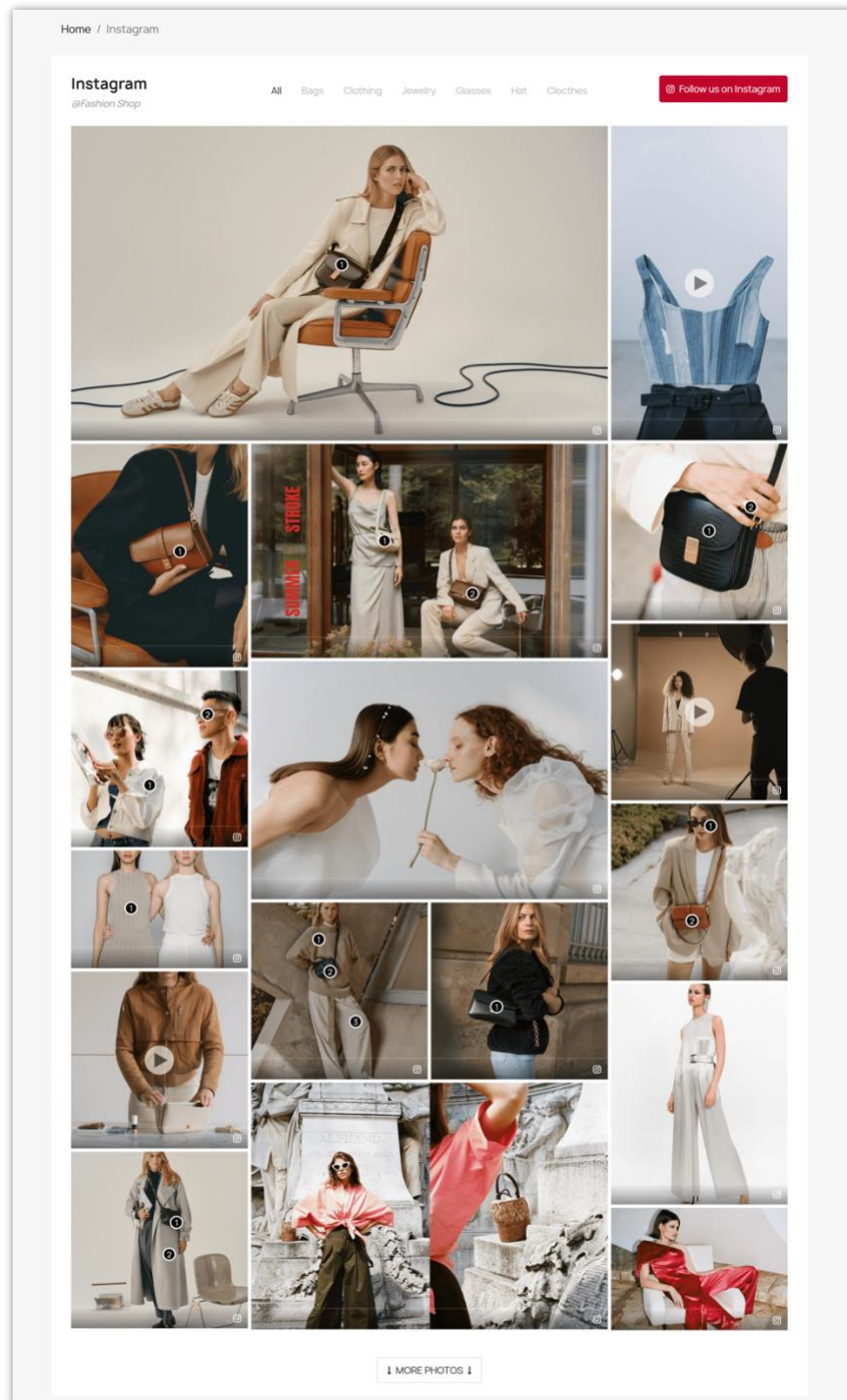
**Grid view** is the type of layout that displays items in a two-dimensional, scrollable grid.



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



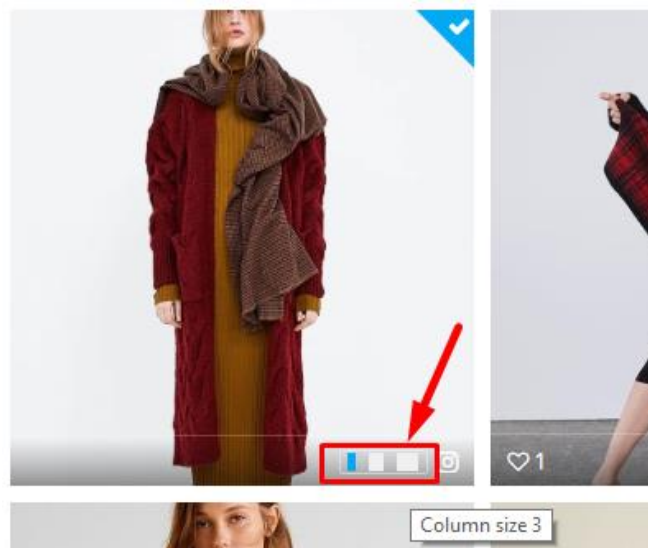
**Masonry** is a kind of grid layout. It works by placing photos in optimal positions based on available vertical space, sort of like a mason fitting stones in a wall. If you select this layout to display your block, you can modify how many columns each photo/video will occupy in **“Photos and videos”**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



