

Instagram 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 aspects of the module installation and the module setup within this document. But if you have any questions beyond this documentation's scope, please feel free to contact us.

*Note:

All instruction screenshots are taken from PrestaShop 1.7, but installing and configuring this module on PrestaShop 1.6 is similar.

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.

^{* &}quot;Instagram Shopping Slider" is compatible with PrestaShop 1.6.x, 1.7.x and 8.x

III. INSTALLATION

- Navigate to "Modules / Modules & Services", click on "Upload a module / Select file"
- 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.

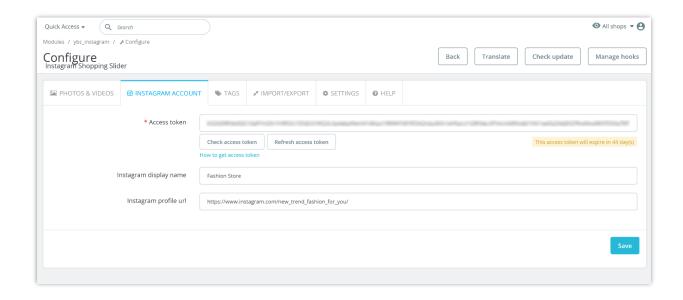
IV. CONFIGURATION

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 GraphQL 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.



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

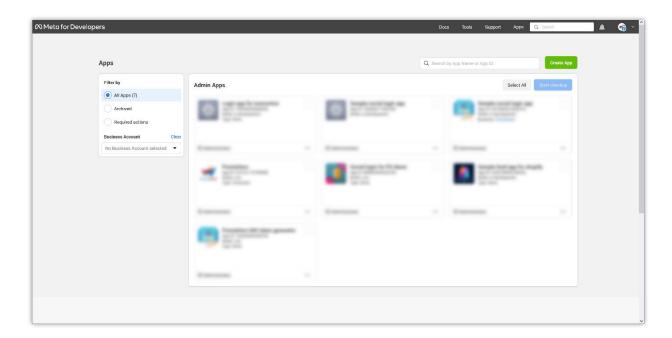
Starting from **March 2020**, Facebook requires users to create a Facebook app with **Instagram Basic Display API** to get a long-live Instagram Access Token. Follow our instructions on this section to get your own Instagram Access Token and paste it back on the **Instagram Shopping Slider** module configuration page.

You will need:

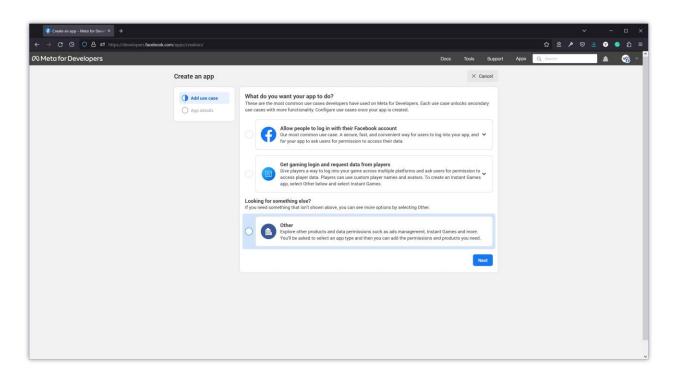
- A Facebook account.
- An Instagram account with media.

<u>Step 1:</u>

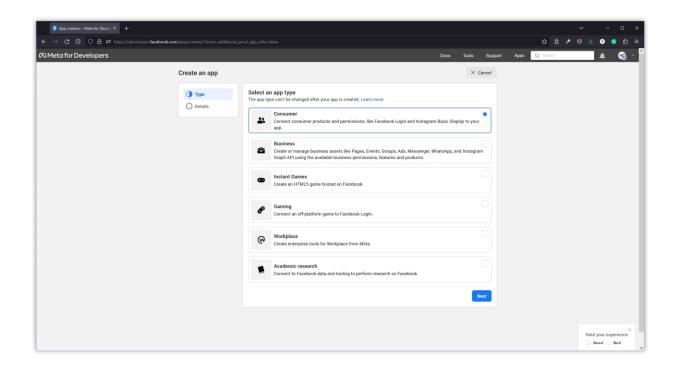
Go to <u>developers.facebook.com</u>, and log in with your Facebook account. Then click on "**My Apps**" link >> "**Create App**".



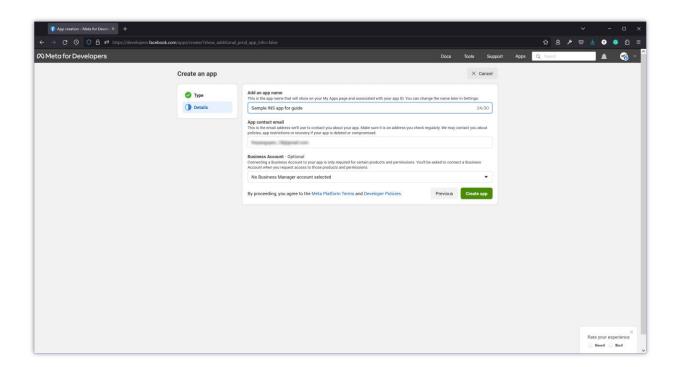
On "Create an app" screen, select "Other" option then click "Next":



Select "Consumer" app type then click "Next":

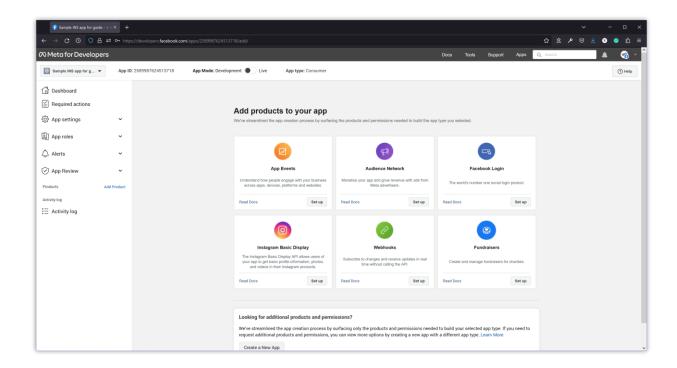


Enter your app name, then click on "Create App" button.

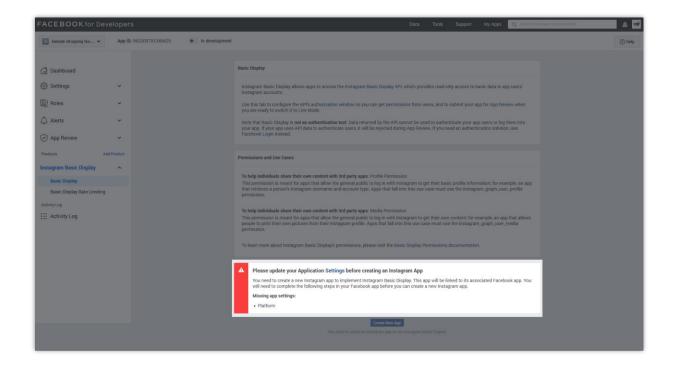


Complete the security check then click on "**Submit**" button.

