



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 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 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 **“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

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** received through Instagram API. 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 'Configure' page for the 'INS Shopping Slider' module. The page has a top navigation bar with 'Quick Access', 'Search', 'Debug mode', 'View my store', and a notification icon. Below the navigation bar, there are buttons for 'Back', 'Translate', and 'Manage hooks'. The main content area has a tabbed interface with 'PHOTOS & VIDEOS', 'INSTAGRAM ACCOUNT', 'TAGS', 'IMPORT/EXPORT', 'SETTINGS', and 'HELP'. The 'INSTAGRAM ACCOUNT' tab is active, showing the following fields:

- Client ID: 177
- Client secret: 4bc1
- Access token: EAAZALK7o3o
- Check access token button
- Refresh access token button
- How to get Client ID, Client secret and Instagram access token link
- Instagram display name: Fashion shop
- Instagram profile url: https://instagram.com/luna_shopify/

A 'Save' button is located at the bottom right of the form.

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.

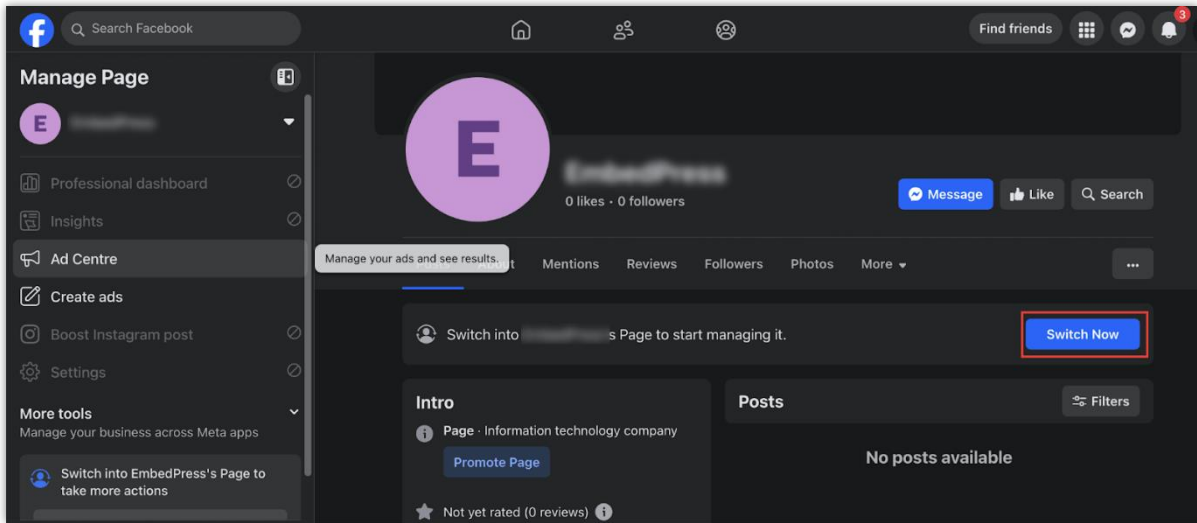
2. Get your Instagram Access Token

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.

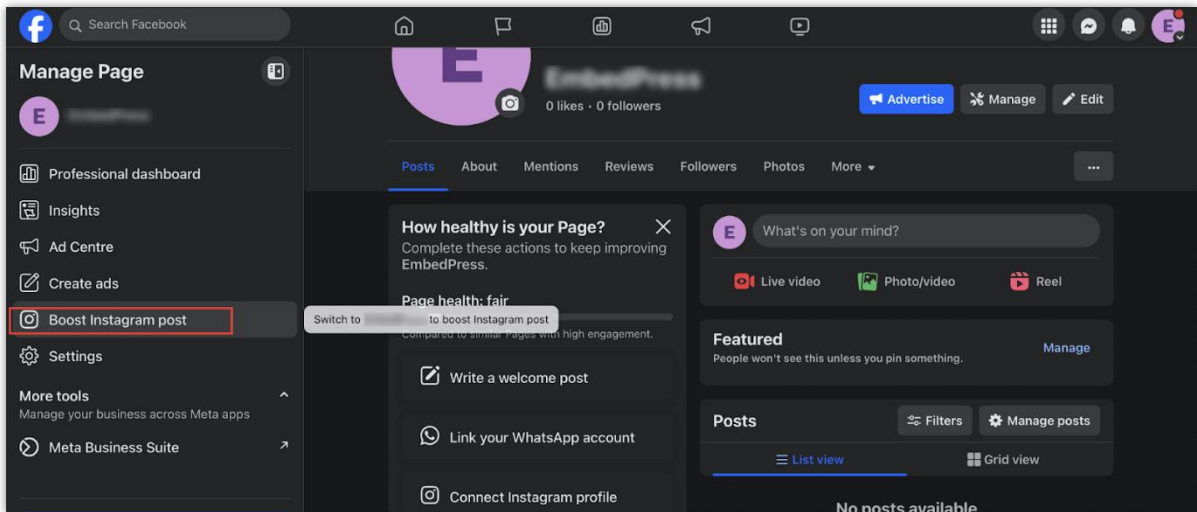
*****Note:** *Ensure you have a business Instagram account linked to a Facebook page. If you're using a personal Instagram account, you'll need to convert it to a business account.*

STEP 1: Connect Your Instagram Account to Your Facebook Page

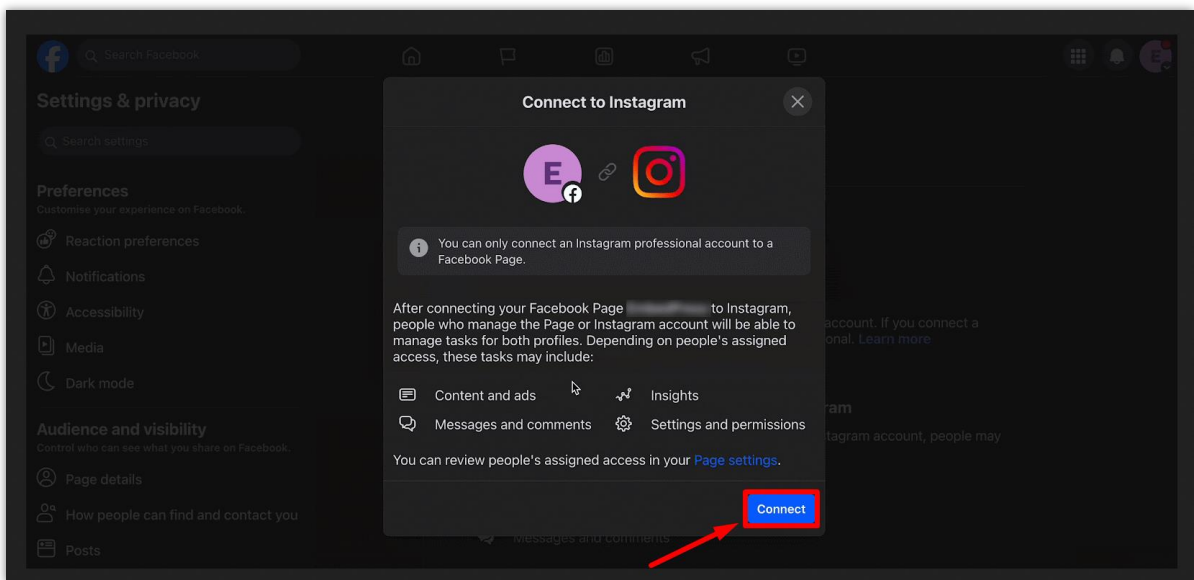
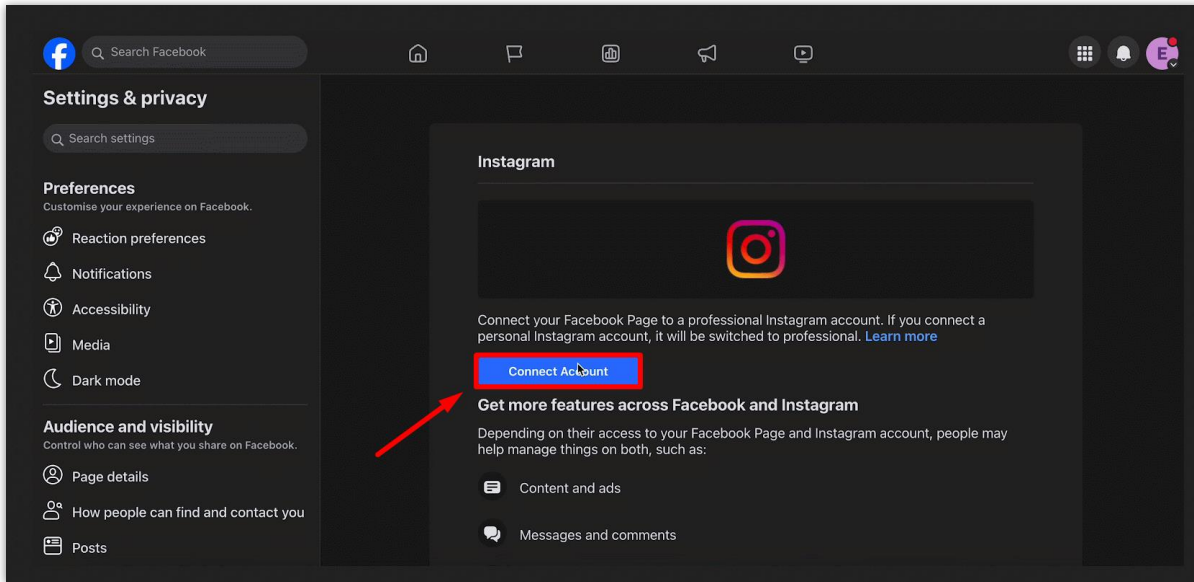
Log in to your Facebook account and navigate to the page you want to link with your Instagram account. Click the **“Switch Now”** button to switch to that page.

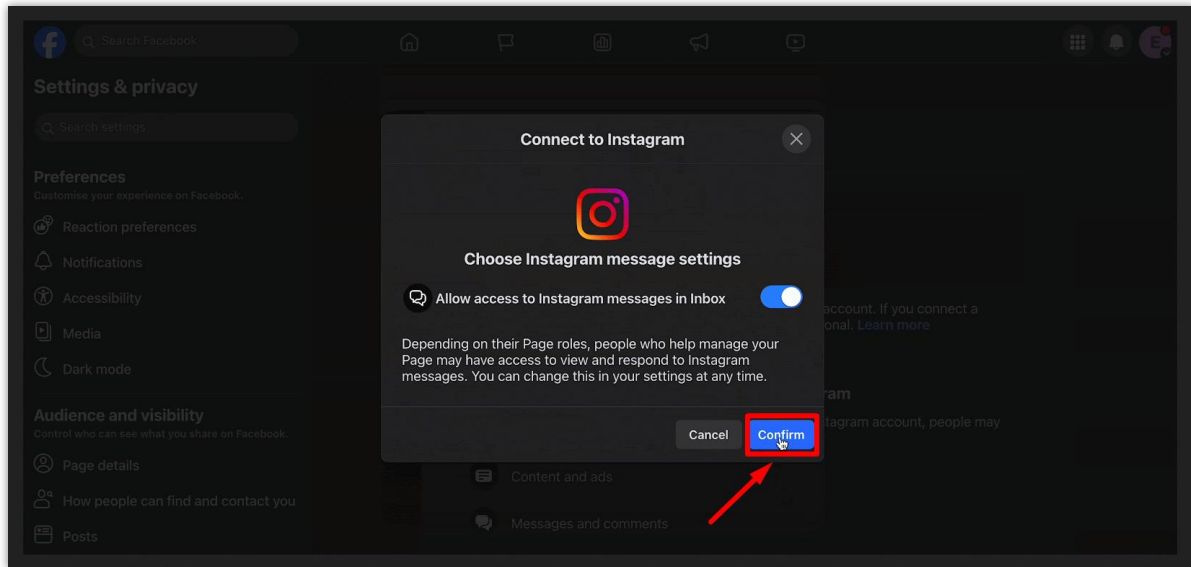


On the left-hand sidebar, look for the option **“Boost Instagram post”**. Click it to proceed.

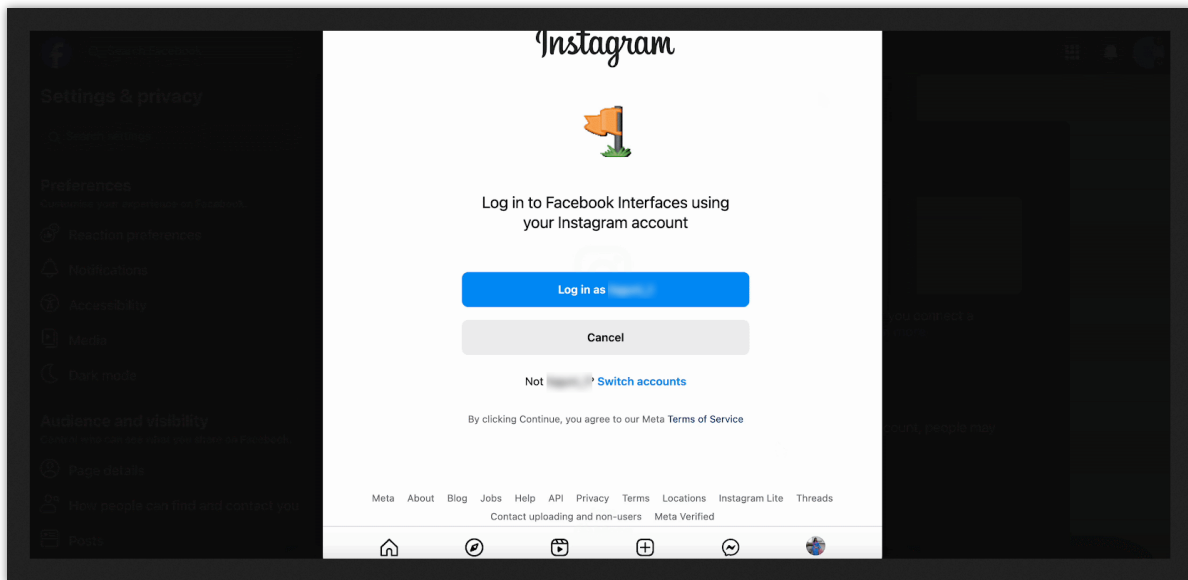


You'll find a **“Connect account”** button on the next page. Click it, and a series of permission requests will appear. Confirm each by clicking **“Connect”** and **“Confirm”**.