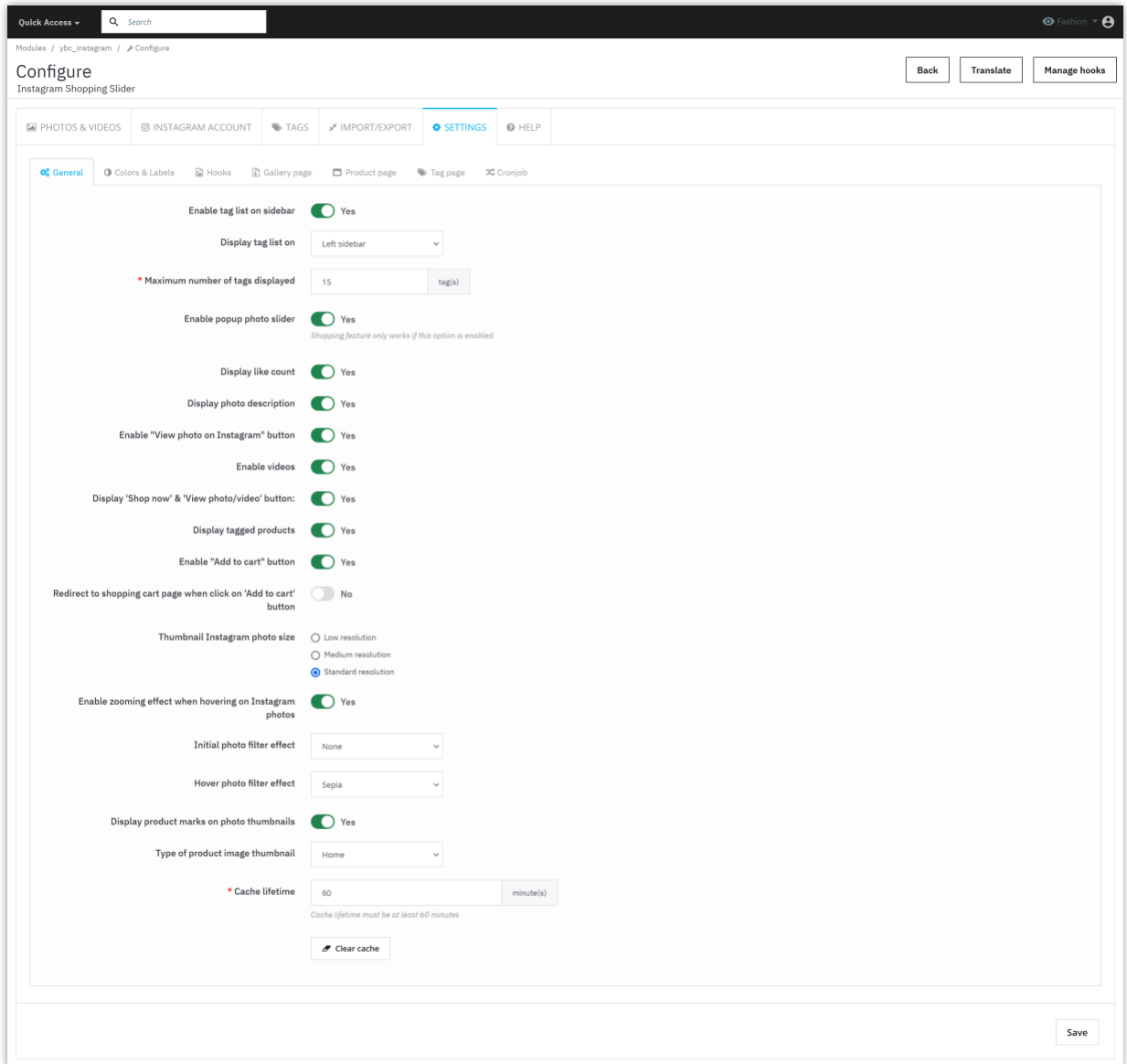
- ❖ Select the size you want and click **"Save"** to finish.

## 5. Settings

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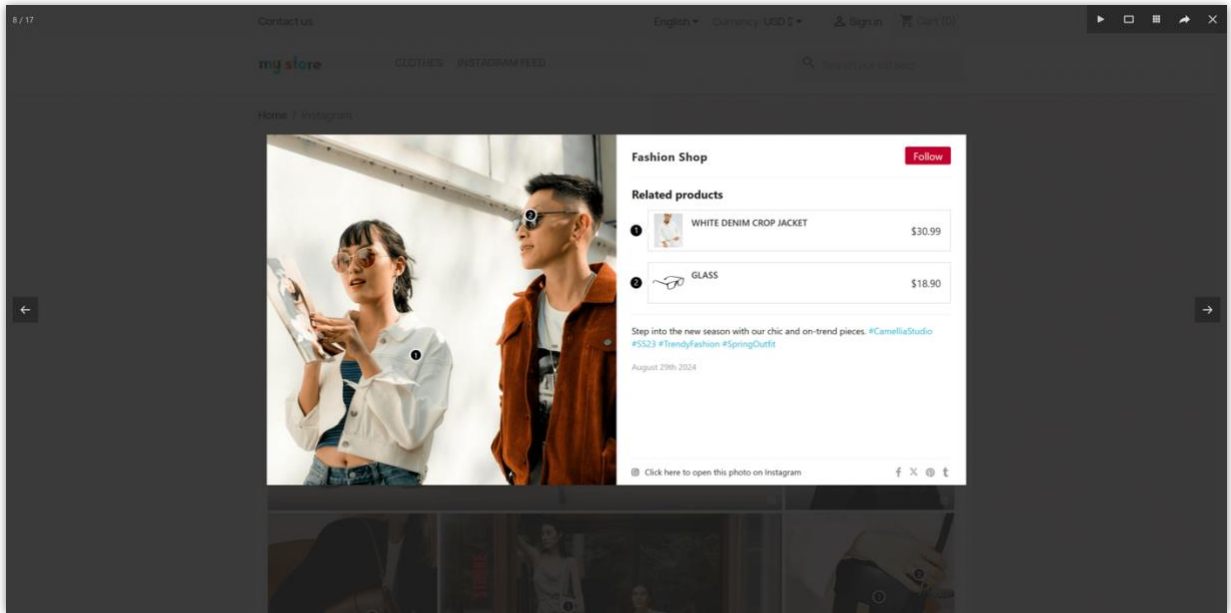
### 5.1. General