On "Add products to your app" page, find "Instagram Basic Display" and then click on "Set up" button.

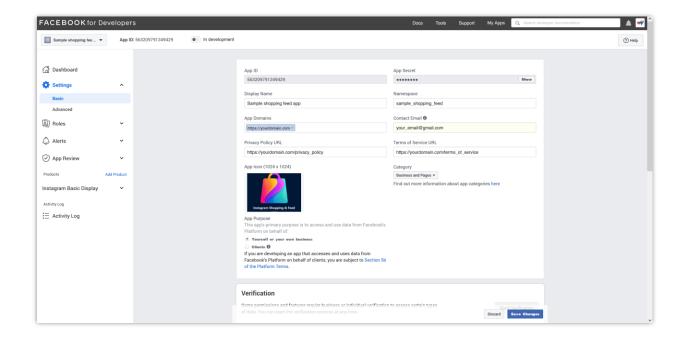


Scroll down and click on "Settings" link to be navigated to the "Basic settings" page.

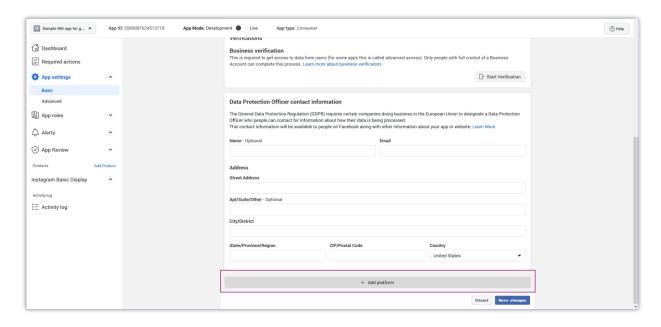


<u>Step 2:</u> Enter the **Privacy Policy URL** and **Terms of Service URL** of your website. Select the **Category** for your app.

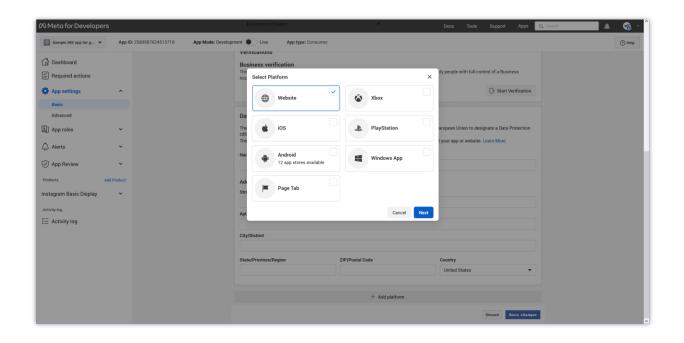
Click on "Save changes" button.

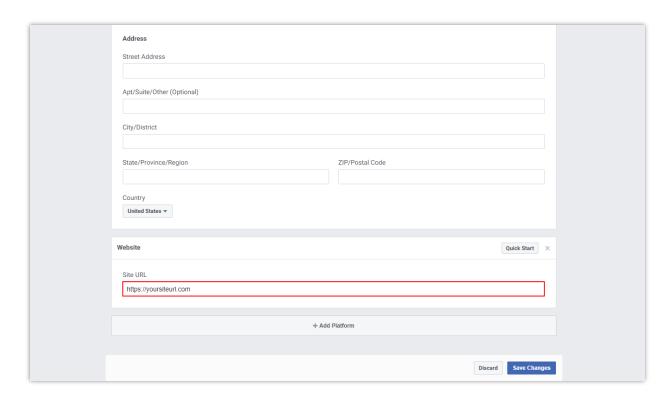


Scroll to the bottom of the page and click "Add Platform".



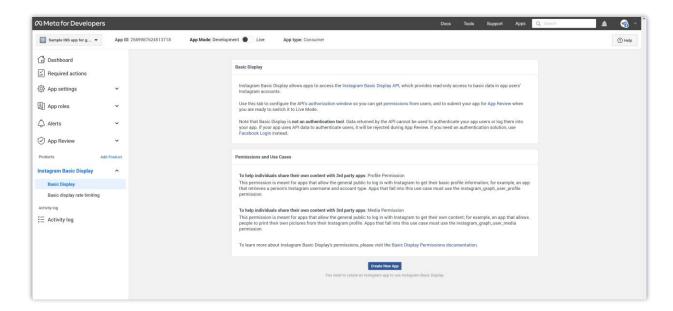
Choose **Website**, add your website's URL, and save your changes.





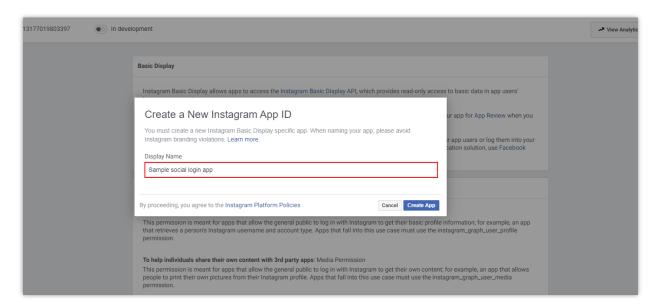
<u>Step 3:</u>

(1) Navigate to "Instagram Basic Display" > "Basic Display" page. Click on "Create New App" button.



(2) In the form that appears, complete each section using the guidelines below.

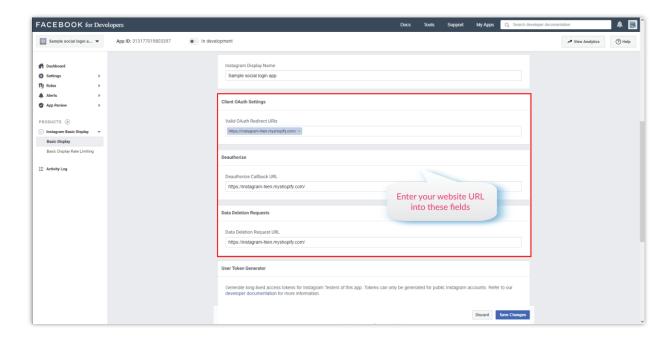
Display Name: Enter the name of the Facebook app you just created.



Valid OAuth Redirect URIs: Enter your website's URL. After you enter a URL, save your changes and check the URL again; Instagram may have appended a trailing forward slash depending on your URL structure.

Deauthorize Callback URL: Enter your website's URL again.