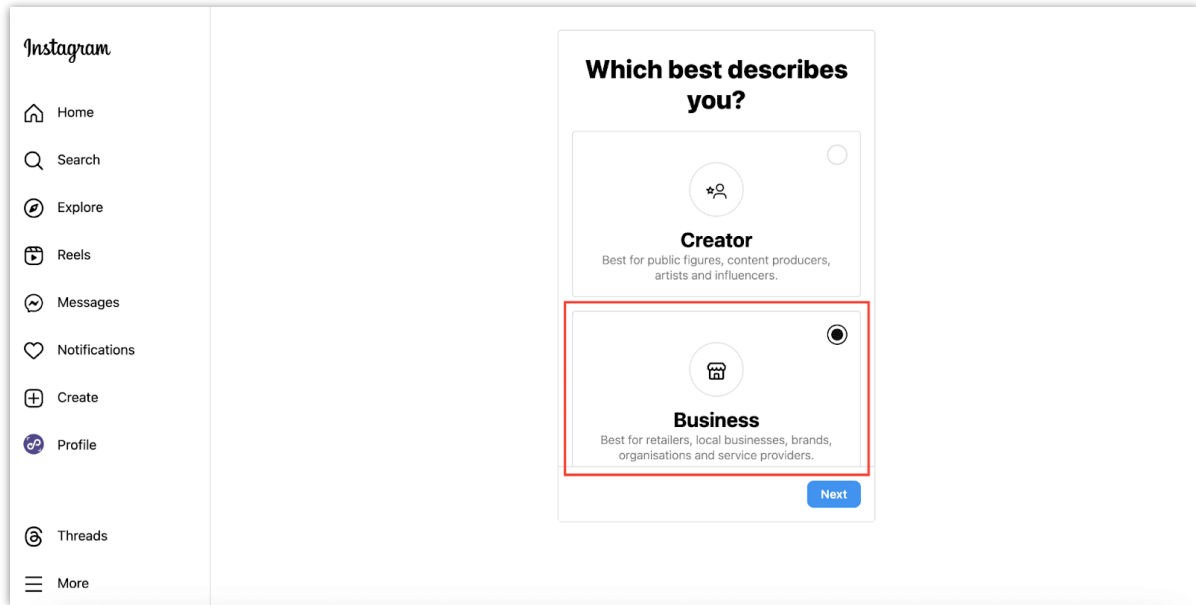




A new window will appear asking for your Instagram login details. Enter your credentials and log in.

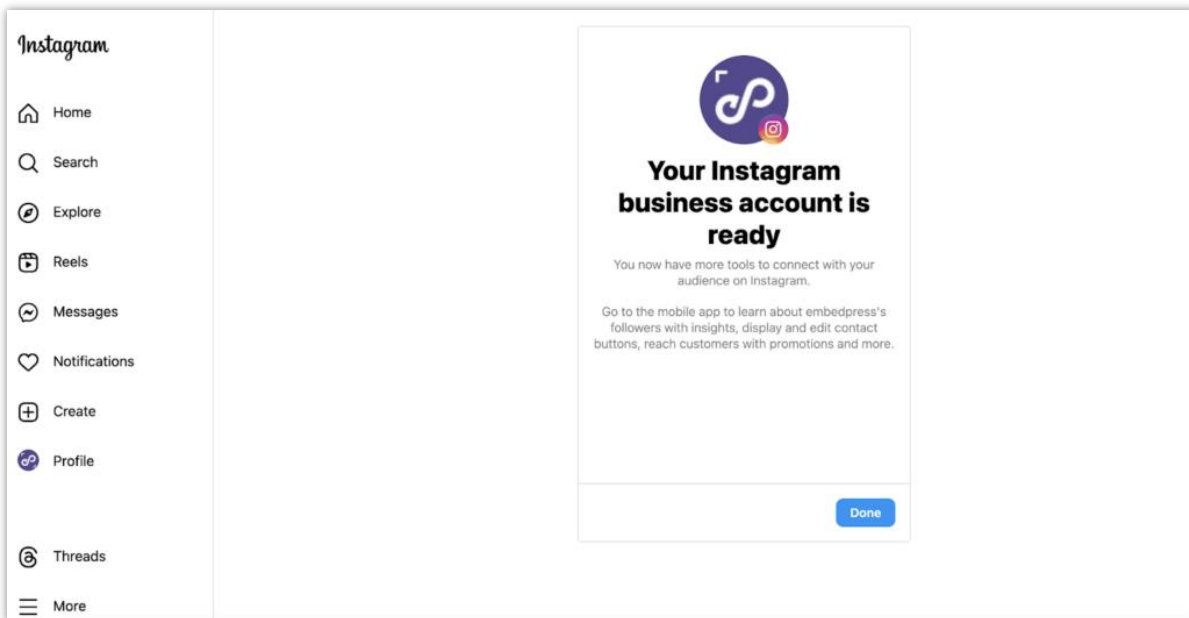


After logging in, you'll be asked to choose between a "Creator" or "Business" account. Select the "**Business**" option, then click "**Next**".



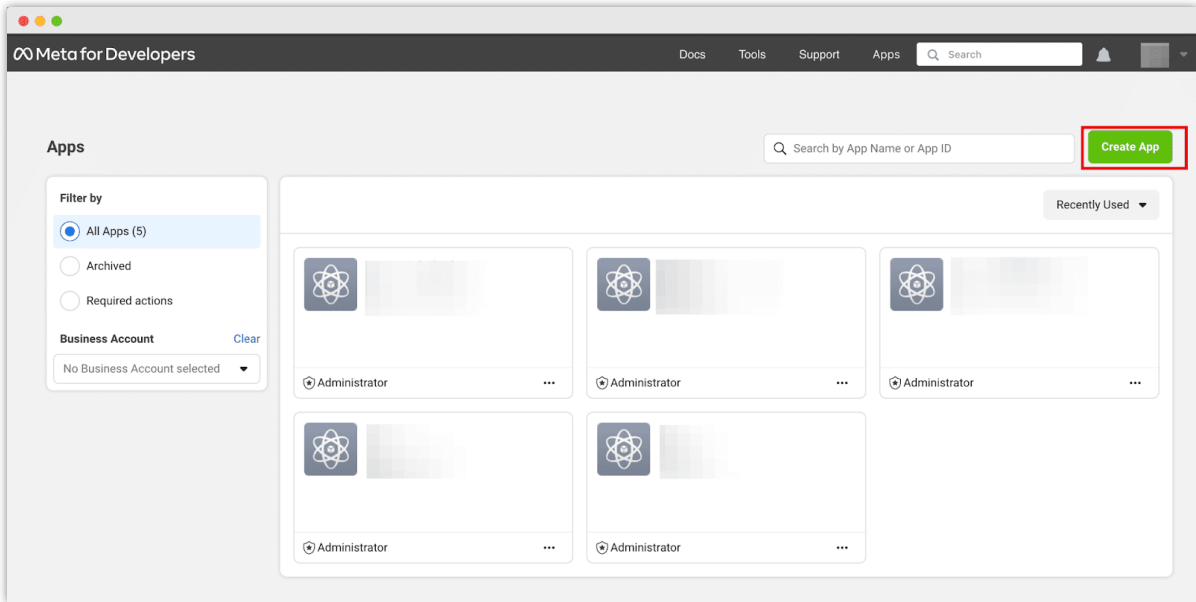
Instagram will prompt you with several permission requests. Continue clicking “**Next**” until you reach a page where you can enter your business profile details.

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

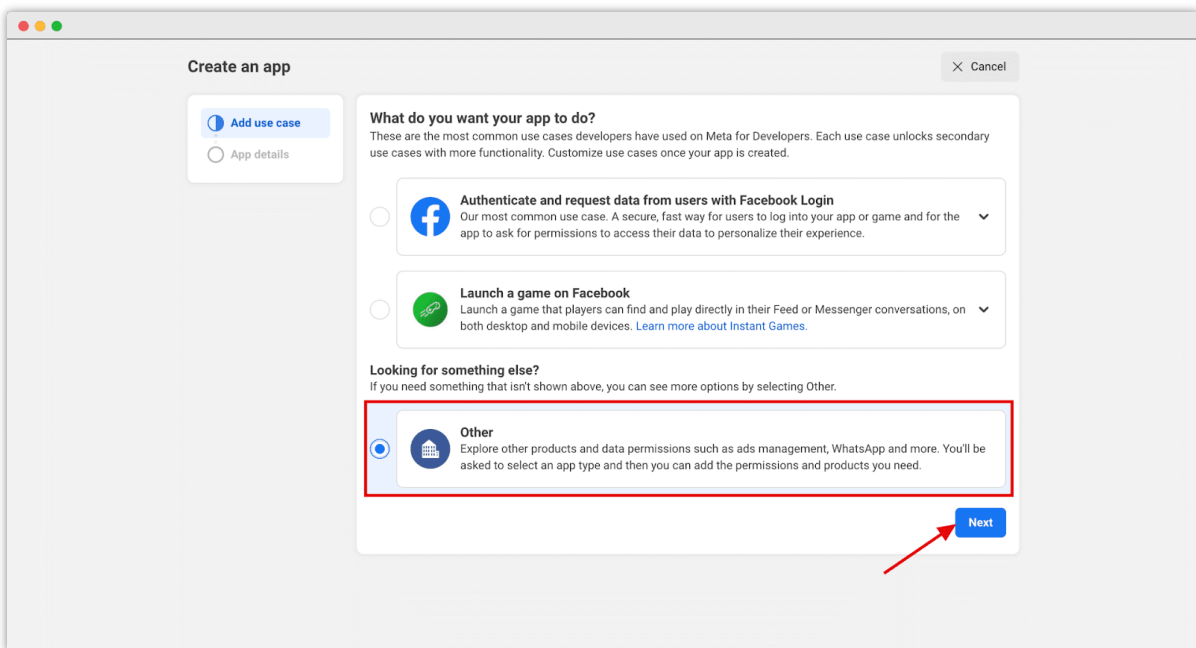


STEP 2: Create An App For Business On Facebook For Developers

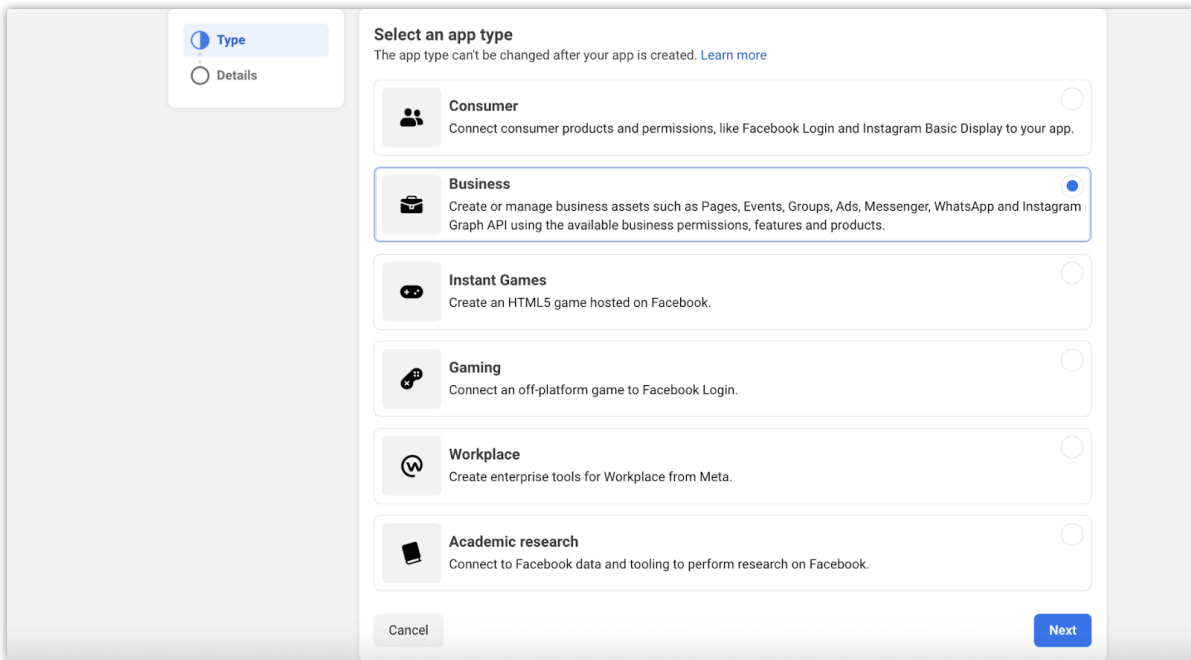
To get the access token from Instagram, you'll need to create an app on [Facebook Developers](#). Log in to your Facebook account, then go to your Facebook Developers Account. Select **"Apps"** in the menu and click the **"Create App"** button.