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



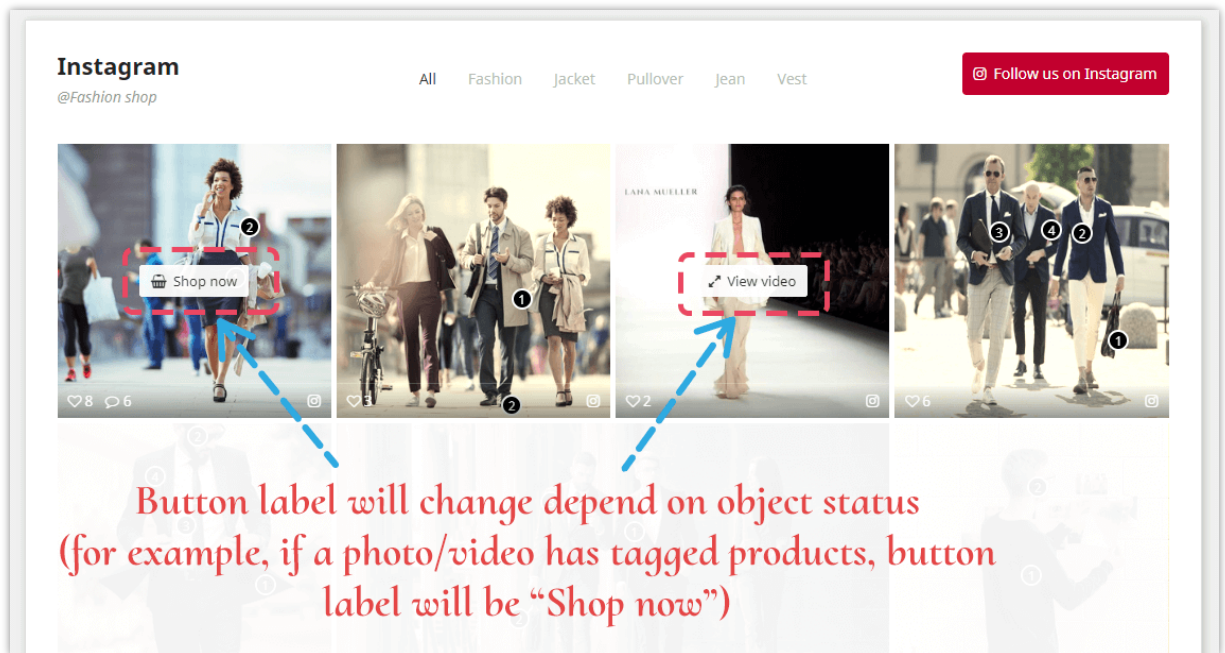
### ❖ Popup photo slider

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 the 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 a 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).

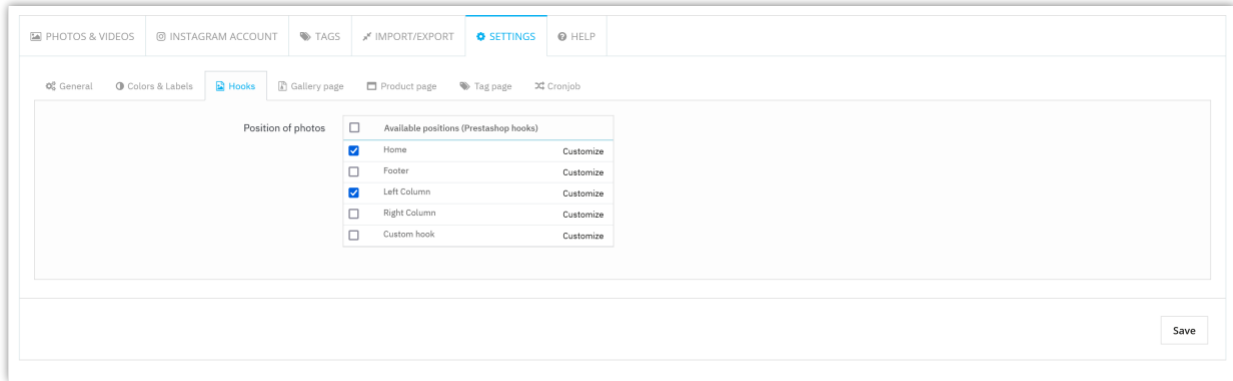
## 5.2. Colors & Labels

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.