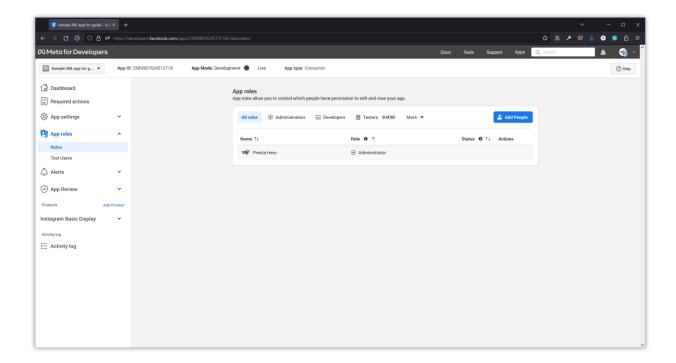
Data Deletion Request Callback URL: Enter your website's URL once again.



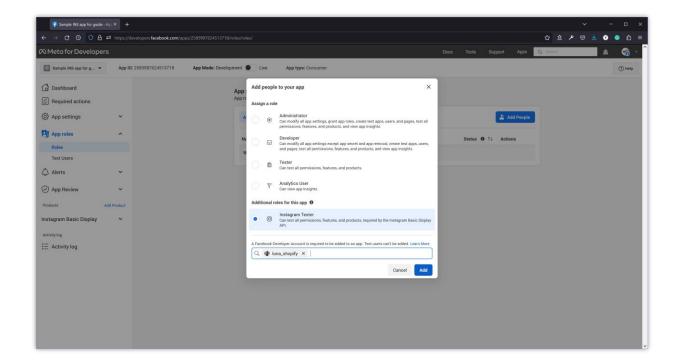
Save your changes before heading to the next step.

Step 4: Add an Instagram Test User

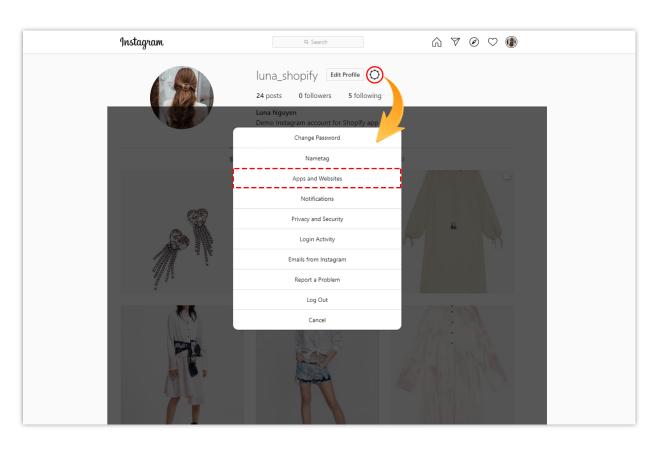
Navigate to **App roles > Roles** page. Find and click on "**Add People**" button.

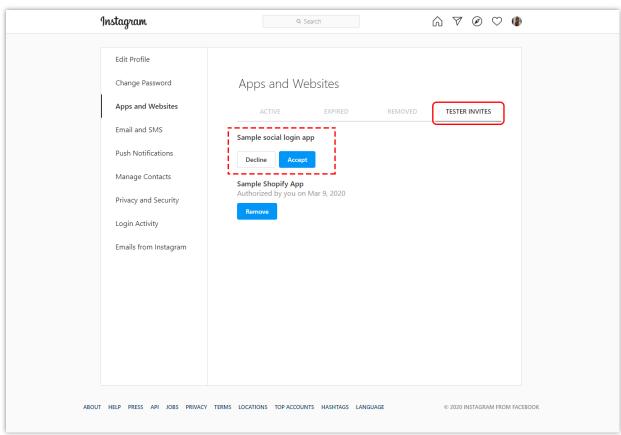


Enter your Instagram username into the popup then click on "Add" button.



Open a new web browser and go to http://www.instagram.com and sign in to your Instagram account that you just invited. Navigate to (**Profile Icon**) > Click on the cogwheel icon next to "Edit Profile" button > **Apps and Websites** > **Tester Invites** and accept the invitation.

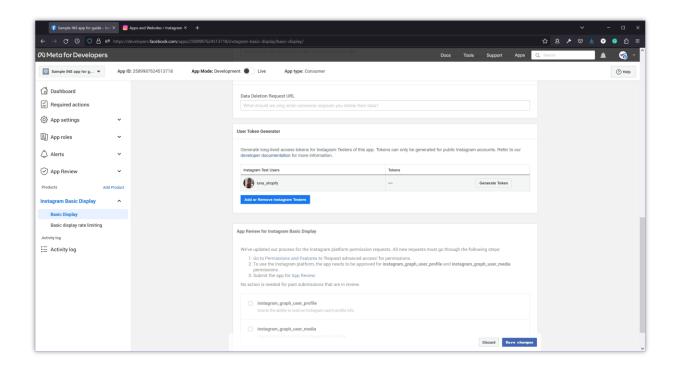




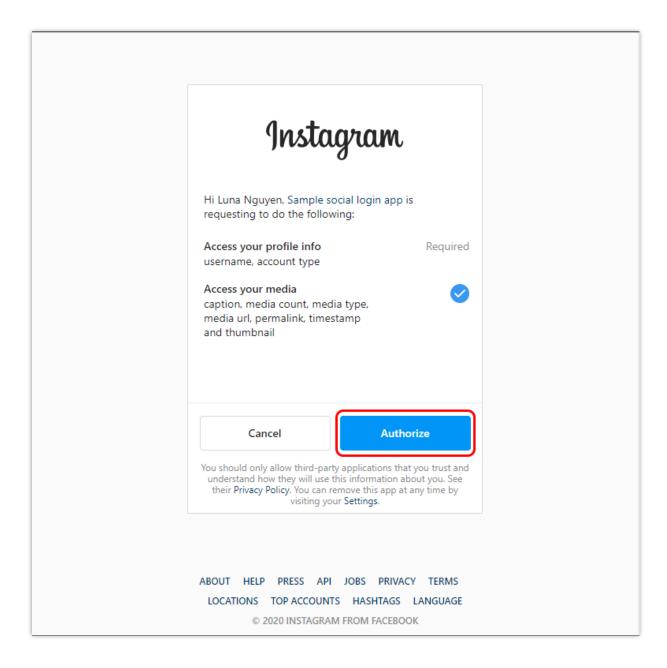
Your Instagram account is now eligible to be accessed by your Facebook app while it is in **Development Mode**.