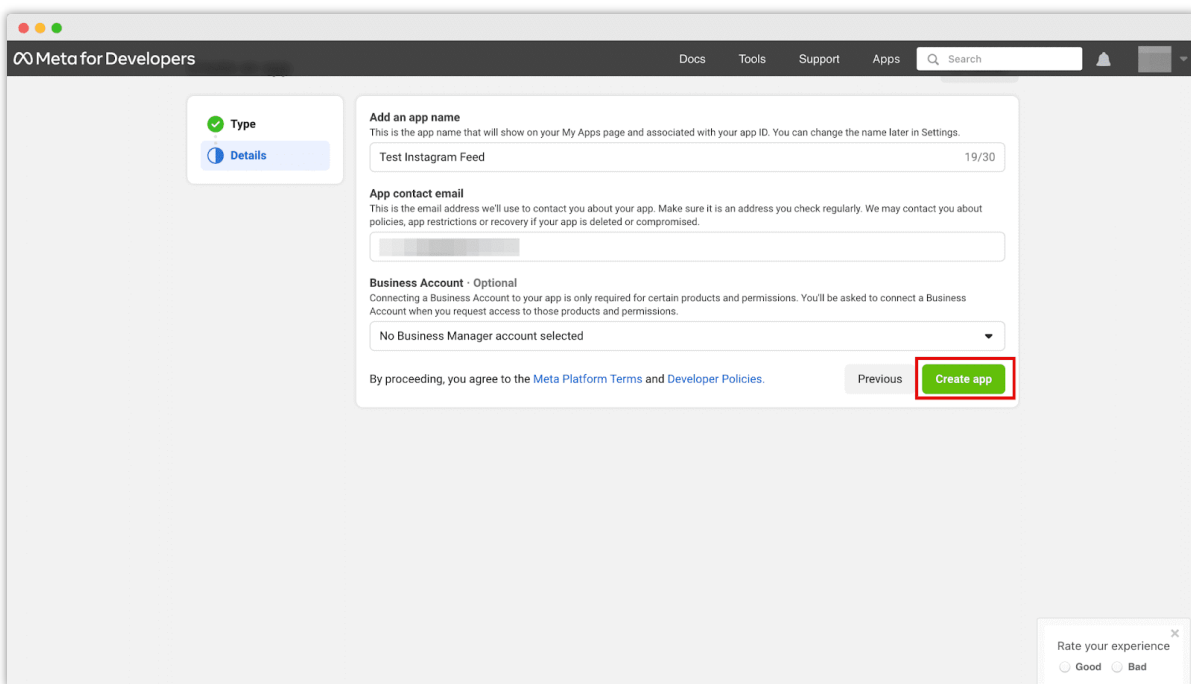
A popup will appear asking you to specify what your app will do. Choose the **"Other"** option, then click **"Next"**.



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

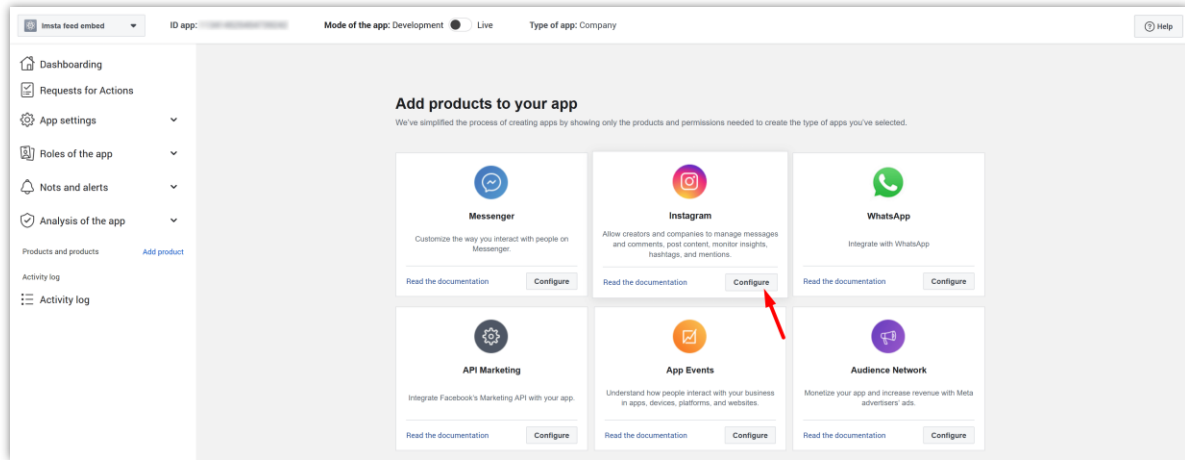


Fill in the required fields: **“Display name”**, **“App contact email”**, and **“Business Account”**. Then, click **“Create app”**.



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

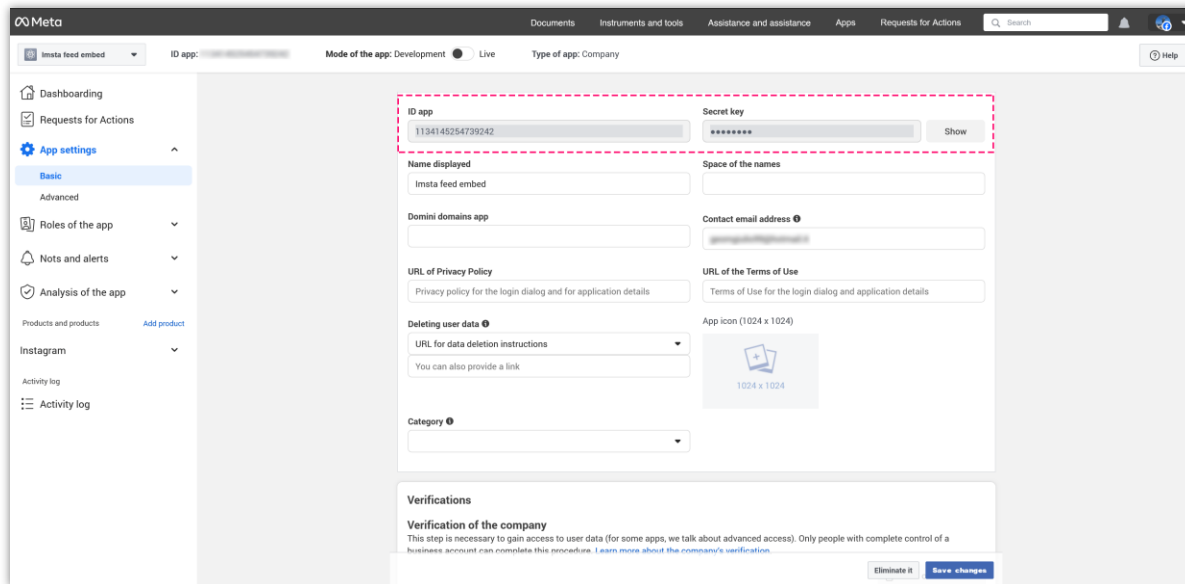
After successfully creating your app, you'll be taken to a configuration page. Click **“Set up/Configure”** under the **“Instagram API”** section.



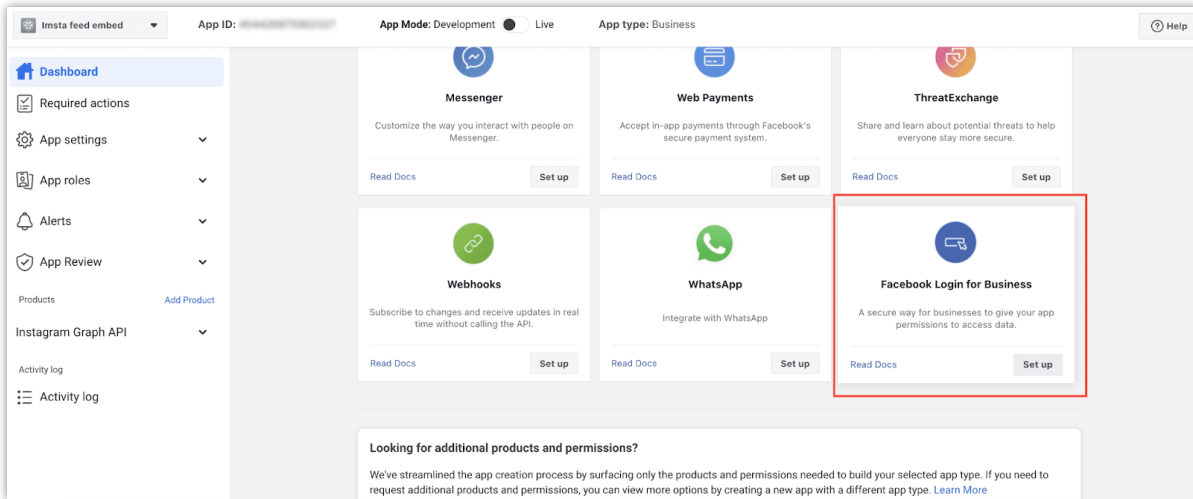
Note that these API permissions are for Instagram business accounts, not personal profiles.

For more information, check Instagram's documentation on business profiles [here](#).

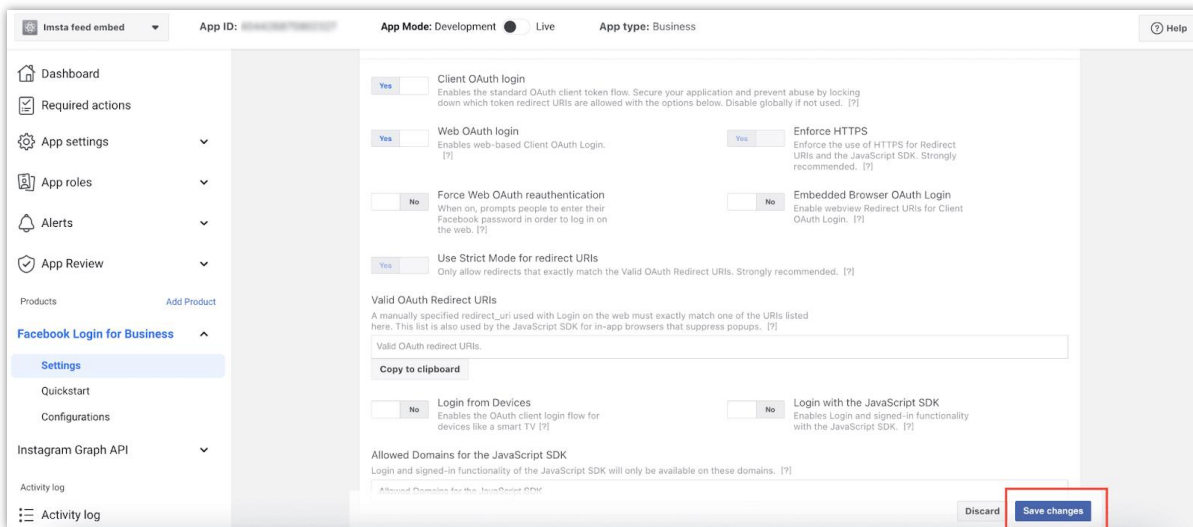
Copy the **App ID** and **App secret** and paste them into the configuration page of the **“INS Shopping Slider”** module as **Client ID** and **Client secret**:



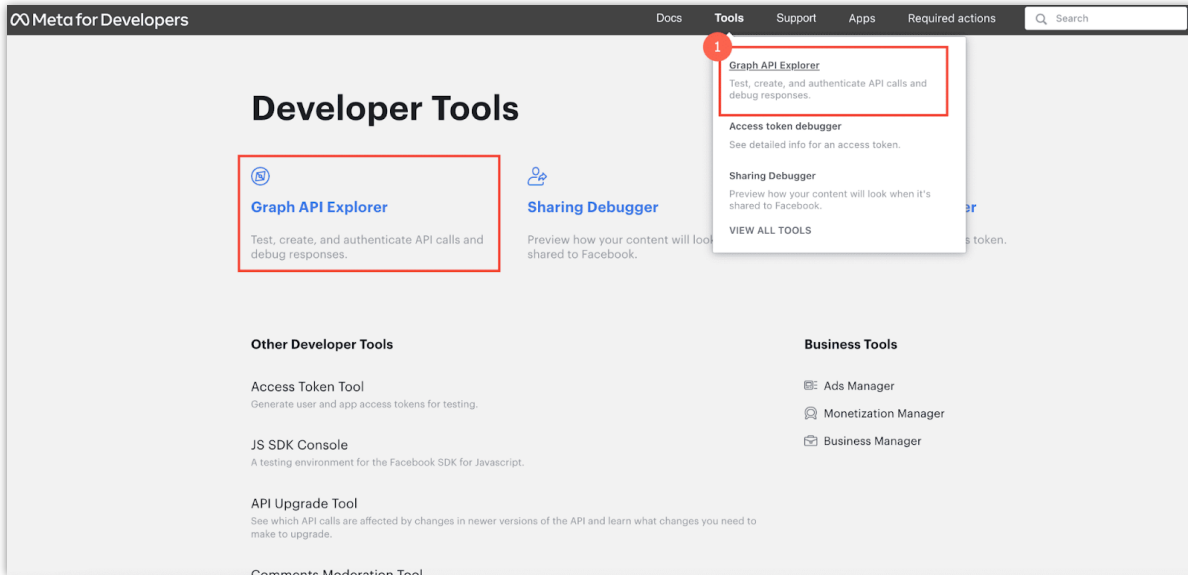
Next, go to the **Dashboard** (in the left sidebar) and scroll down to find the option **“Add products to your app”**. Find **“Facebook Login for Business”** app and click **“Set up/Configure”**.



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/>.