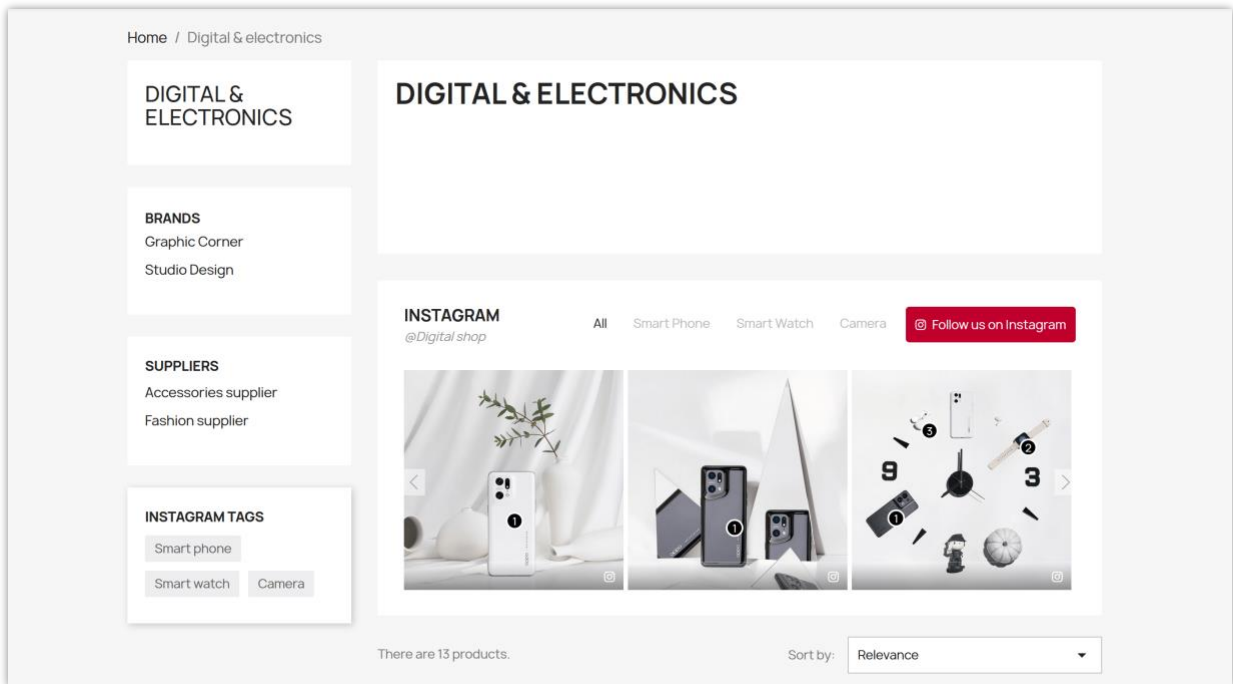
### 5.3. Hooks

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

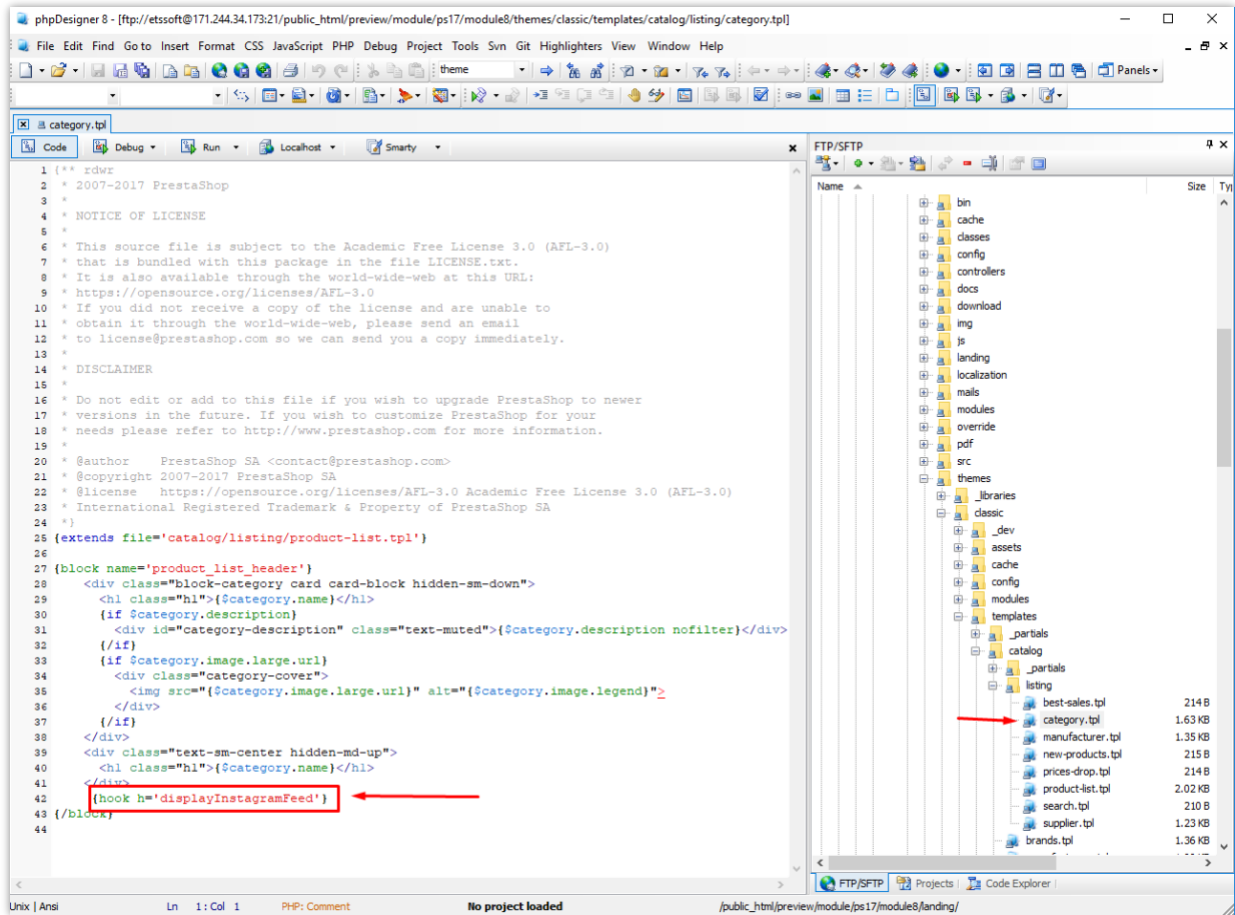


PrestaShop already supported our module to display on the following locations: Home page, footer, left column and right column, but if you want to present **“INS Shopping Slider”** module in other places, you will have to add a custom hook into a template file (.tpl file).

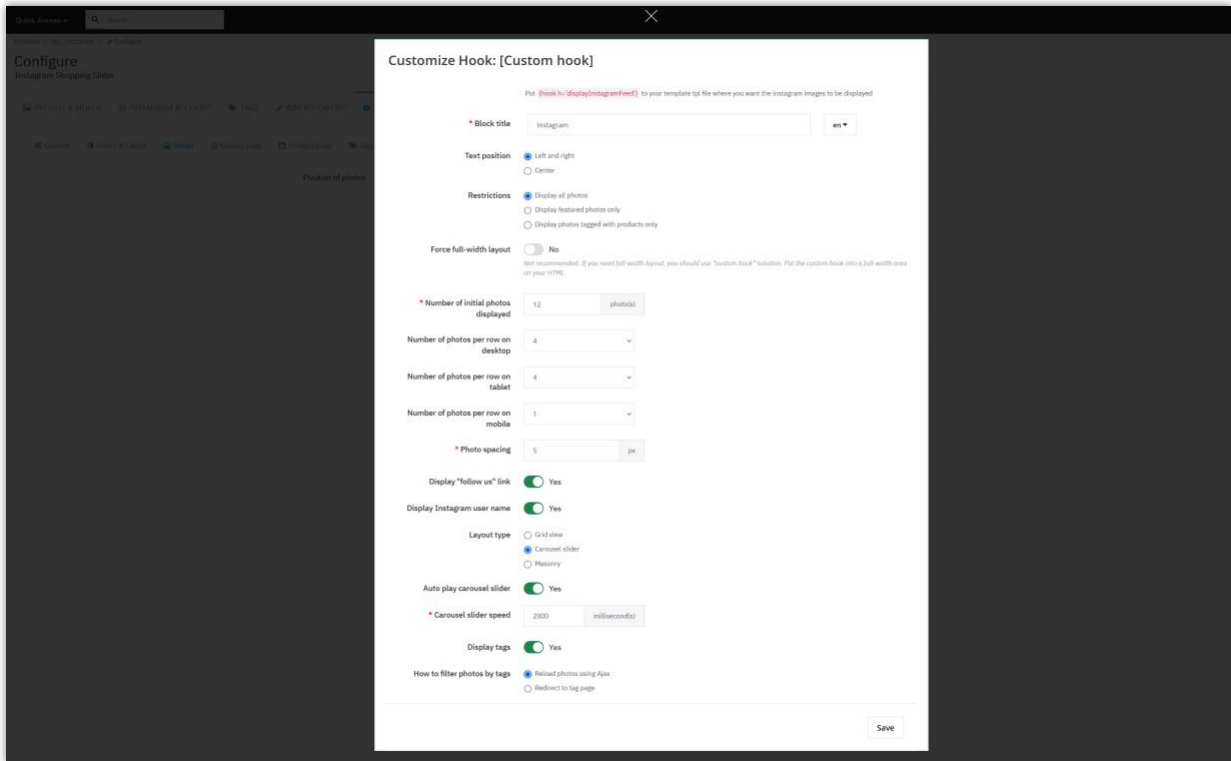
For example, in the picture below we show **“INS Shopping Slider”** on the Category page, above the products area.