Step 5:

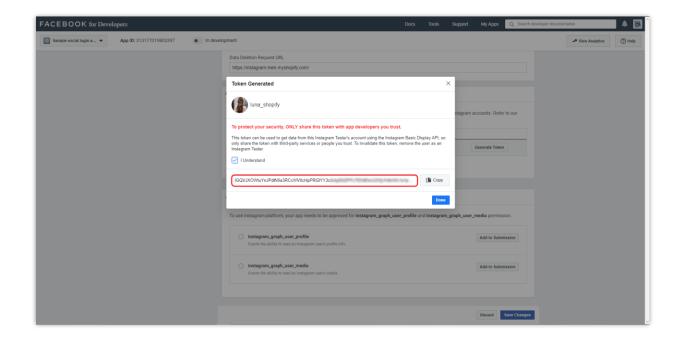
Navigate to **Instagram Basic Display > Basic Display** page and scroll down to **User Token Generator** section. Click on "**Generate Token**" button.



Log in with your Instagram account. Allow the app to access your Instagram account data.



Click on "I understand" checkbox then copy your Instagram Access Token.



Paste your Instagram Access Token on **Instagram Shopping Slider** module configuration page.

NOTE:

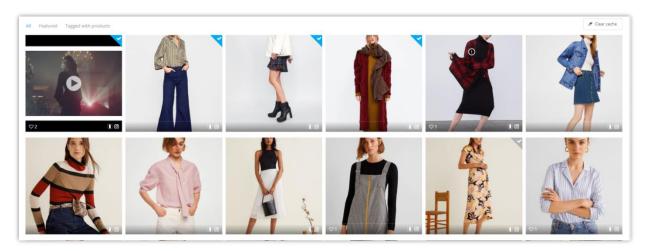
Long-lived tokens are valid for 60 days and our module will refresh your token automatically before they expiring. You will not have to manually regenerate your access token.

3. Photos and videos

After connecting your Instagram account with your PrestaShop store, we will move to "**Photos & videos**" tab. In this tab you can view and manage all your Instagram photos and videos. 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. On these photos you can see the black number marks.



Mark a photo/video as featured:

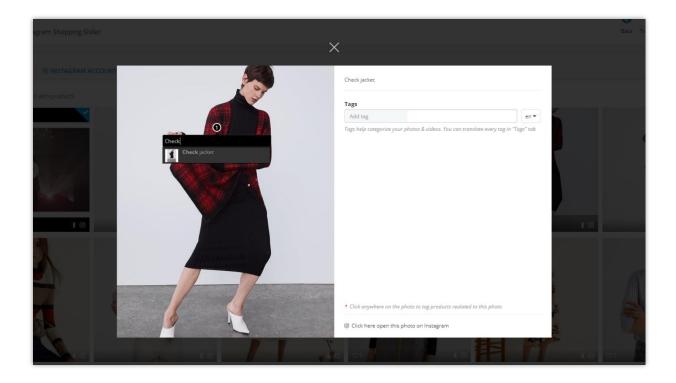
- ❖ Hover mouse pointer over the photo/video you want to mark.
- ❖ A grey rectangle mark will appear on the right top corner.
- Click the mark.



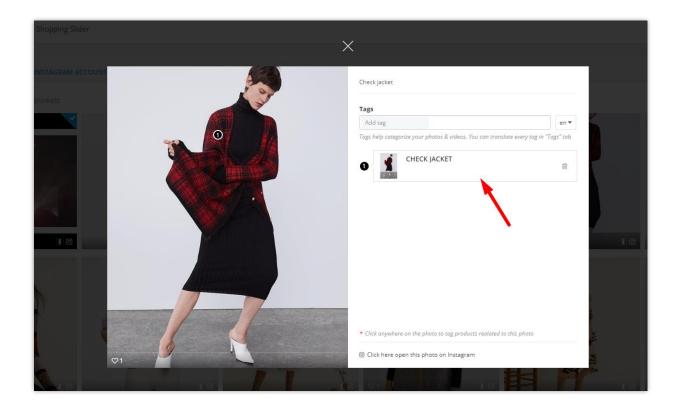
Tag products to a photo/video:

Click on a photo/video you want to tag products.

✓ Point to the position you want to tag 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.

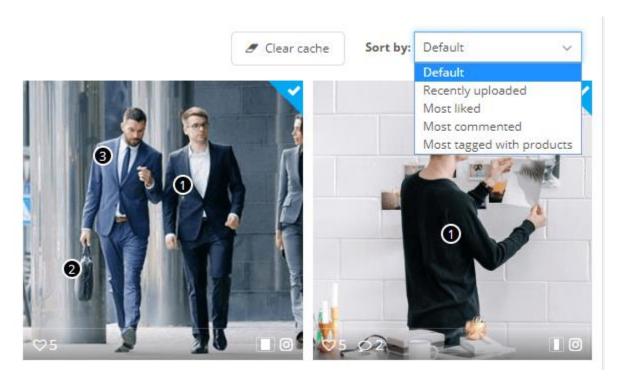


✓ Select the product you want to tag. It will be displayed on the right of your photo/video. You can tag as many products as you wish.



Sort photos/videos

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



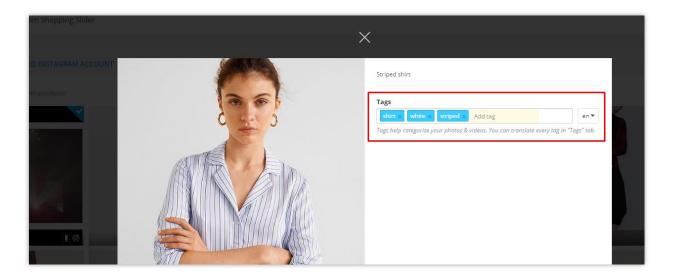
Clear cache

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

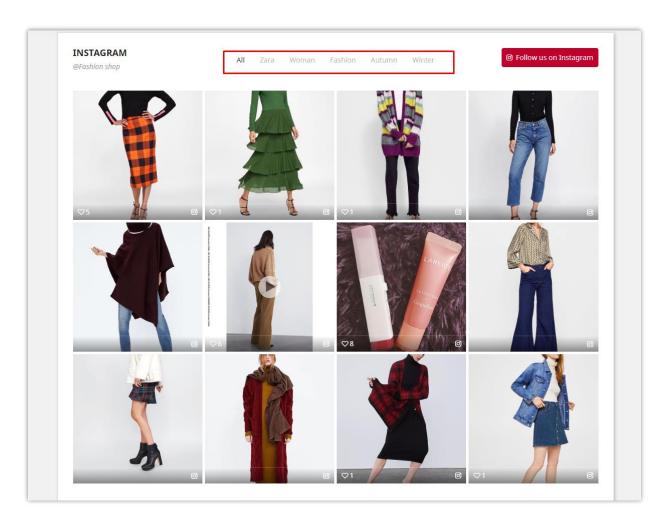
4. Tags

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.