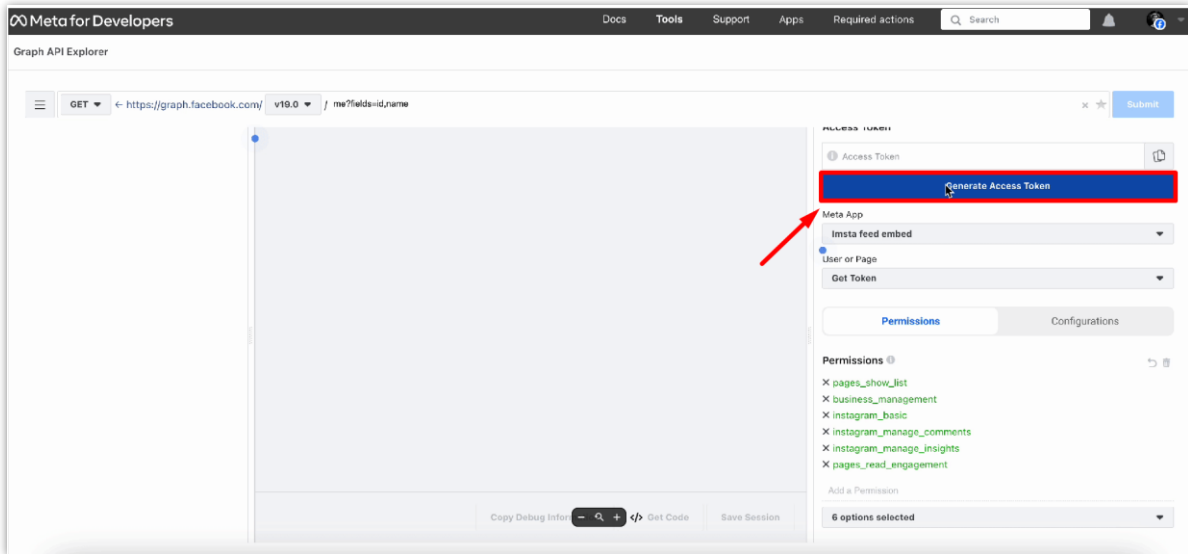


Choose the app you created from the **“Meta App”** field, and under the **“Permission”** section, grant the following permissions:

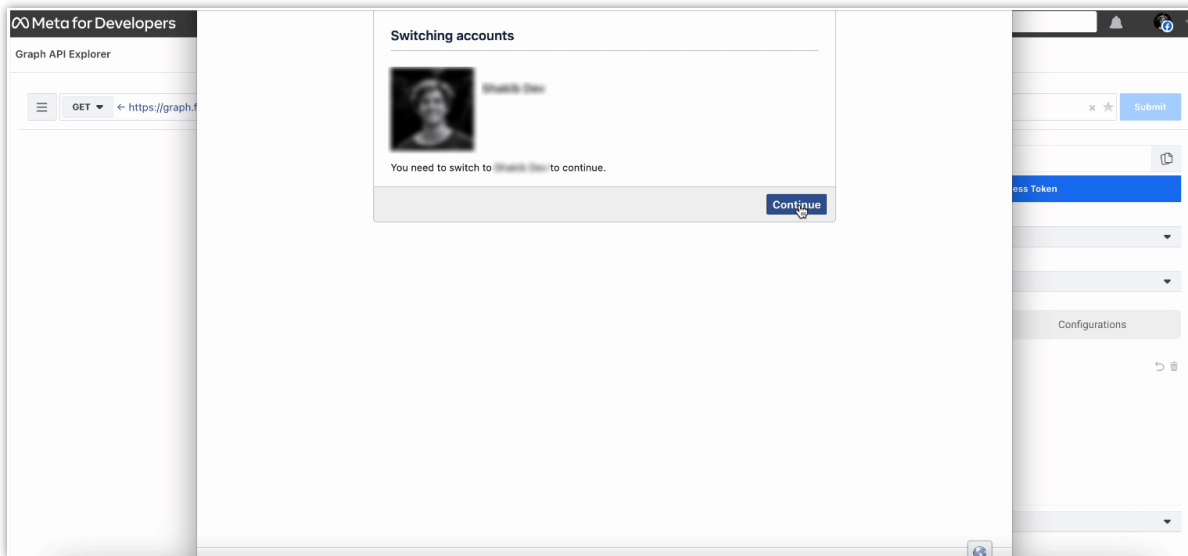
- pages_show_list
- business_management
- instagram_basic
- Instagram_content_publish
- instagram_manage_comments
- instagram_manage_insights
- pages_read_engagement
- pages_read_user_content
- pages_manage_posts
- publish_profile

STEP 4: Generate the Instagram Access Token

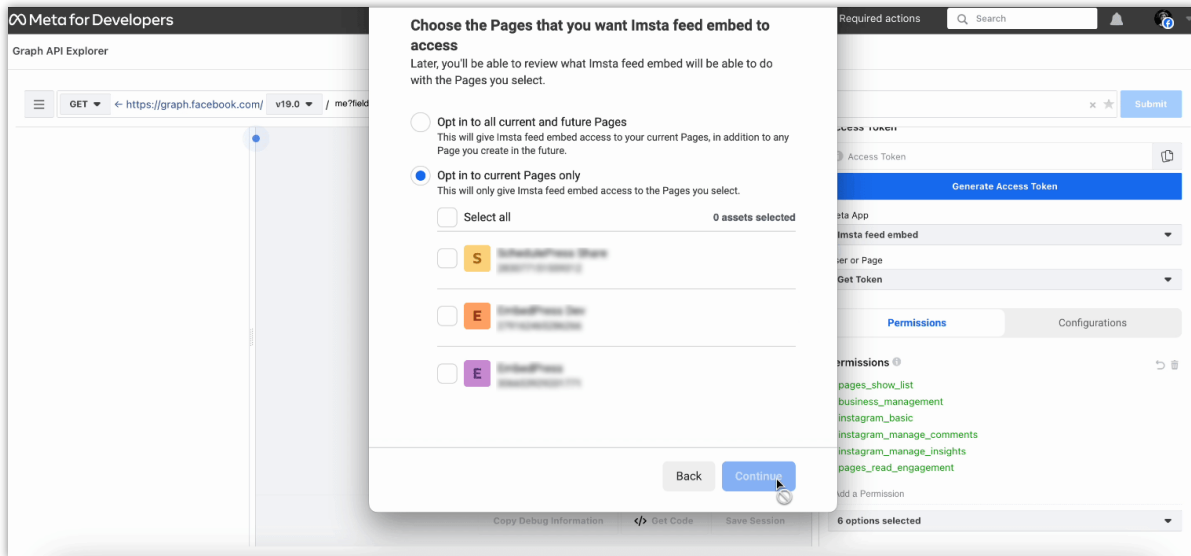
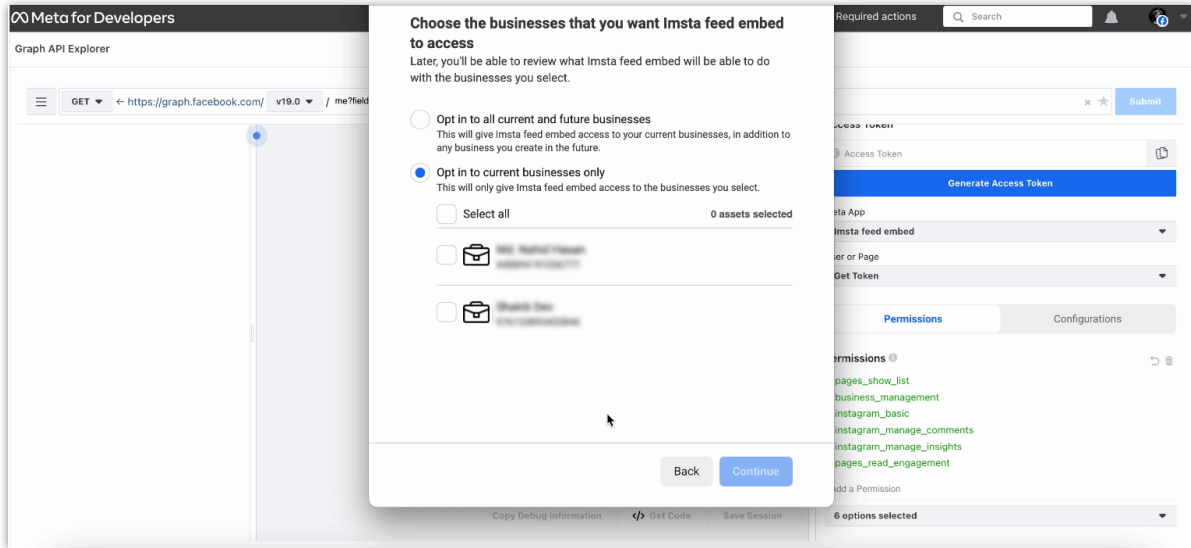
Click the **“Generate Access Token”** button.

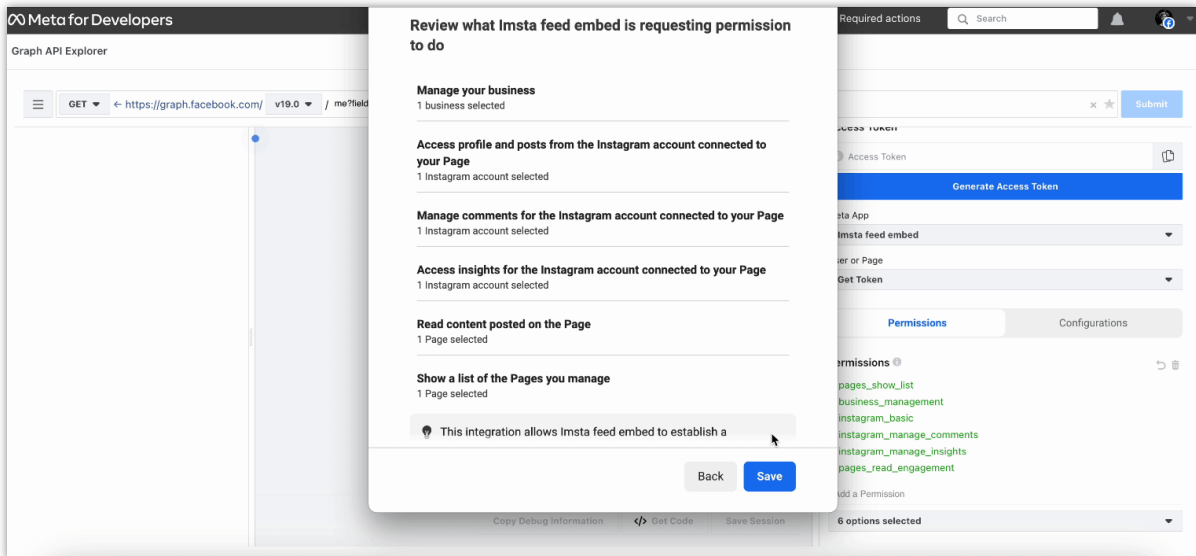
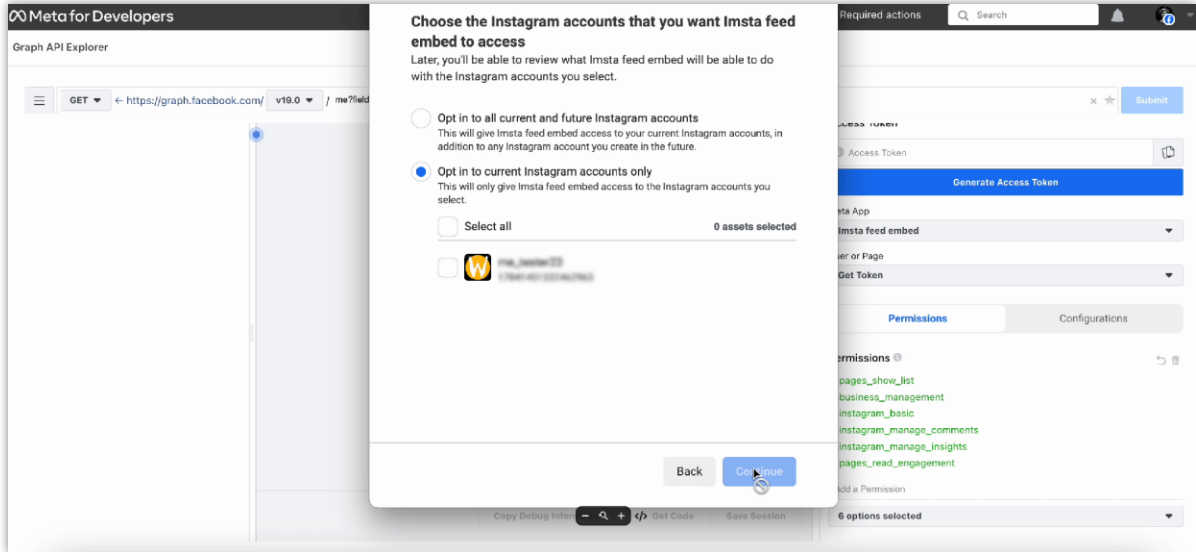


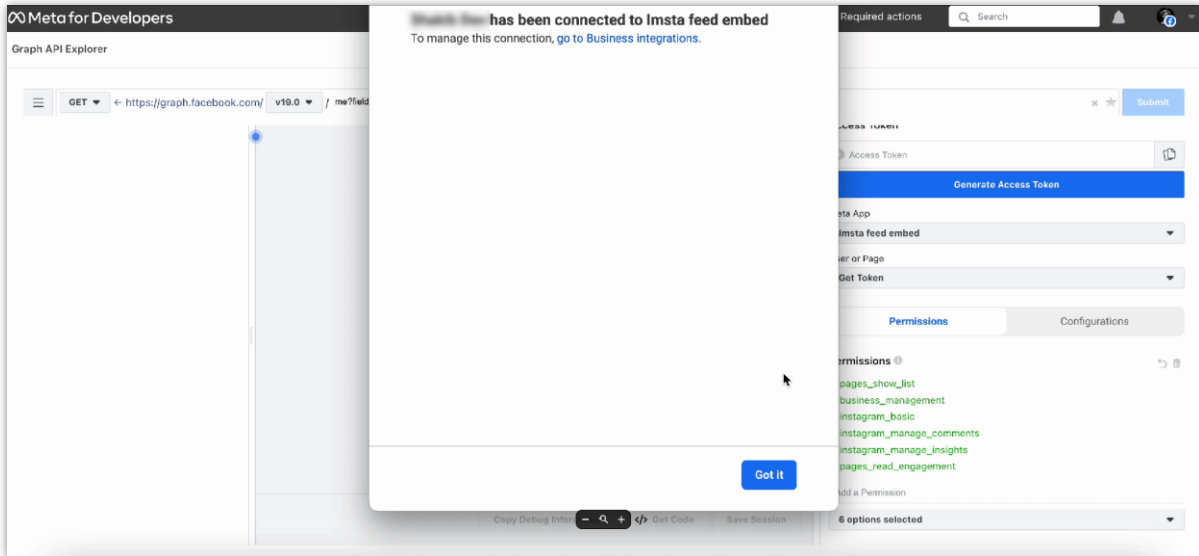
A popup will appear where you'll need to follow the instructions. Switch the Facebook account and click on the **“Continue”** button.