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

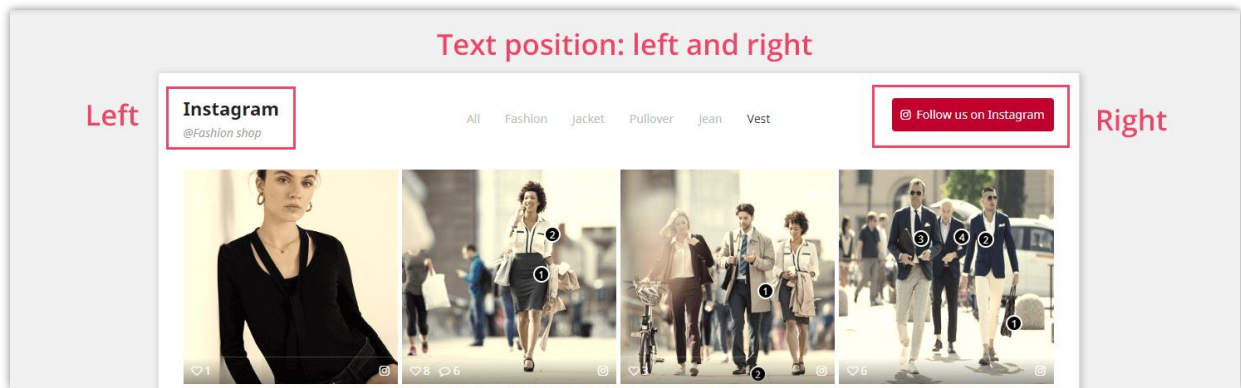


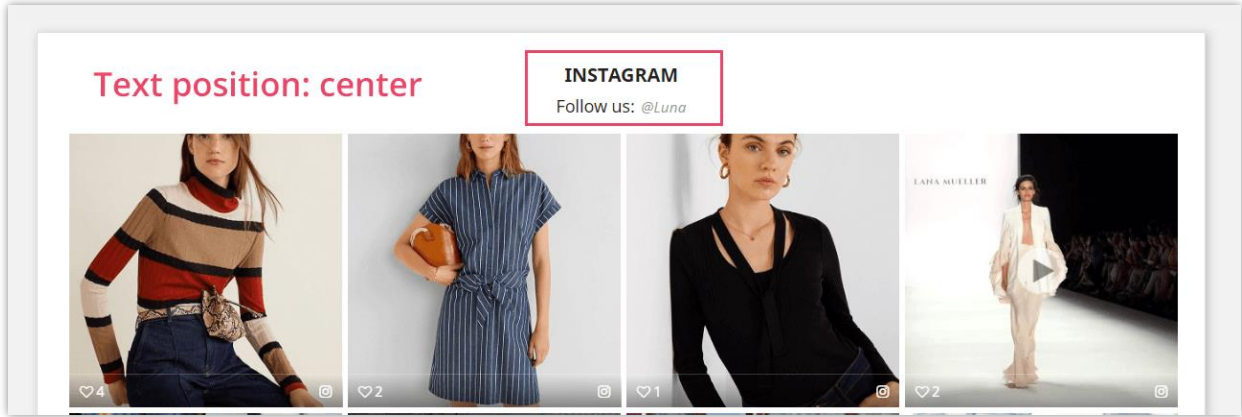
To manage how Instagram photos will be displayed on each position, please open the **“Customize hook”** popup by clicking at **“Customize”**.



❖ Text position

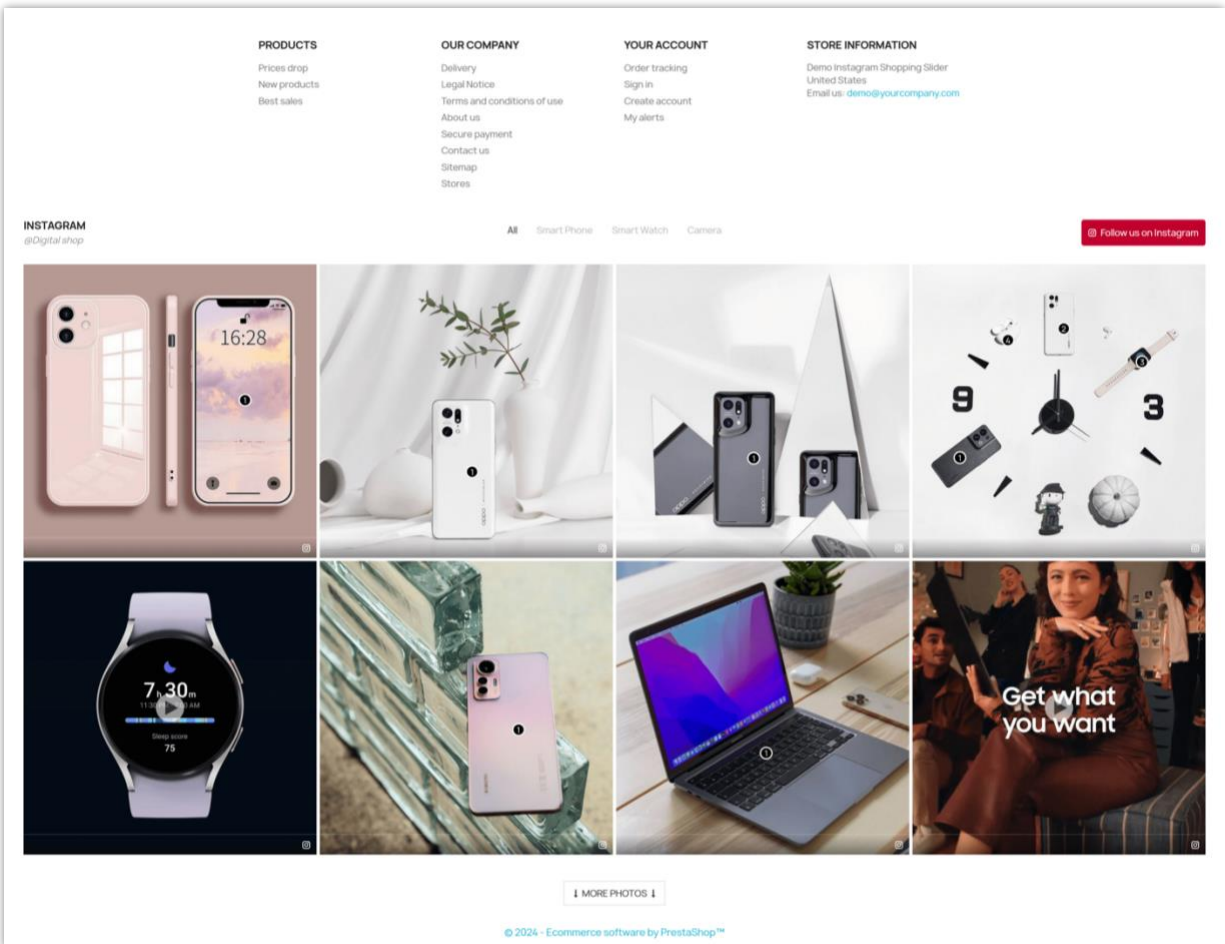
You can change the position of the Instagram block title, Instagram name and “Follow us” text on the front office.