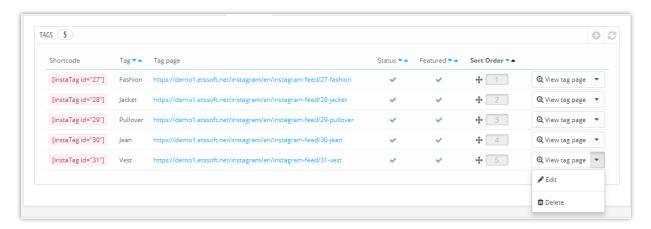
- ❖ To add a tag, just open any picture or video you want from **Photos and videos** tab.
- ❖ Enter the tags. Press "Enter" after every tag to add them to your photo or video.



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



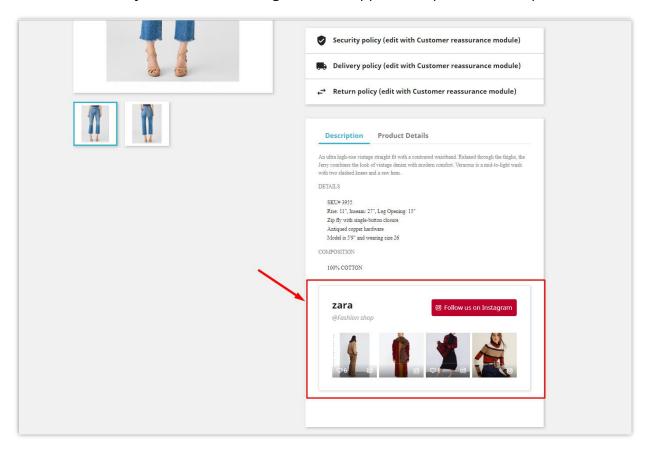
Instagram Shopping Slider will create shortcode for each photo tag and you can display photos and videos having a same tag on anywhere you want using this shortcode.



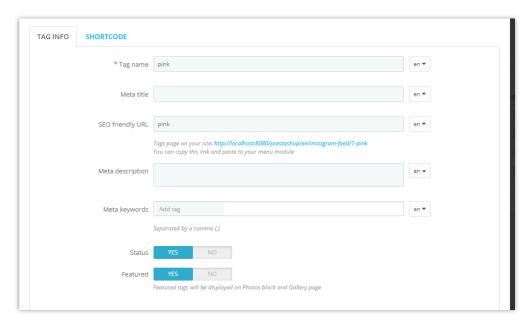
For example, you can insert tag shortcode into the **product description** like the screenshot below:



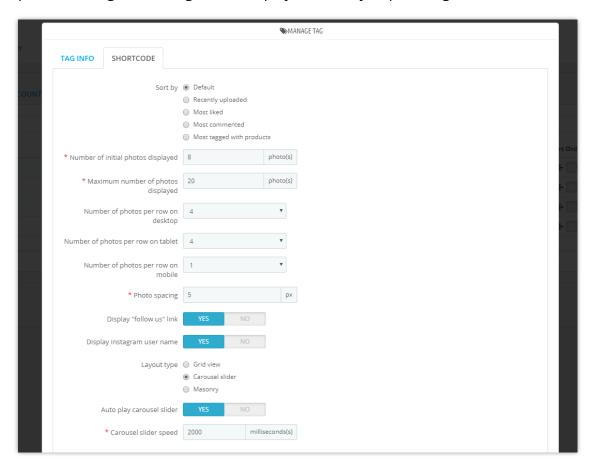
On the front end, you will see an Instagram block appears on product description area.



Our module also generates a separated 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.



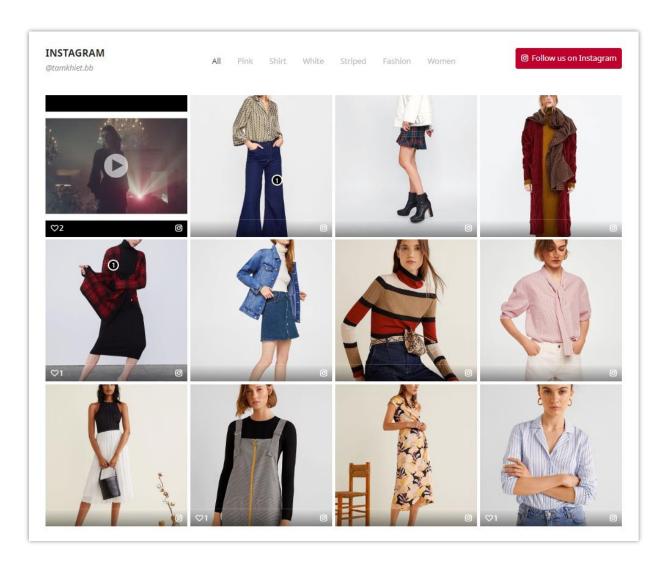
Our module also offers to you a detailed customize tool for tag shortcode. You can decide how photos having a same tag will be displayed where you place tag shortcode.



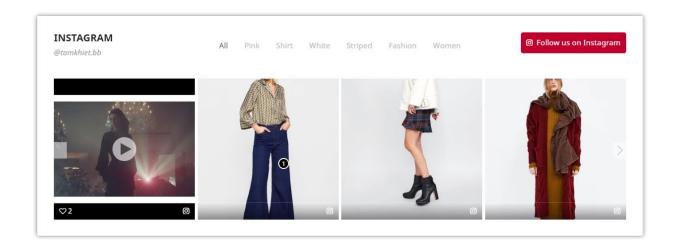
Layout type

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

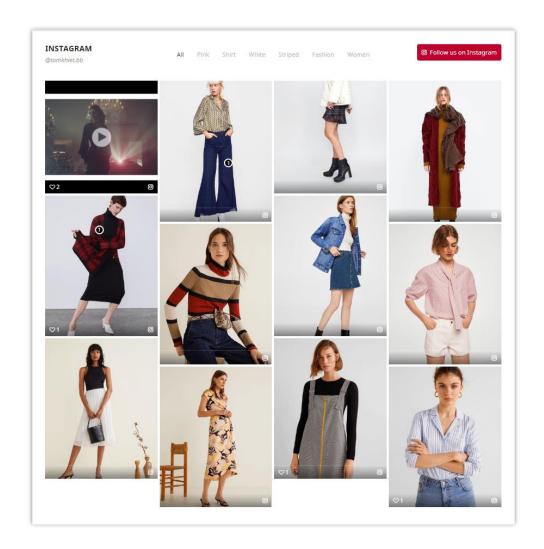
Grid view is the type of layout that displays items in a two-dimensional, scrollable grid.



Carousel slider is a highly customizable, stylish responsive slider.



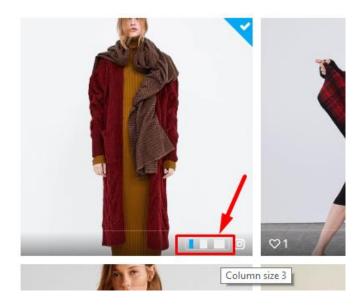
Masonry is a kind of grid layout. It works by placing photos in optimal position based on available vertical space, sort of like a mason fitting stones in a wall. If you select this layout to display your block, you can modify how many columns each photo/video will occupy in **"Photos and videos"** tab.