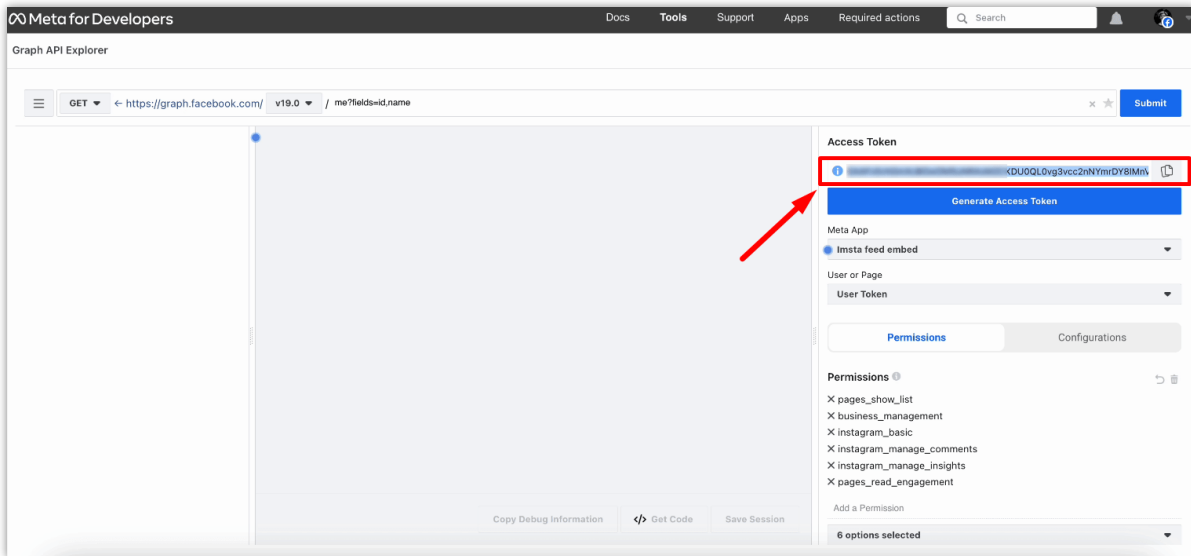
Then, select your Facebook business account, app name, and Instagram account, clicking on the blue buttons to proceed.



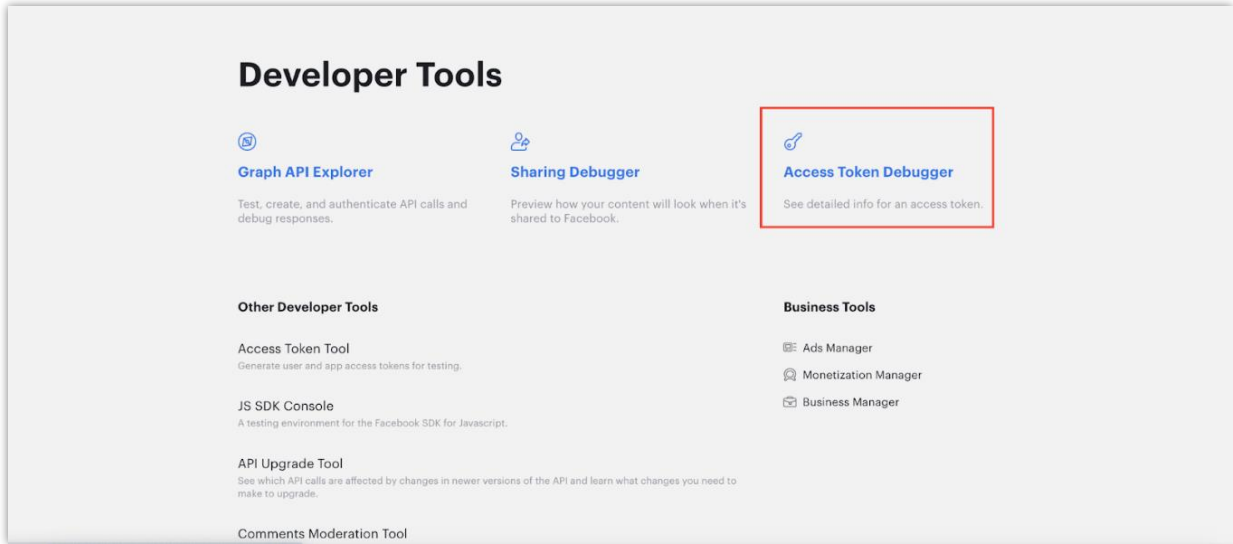




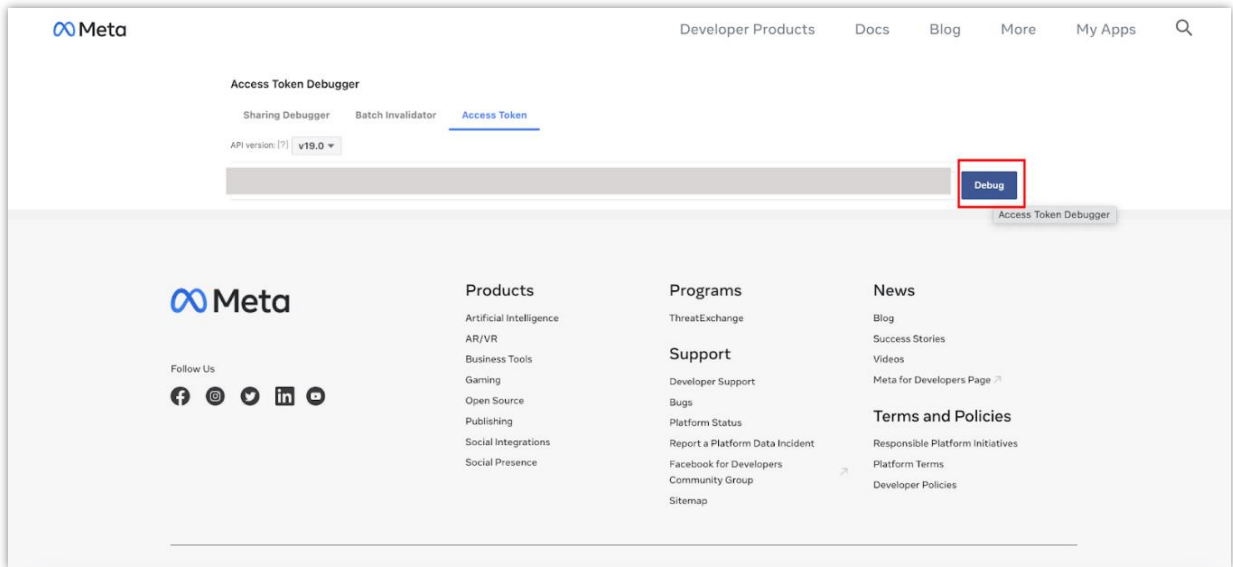
Once your Instagram access token is generated, copy it.



From the menu bar on developers.facebook.com, go to **Tools** → **Access Token Debugger**, or directly visit <https://developers.facebook.com/tools/debug/accesstoken/>.



Paste your access token and click on **“Debug”** button to debug it, like the below screenshot.



Then, at the bottom, click the **“Extend Access Token”** button to obtain the long-lived access token.

The screenshot shows the Meta Access Token Debugger interface. At the top, there are navigation links: "Meta", "Build with us", "Docs", "Blog", "Resources", and "Developer centers". On the right, there is a "My Apps" link and a search icon. Below the navigation, the page title is "Access Token Debugger". There are three tabs: "Sharing Debugger", "Batch Invalidator", and "Access Token". The "Access Token" tab is selected. Below the tabs, there is a text input field containing a long alphanumeric string (the access token) and a "Debug" button. The main content area is divided into two sections: "Access Token Info" and "Granular Scopes".

Access Token Info

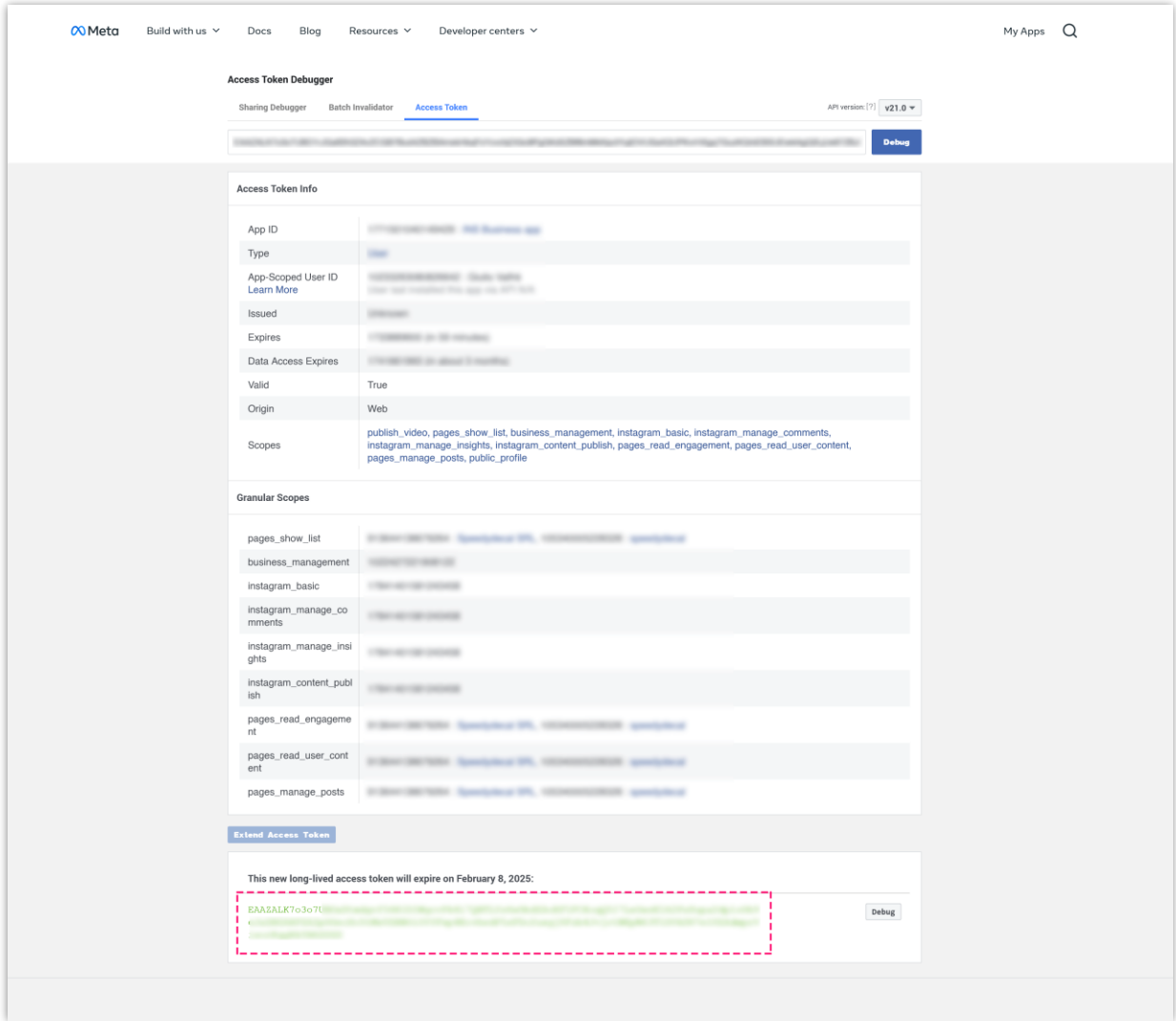
App ID	INS Business app
Type	User
App-Scoped User ID	User last installed this app via API N/A
Issued	Unknown
Expires	Unknown
Data Access Expires	Unknown
Valid	True
Origin	Unknown
Scopes	publish_video, pages_show_list, business_management, instagram_basic, instagram_manage_comments, instagram_manage_insights, instagram_content_publish, pages_read_engagement, pages_read_user_content, pages_manage_posts, public_profile

Granular Scopes

pages_show_list	INS Business app
business_management	INS Business app
instagram_basic	INS Business app
instagram_manage_comments	INS Business app
instagram_manage_insights	INS Business app
instagram_content_publish	INS Business app
pages_read_engagement	INS Business app
pages_read_user_content	INS Business app
pages_manage_posts	INS Business app

At the bottom of the "Access Token Info" section, there is a button labeled "Extend Access Token".

Copy the long-lived access token and paste it into the configuration page of “INS Shopping Slider” module.