❖ 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.

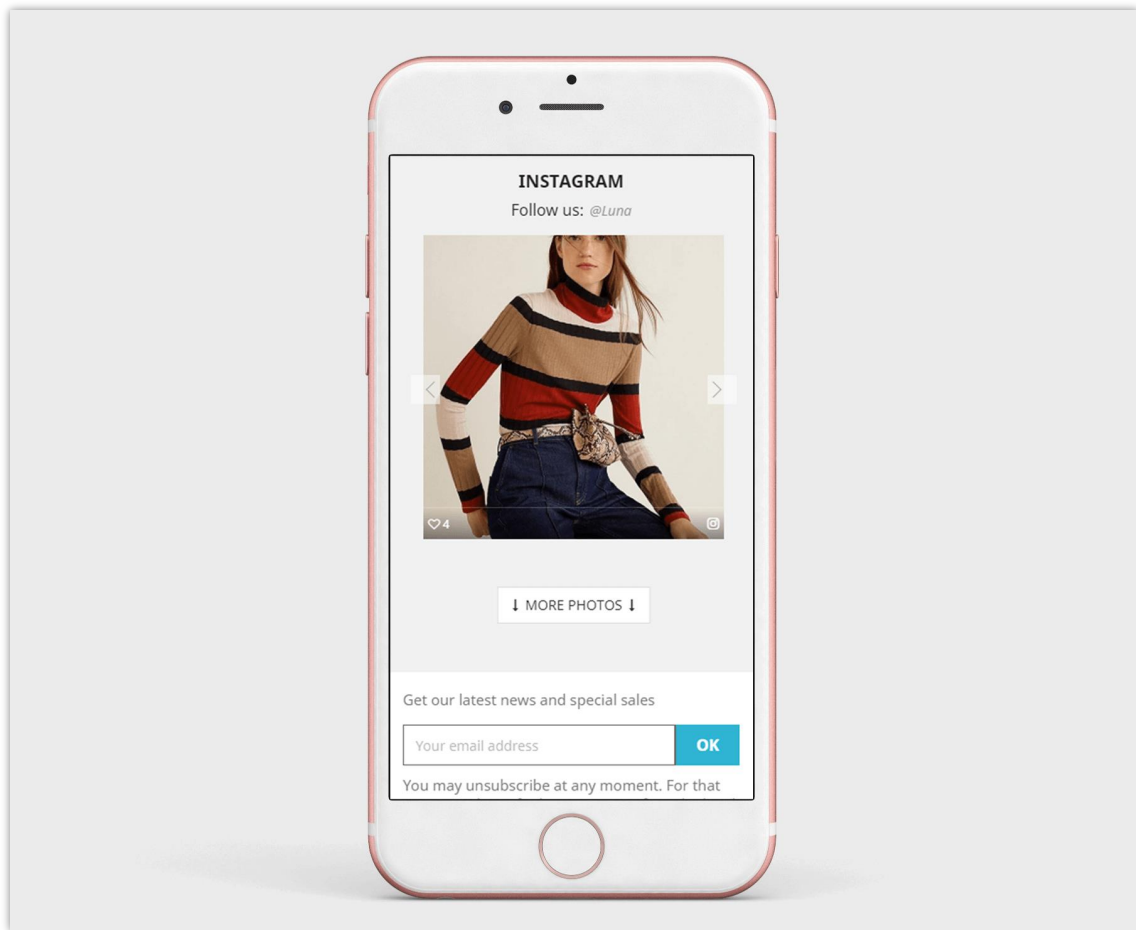


- ❖ Quantity of photos

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

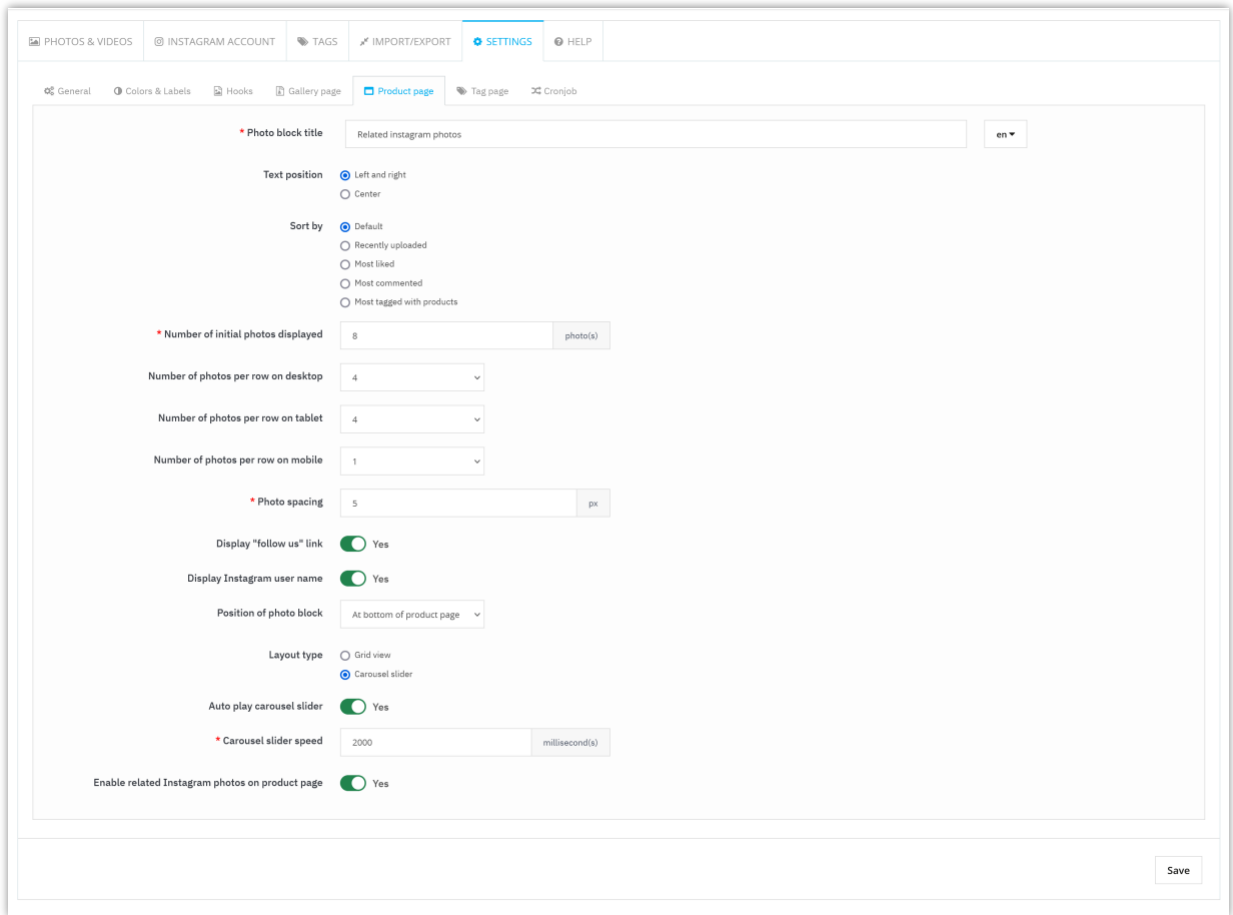
## 5.5. Product page

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:

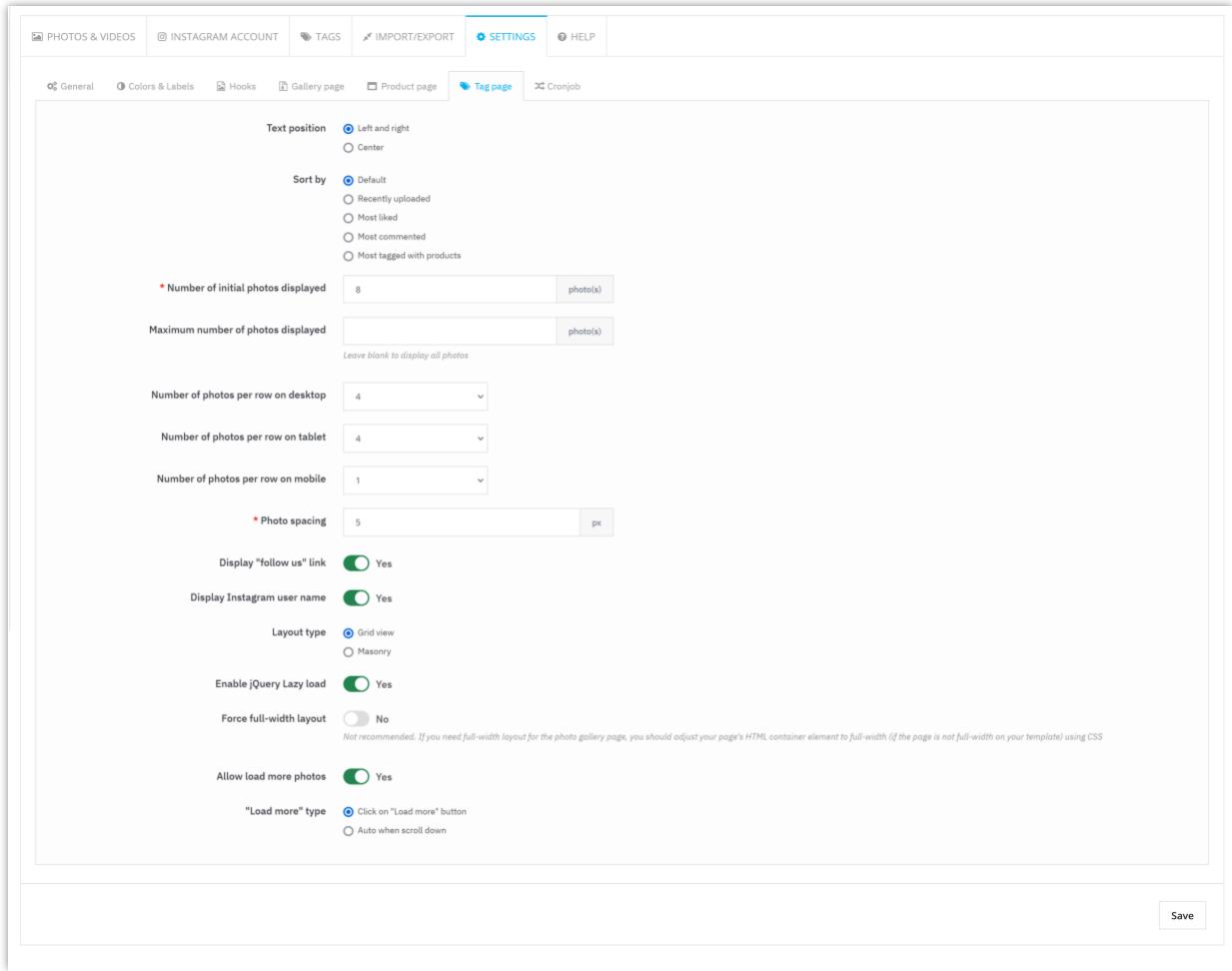
- Header:** 'Home / Le Mini Dalia'
- Main Image:** A large image of the black bag with a gold clasp and a shoulder strap. Below it are three smaller thumbnail images of the bag from different angles.
- Product Name and Price:** 'LE MINI DALIA' and '\$63.00'.
- Dimensions:** '22x14x5cm / 8.7x5.5x2 inch'.
- Description:** A paragraph describing the bag's features, including its collaboration with Wendy Swan, its minimalist style, and its capacity.
- Quantity and Add to Cart:** A quantity selector set to '1' and a blue 'ADD TO CART' button with a shopping cart icon.
- Share:** Social media sharing icons for Facebook, Twitter, and Pinterest.
- Policies:** Three policy links: 'Security policy', 'Delivery policy', and 'Return policy', each with a small icon and a note '(edit with the Customer Reassurance module)'. The 'Security policy' link is highlighted.
- Product Details:** A section titled 'Product Details' with a sub-section 'In stock 100 items'.
- Comments:** A section titled 'Comments (0)' with a message 'No customer reviews for the moment.'
- Related Instagram Photos:** A section titled 'RELATED INSTAGRAM PHOTOS' with a '@Fashion Shop' handle and a 'Follow us on Instagram' button. It displays four Instagram-style photo thumbnails, each with a play button icon, showing the bag in various settings.