Change photo size in Masonry layout

When you set up **Tag page** or **Gallery page** in 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 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

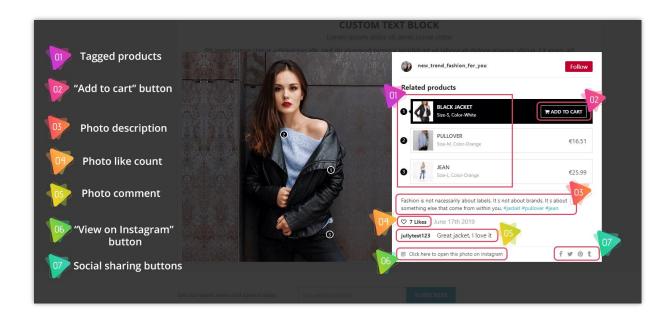
5.1. General

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



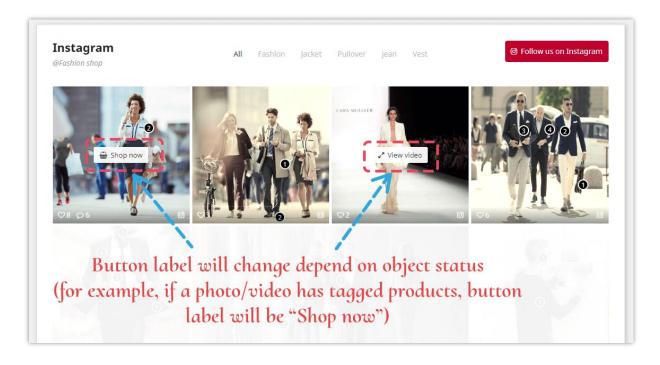
Popup photo slider

Your Instagram photo/video will be displayed on a beautiful popup slider with their detailed information and tagged products (if have). 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. Depend on the object status, 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.

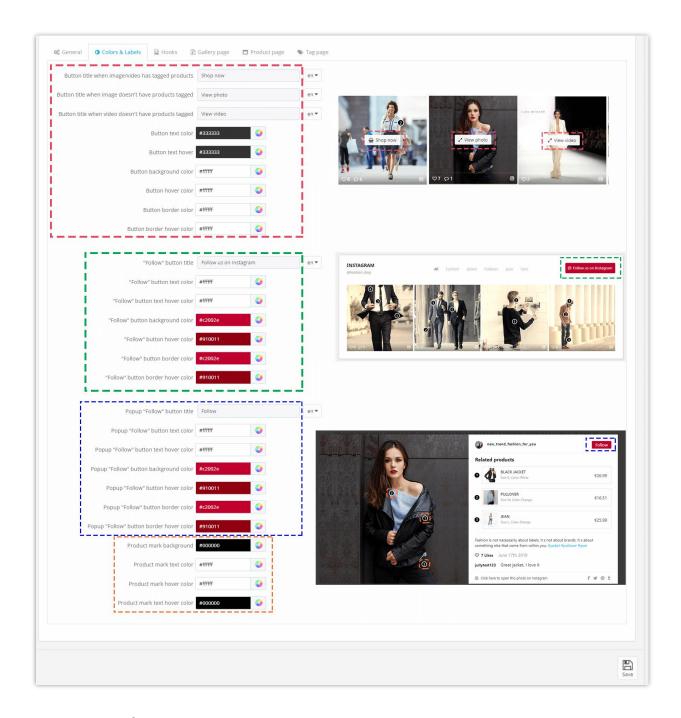
You can hide tagged products or modify product mark color in "Colors and labels" tab. Product marks also appear on photo thumbnails, but if you want to show clear pictures, feel free to disable this option.

Instagram cache

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

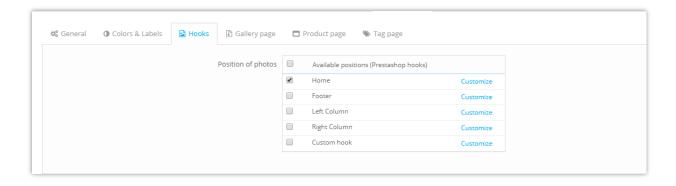
5.2. Colors & Labels

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.



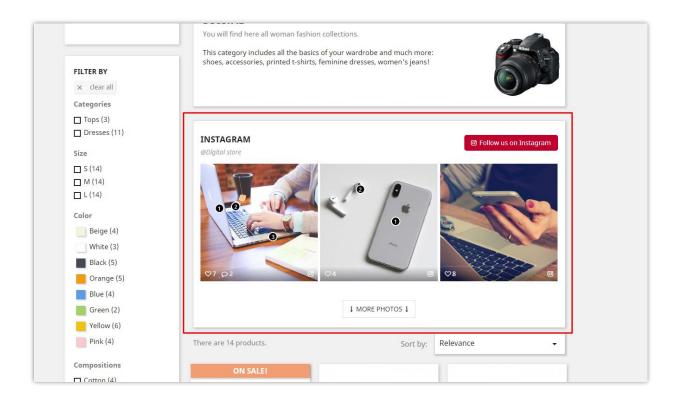
5.3. Hooks

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 on other places, you will have to add custom hook into template file (.tpl file).

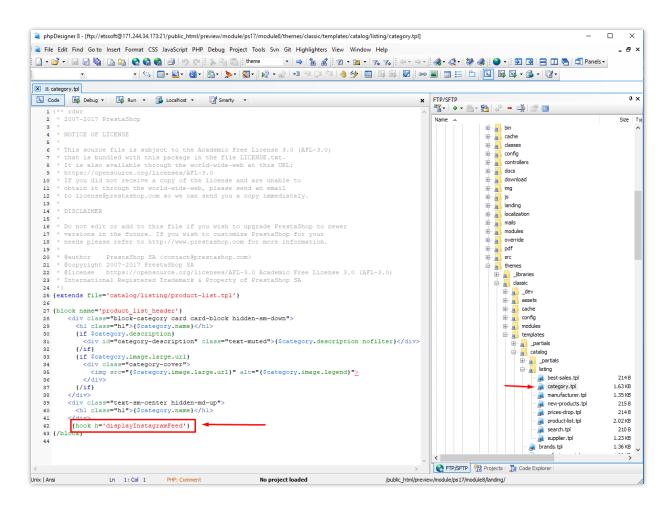
For example, in the picture below we show "Instagram Shopping Slider" on Category page, above the products area.



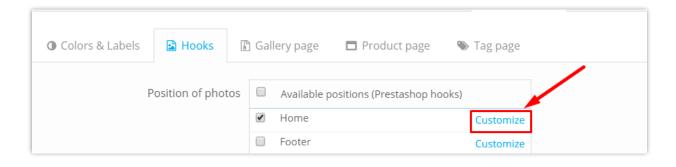
Back to the "Hooks" tab, select "Custom hook".