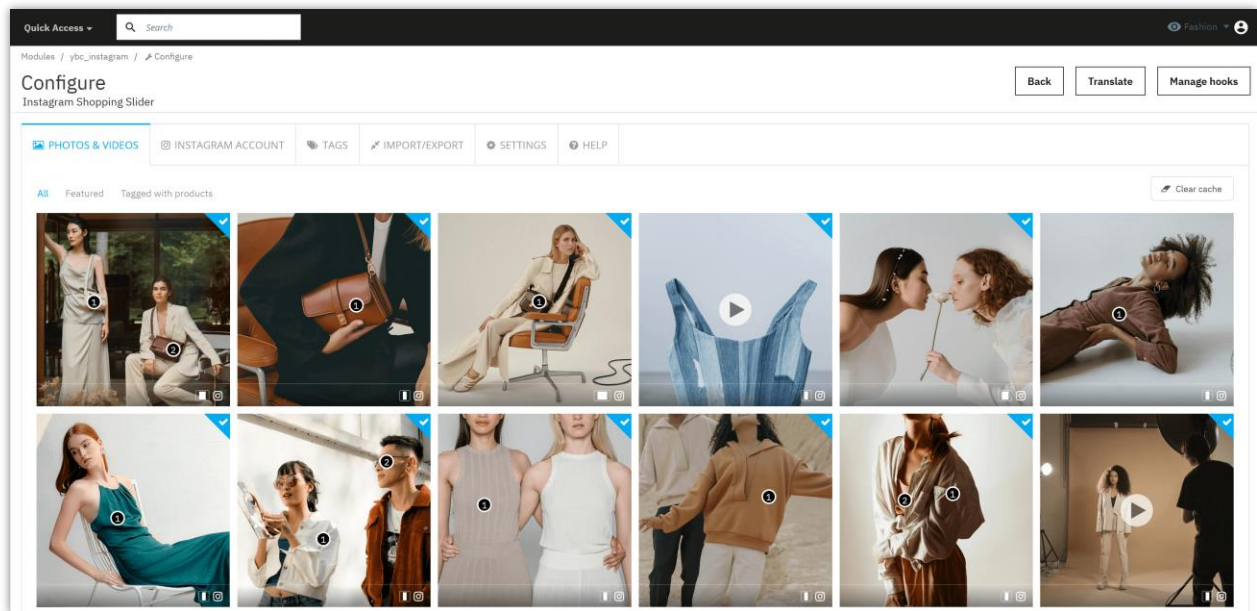
NOTE:

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

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.



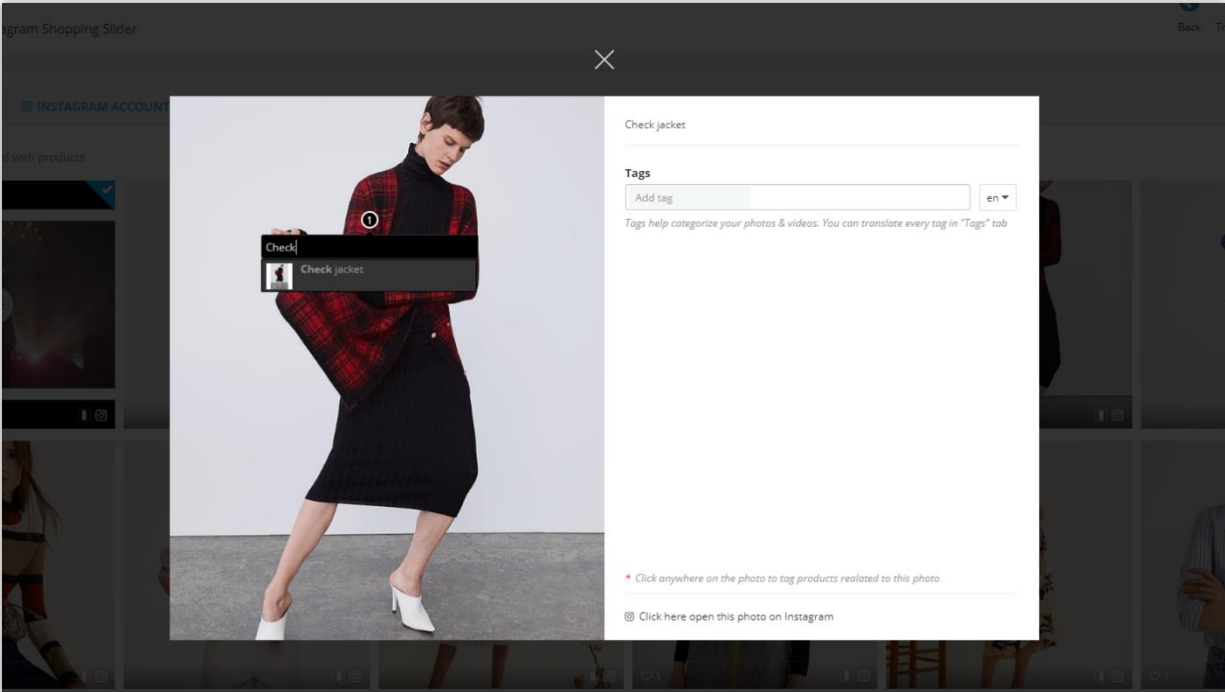
Mark a photo/video as featured:

- 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.

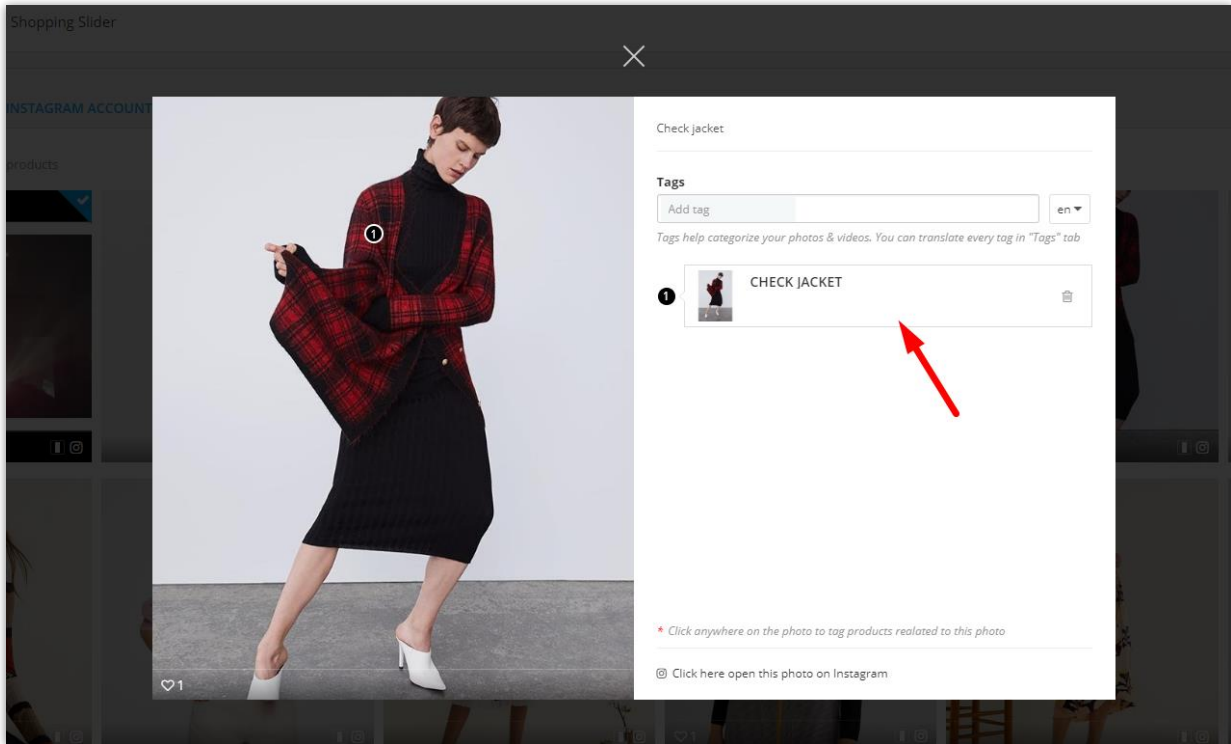
Tag products to a photo/video:

- 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.

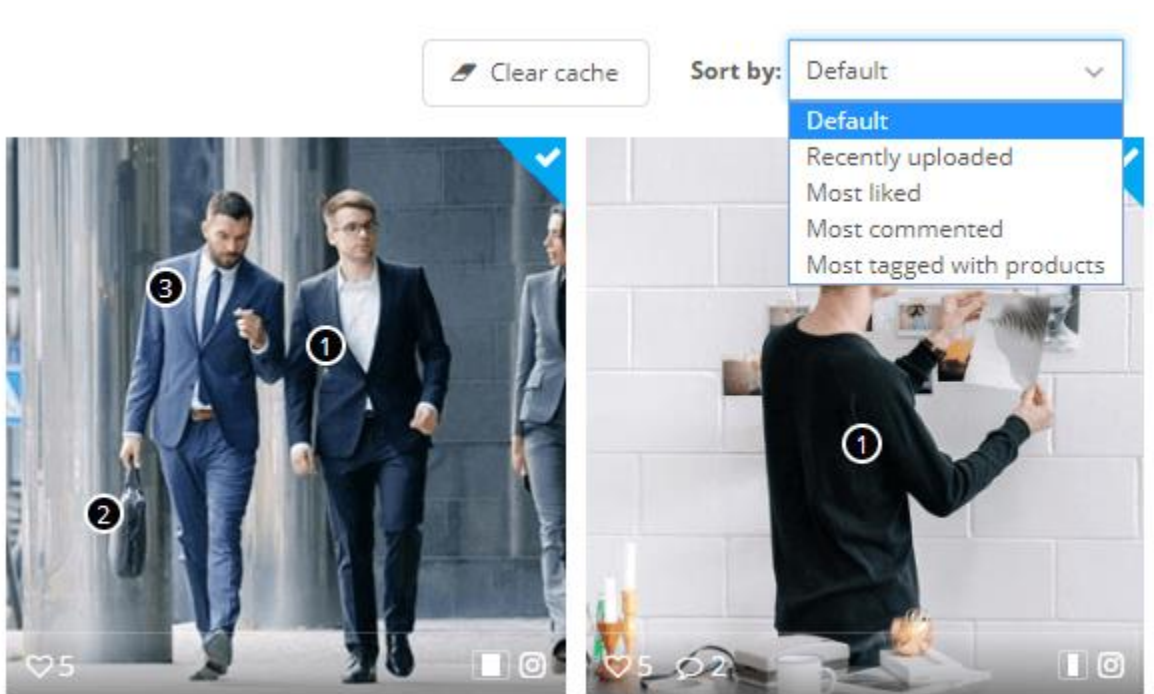


- Select the product you want to tag. It will be displayed on the right of your photo/video. You can tag as many products as you wish.