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



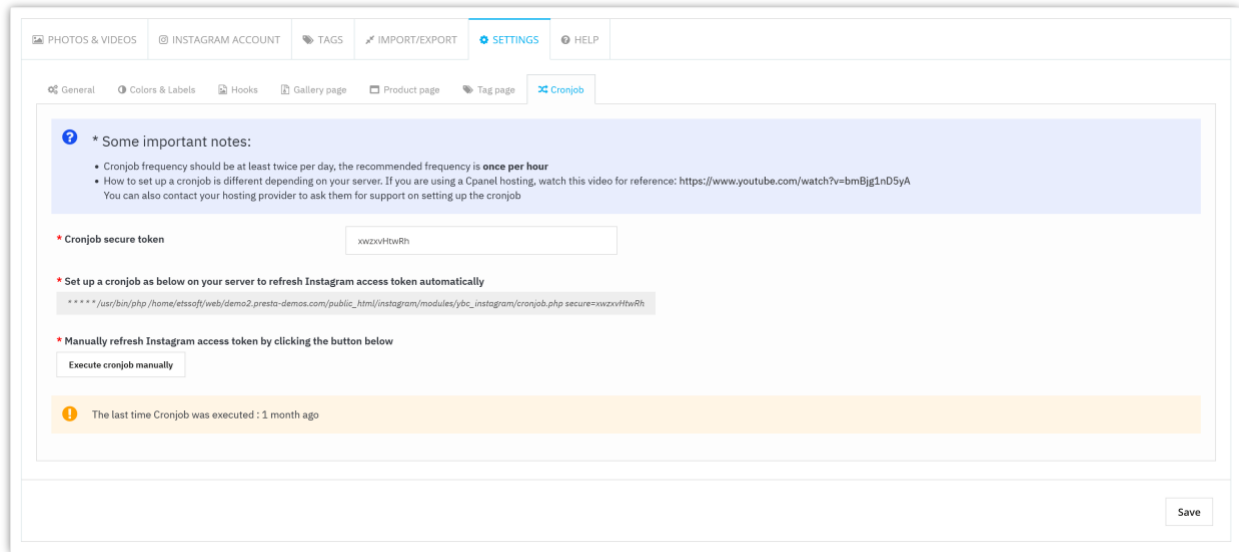
## 5.6. Tag page

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



## 5.7. Cronjob

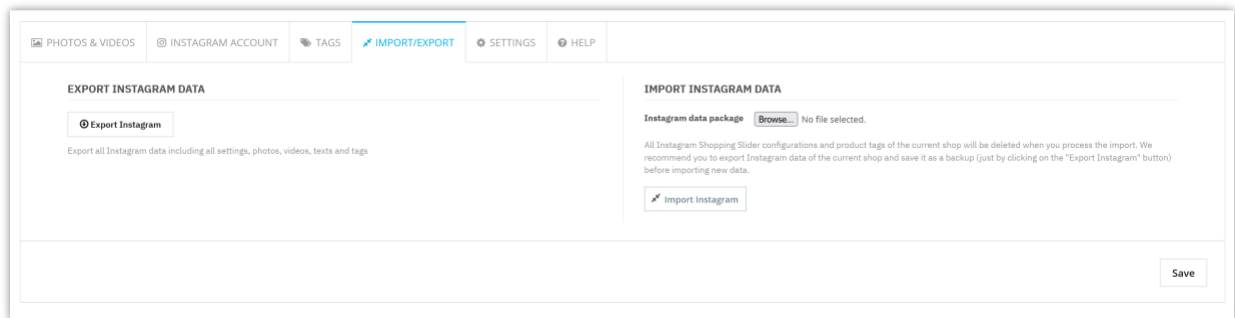
If you use the **“Instagram Access Token”** as data source, you will need to refresh the access token when it is expired. This module allows you to set up a cronjob on your server to refresh Instagram access token automatically.



## 6. Import / Export

You want to export all your Instagram data for back up purpose or upload it to another website? With **INS 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.

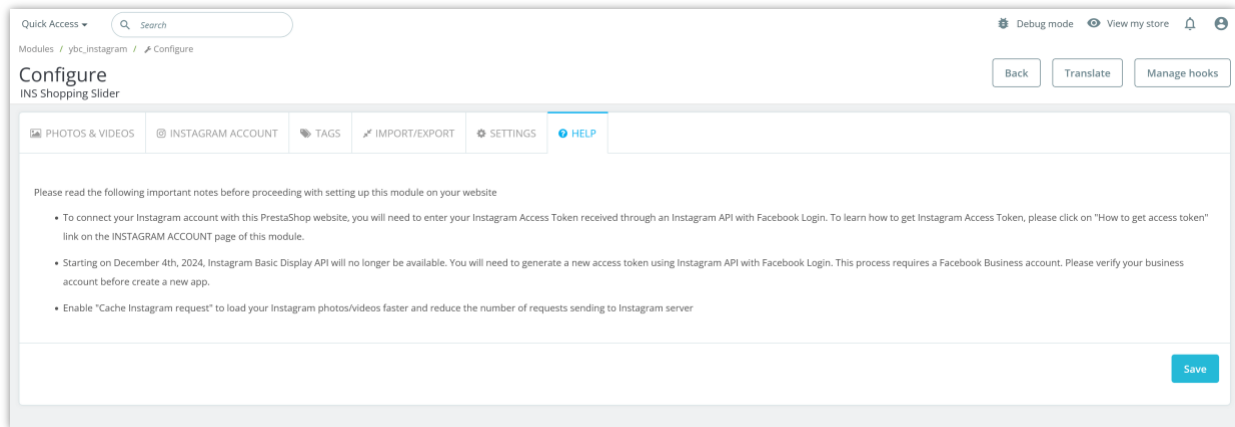
On the other hand, if you want to import the data to your store, firstly ensure it is compressed. Then select the **“Import/Export”** tab, click **“Choose File”** button. Select the file you need to import and click **Open**. Finally, click **“Import Instagram”** button to start.



## 7. Helps

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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 **“INS 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.