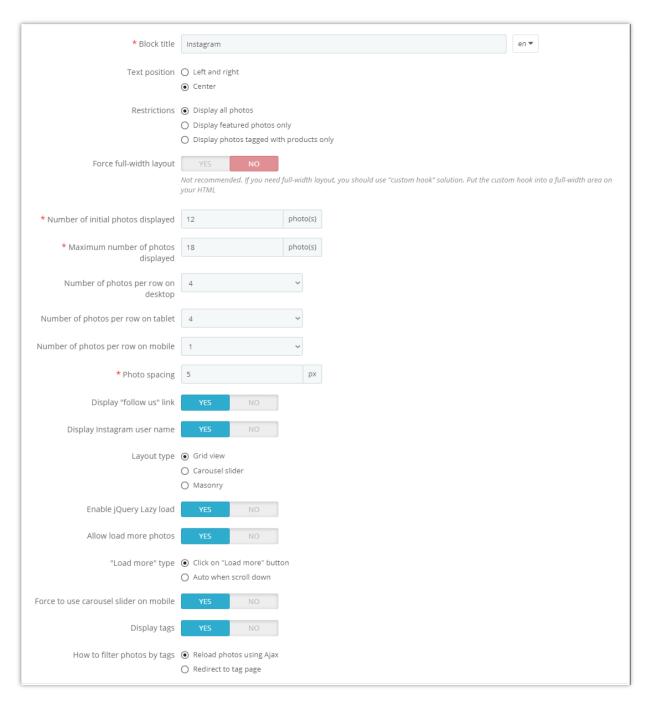


Copy the line {hook h='displayInstagramFeed'} and paste it into "category.tpl" file.



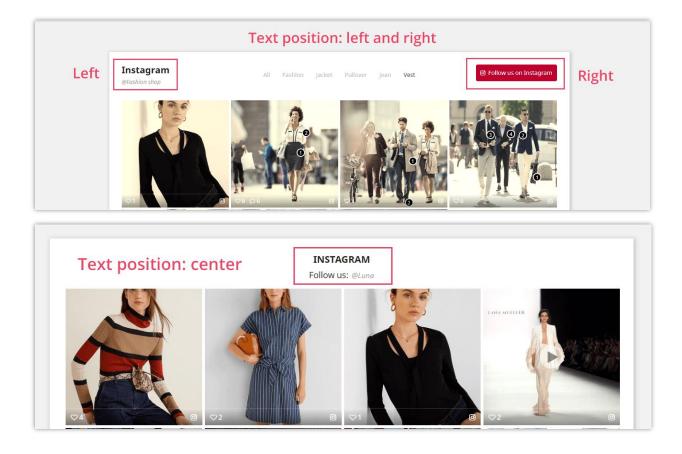
To manage how Instagram photos will be displayed on each position, please open the "Customize hook" popup by clicking at "Customize".





Text position

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



Force full – width layout

Force full-width layout

Not recommended. If you need full-width layout, you should use "custom hook" solution. Put the custom hook into a full-width area on your HTML

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

In the example below, you can compare the width of **"Featured posts"** with **"Instagram photo block"** in full – width mode.

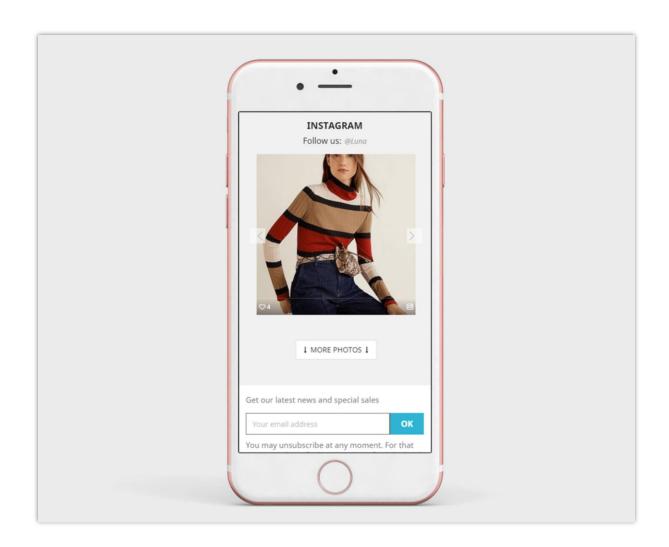


Quantity of photos

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.

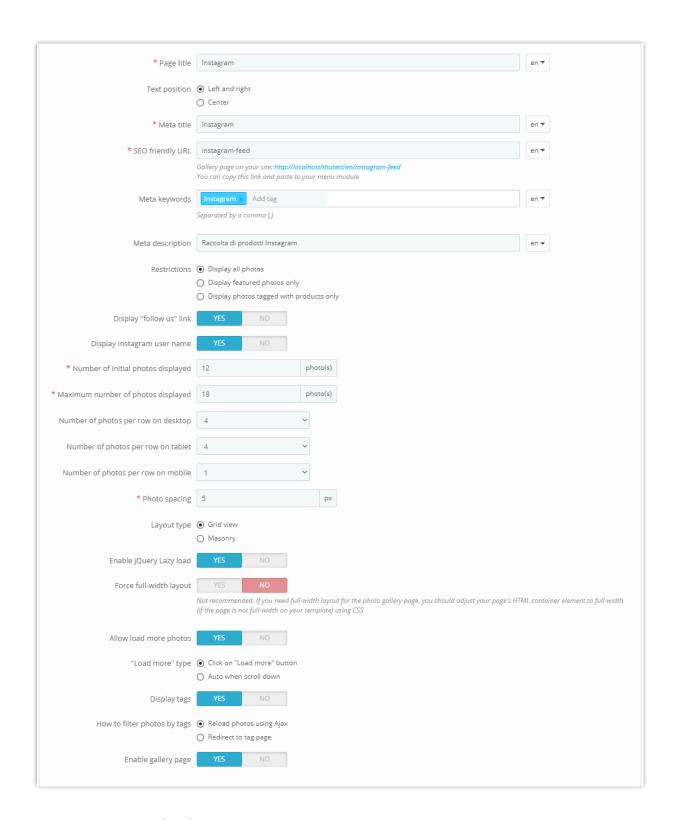


Enable/disable photo tags

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 Gallery page.

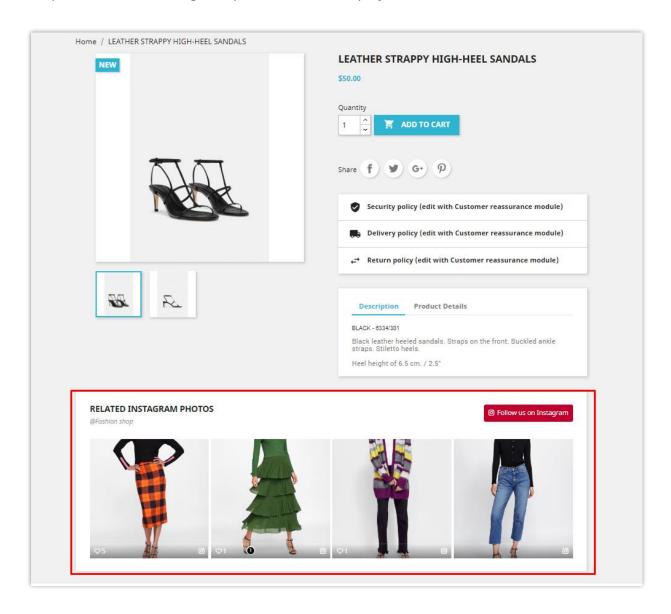


jQuery Lazy load

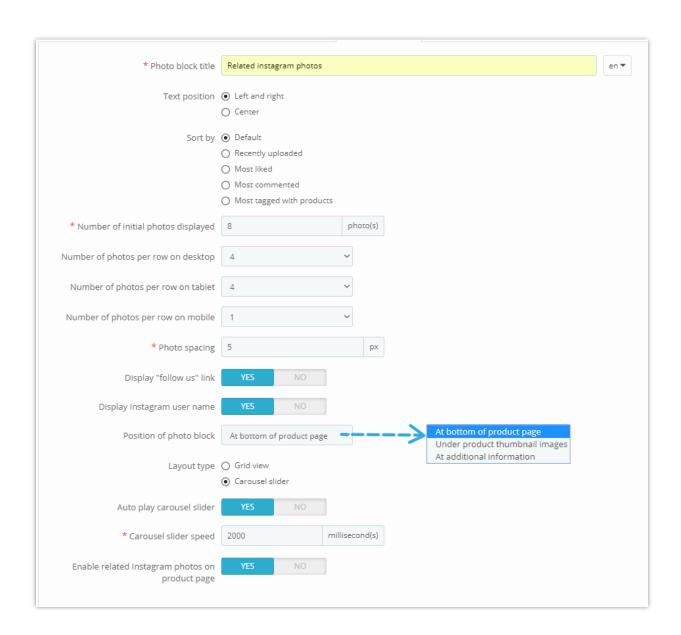
Lazy load is a fast, lightweight and flexible script. Enable it to speed up your web by loading images only as they enter viewable area.

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.



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



Auto play carousel slider

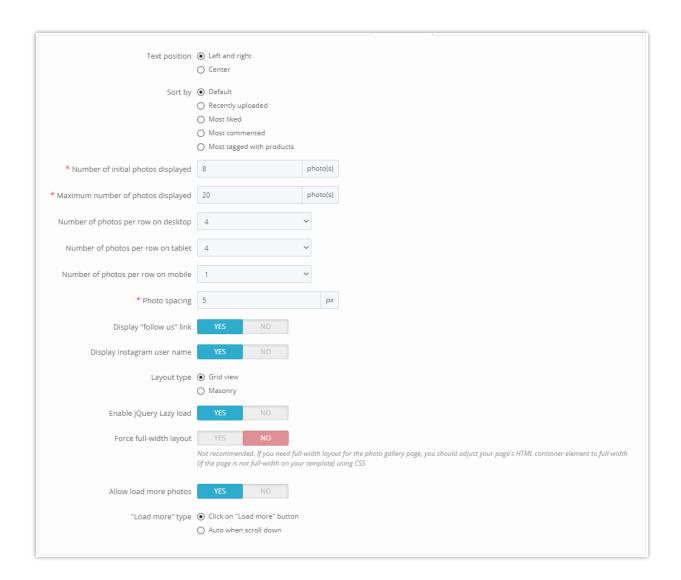
Make your Instagram photo slider livelier with auto play feature. You can adjust slider speed, by default we set it to 2000 milliseconds.

Enable related Instagram photos on product page

You can show or hide this photo block on product page by turn on/off this option.

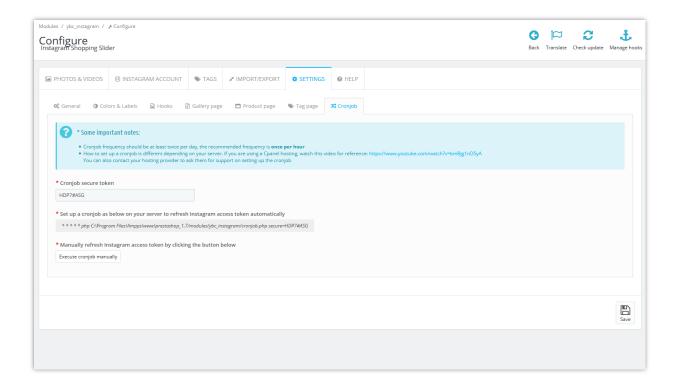
5.6. Tag page

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



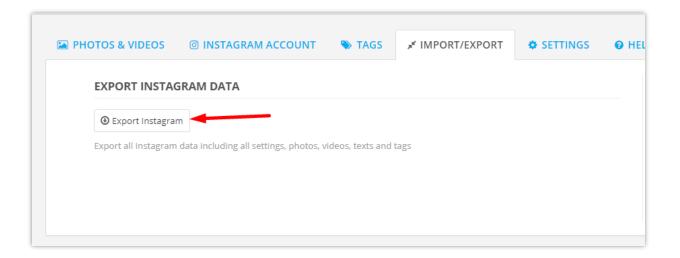
5.7. Cronjob

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.

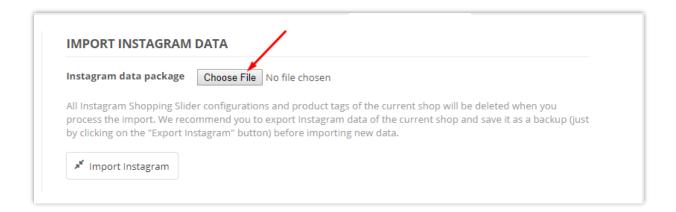


6. Import / Export

❖ 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. And done, your data will be compressed and automatically downloaded to your computer.



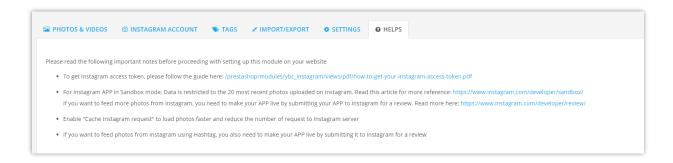
On the other hand, if you want to import the data to your store, firstly ensure it is compressed. Then select the "Import/Export" tab, click "Choose File" button.



- ❖ 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.