Sort photos/videos

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



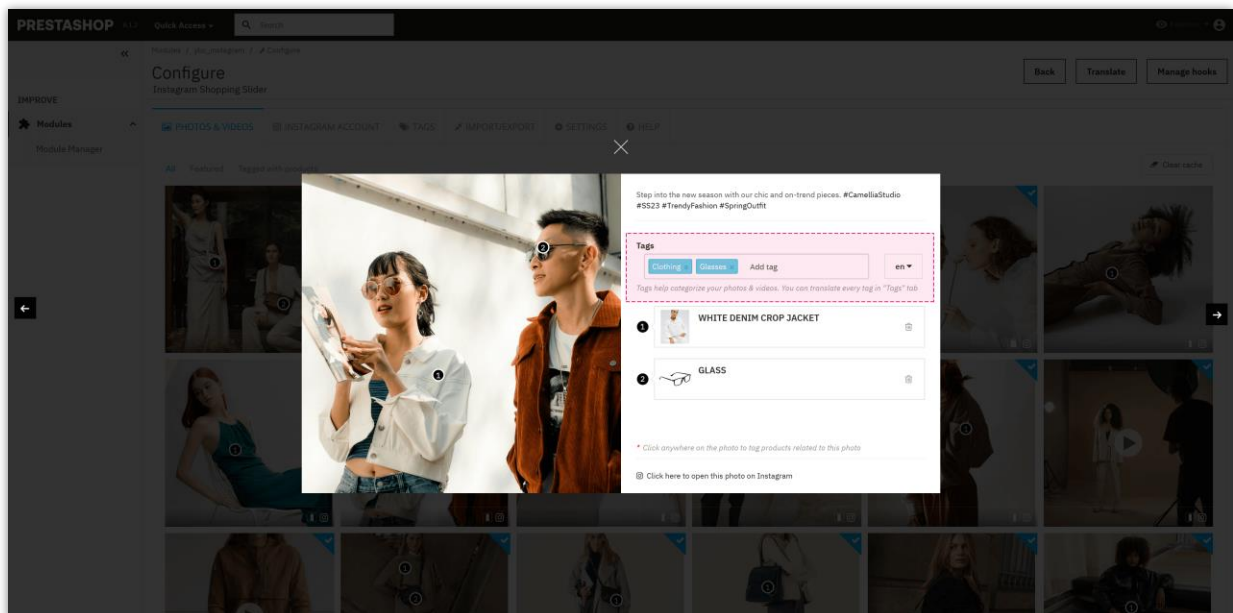
Clear cache

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

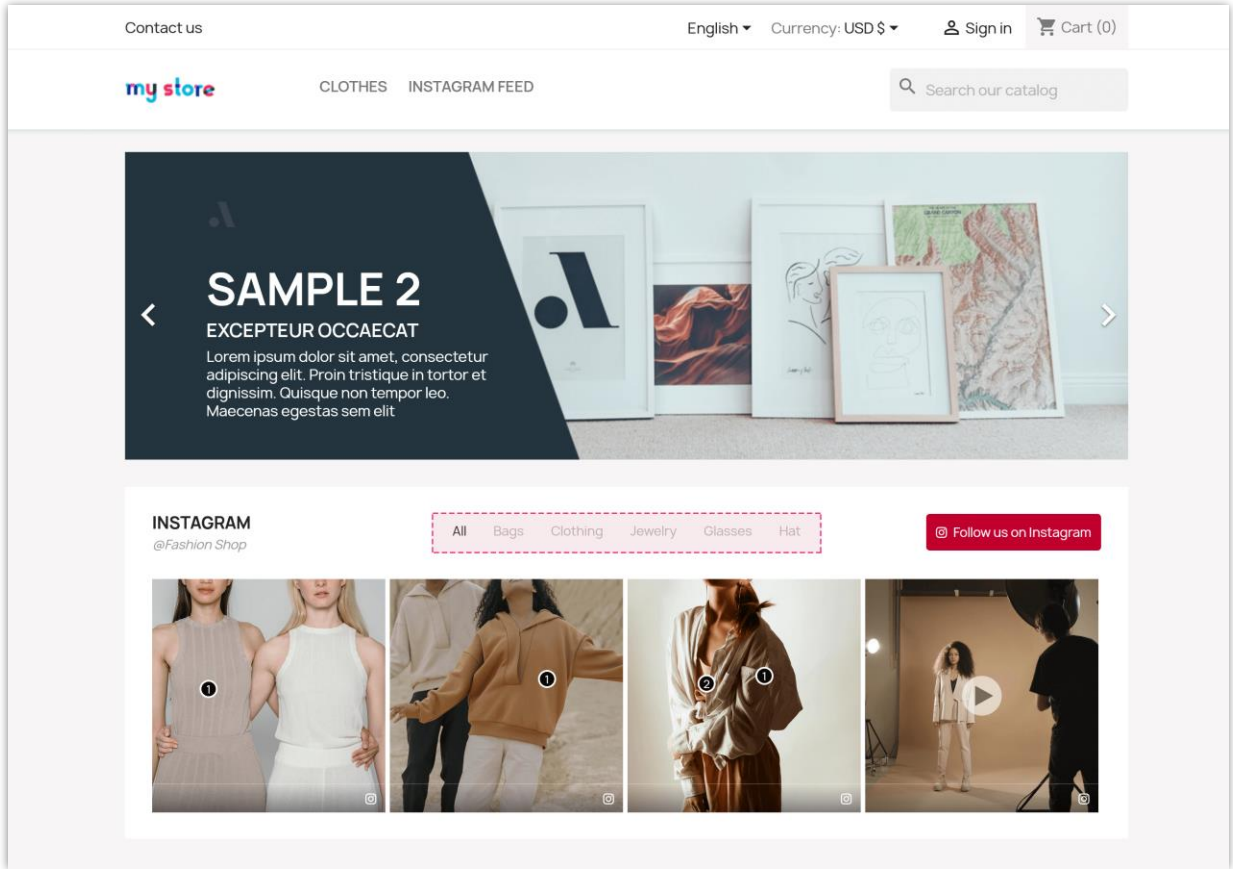
4. Tags

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

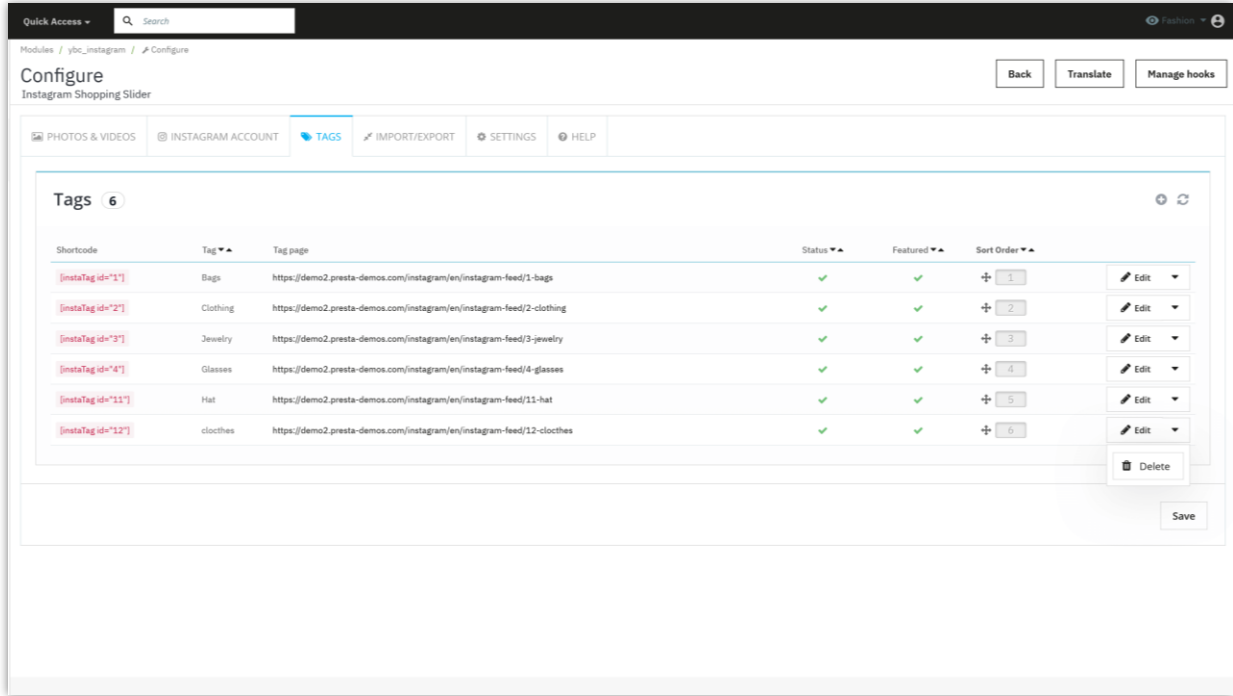
- To add a tag, just open any picture or video you want from **Photos and videos** tab.
- Enter the tags. Press **“Enter”** after every tag to add them to your photo or video.



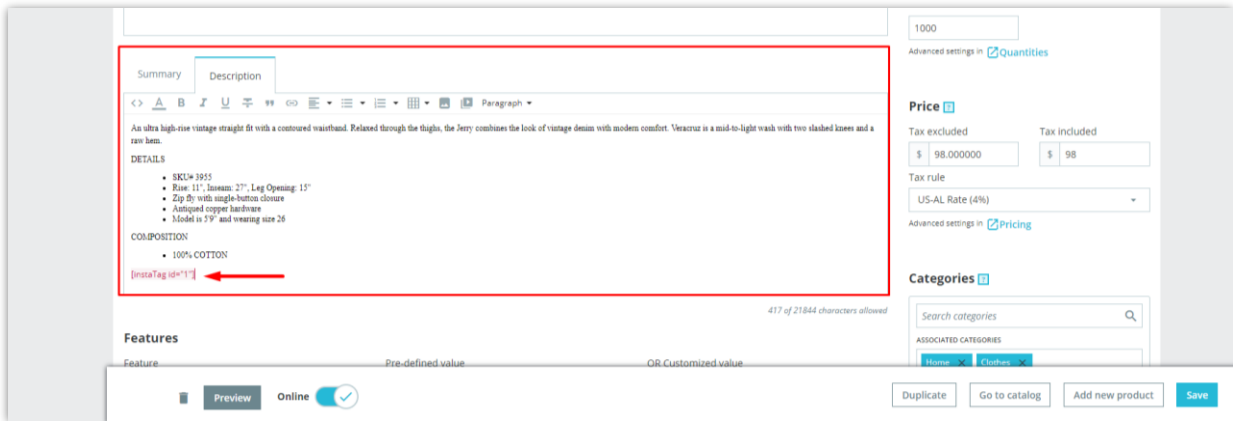
The tag list can be displayed on homepage, gallery page, sidebar, etc.



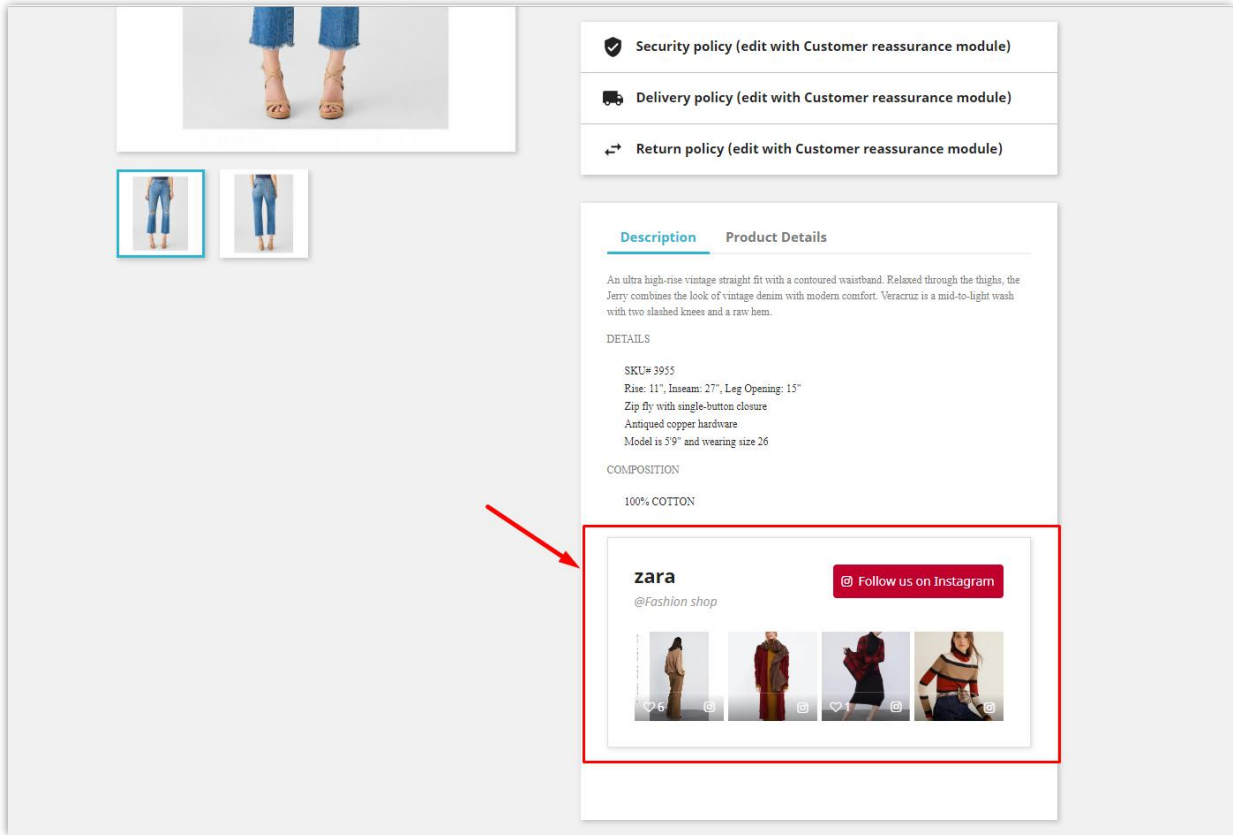
INS Shopping Slider will create a shortcode for each photo tag and you can display photos and videos having a same tag on anywhere you want using this shortcode.



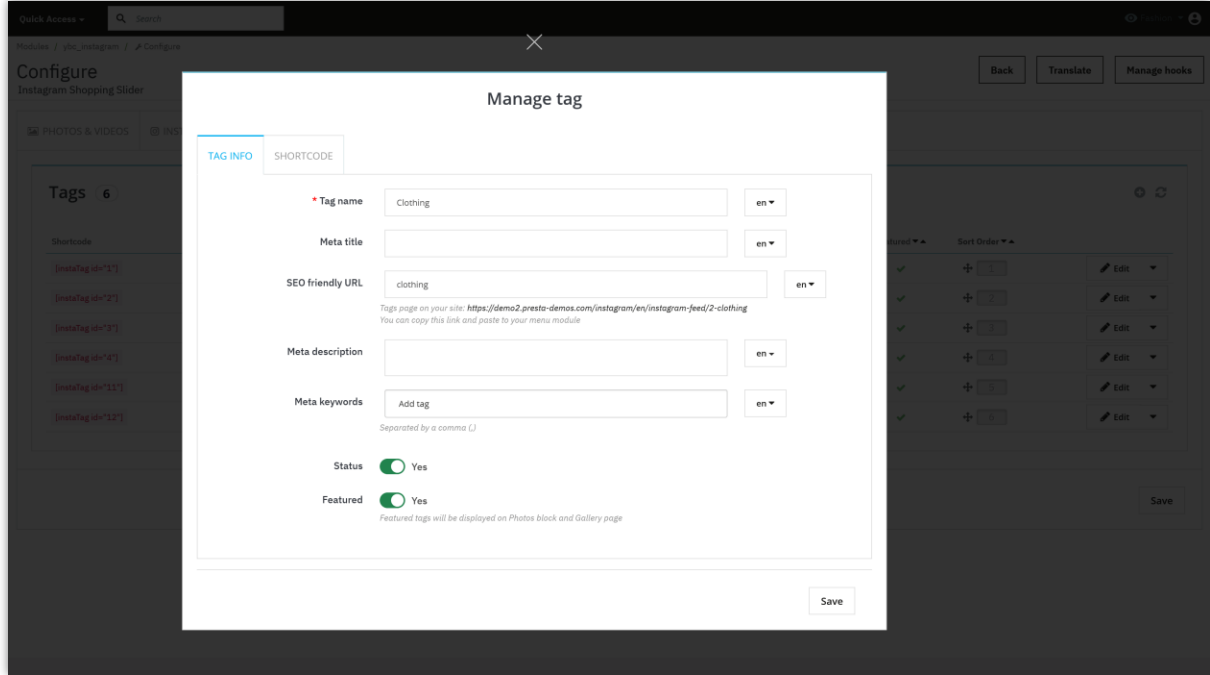
For example, you can insert a tag shortcode into the **product description** like the screenshot below:



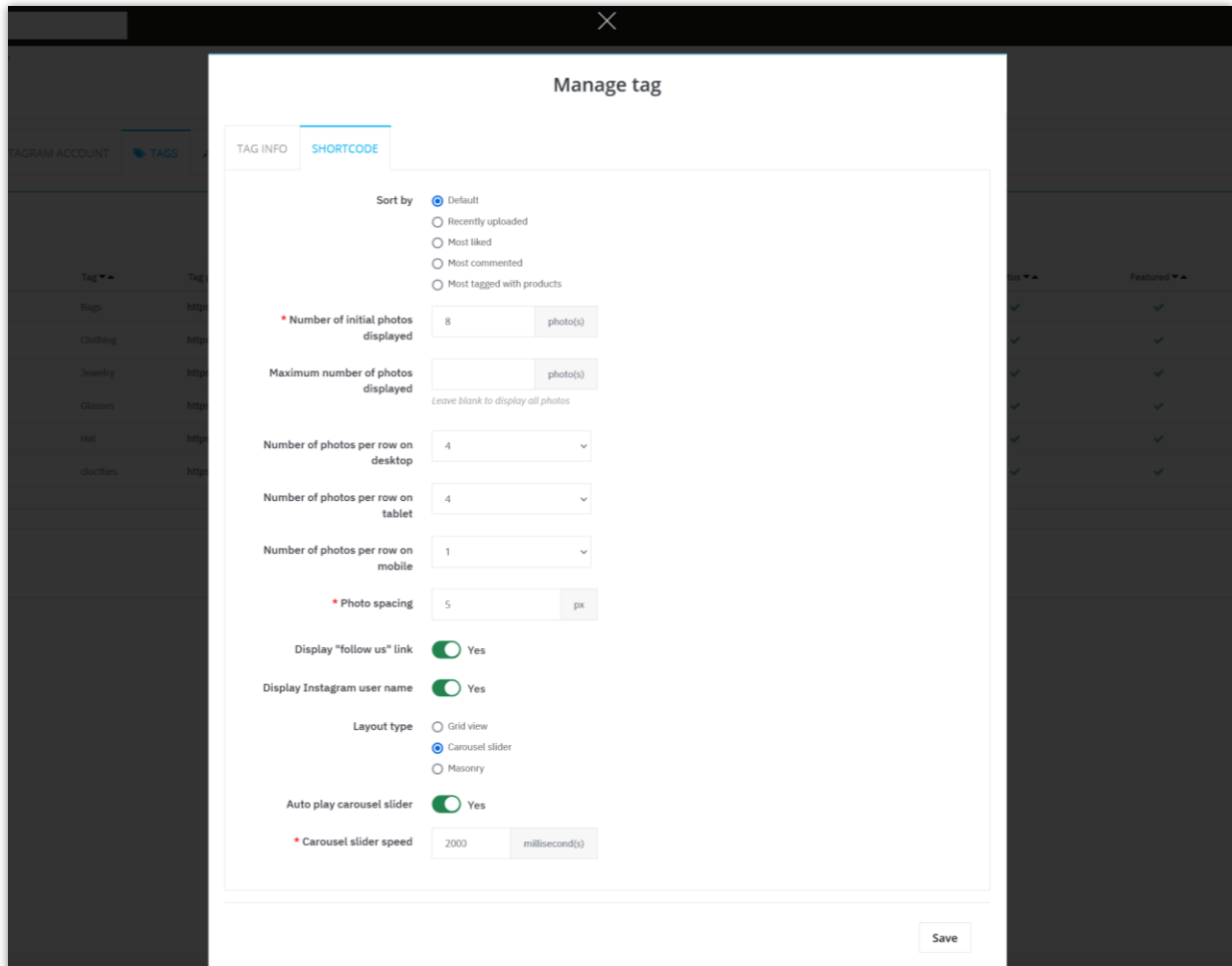
On the front end, you will see an Instagram block appears on the product description area.



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.



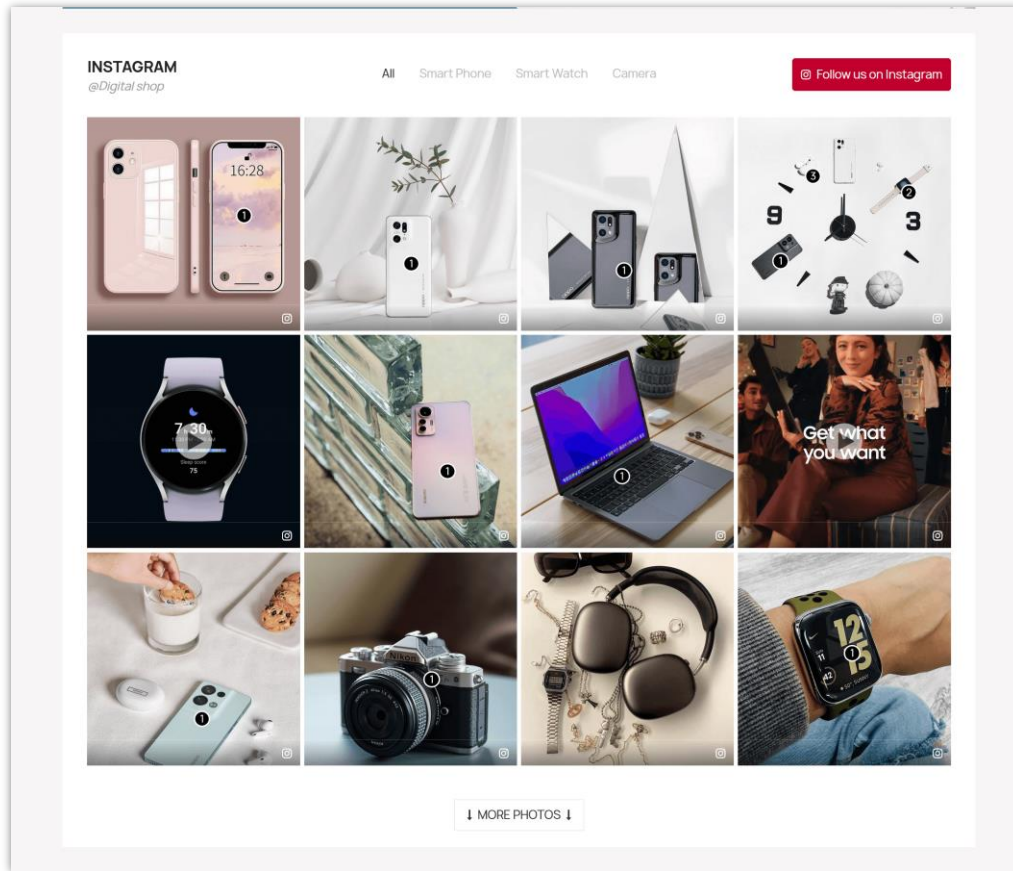
Our module also offers you a detailed customized tool for tag shortcodes. You can decide how photos having the same tag will be displayed where you place their shortcode.



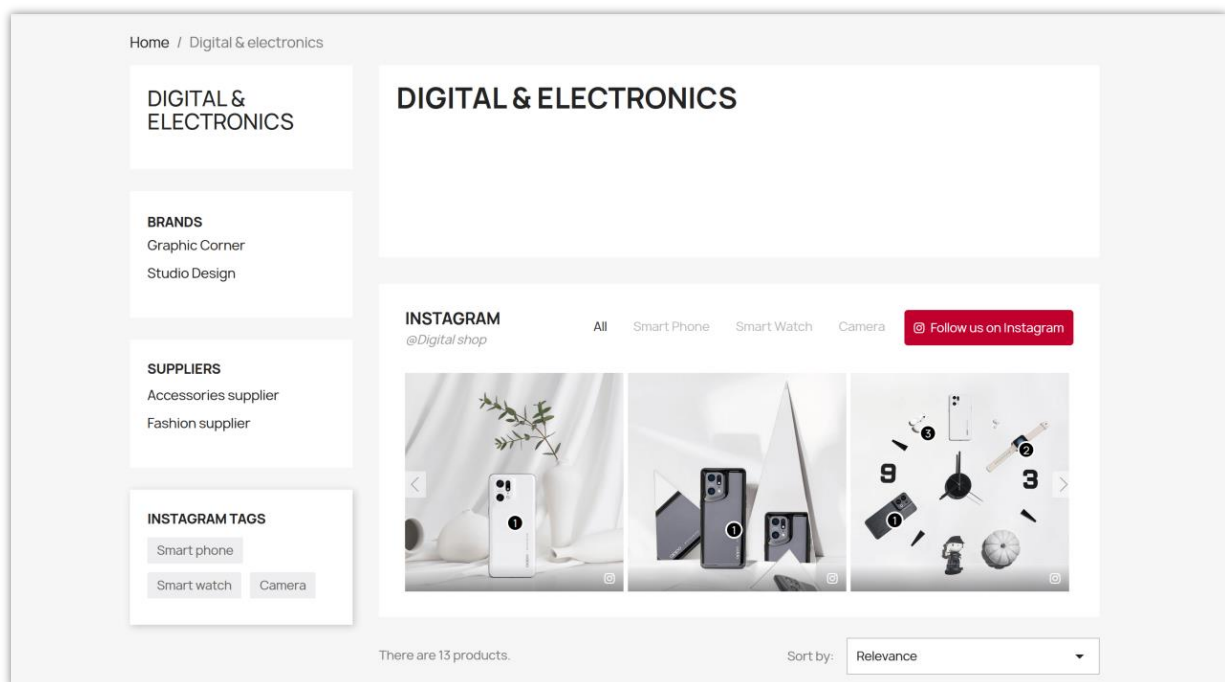
- **Layout type**

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

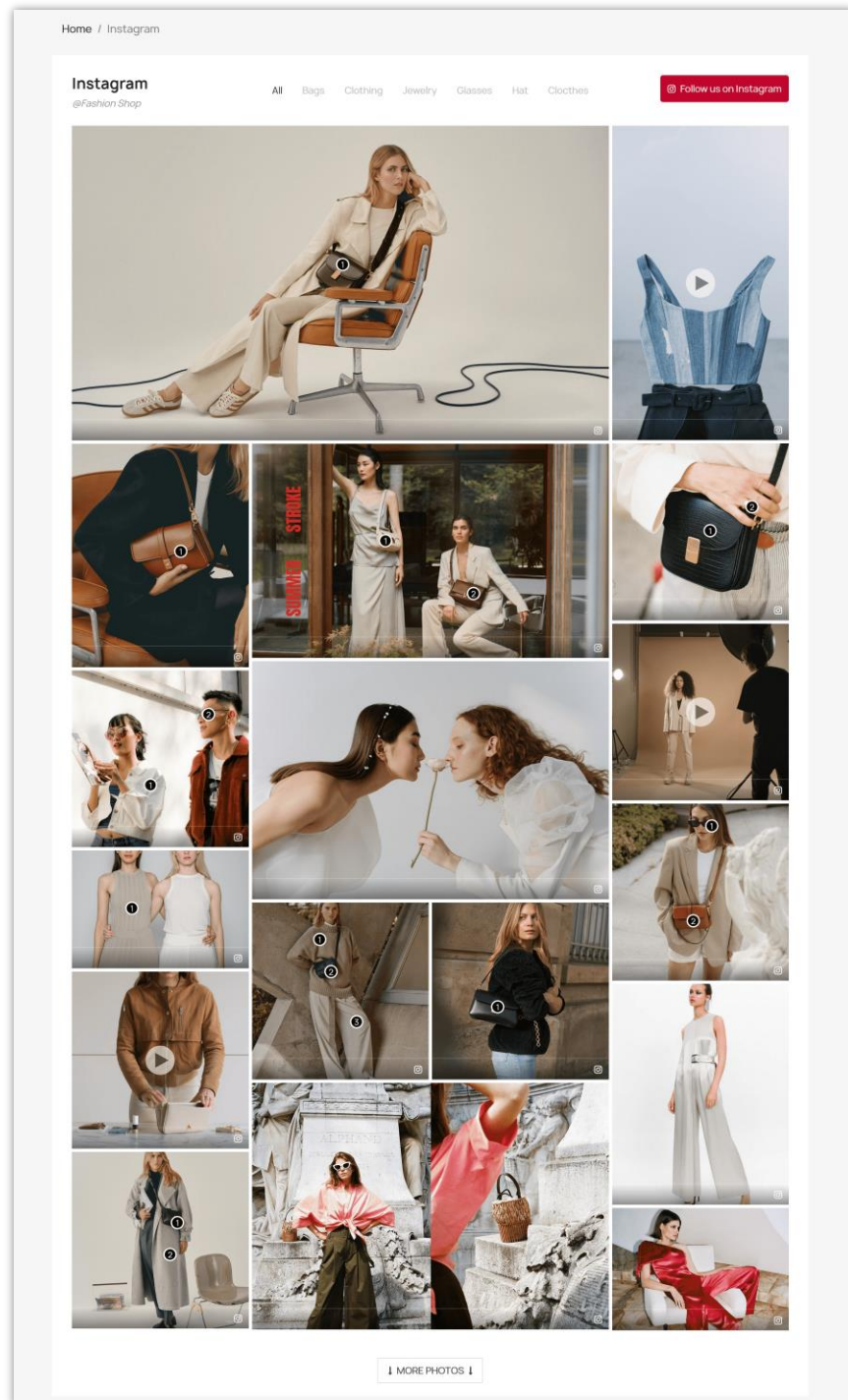
Grid view is the type of layout that displays items in a two-dimensional, scrollable grid.



Carousel slider is a highly customizable, stylish responsive slider.



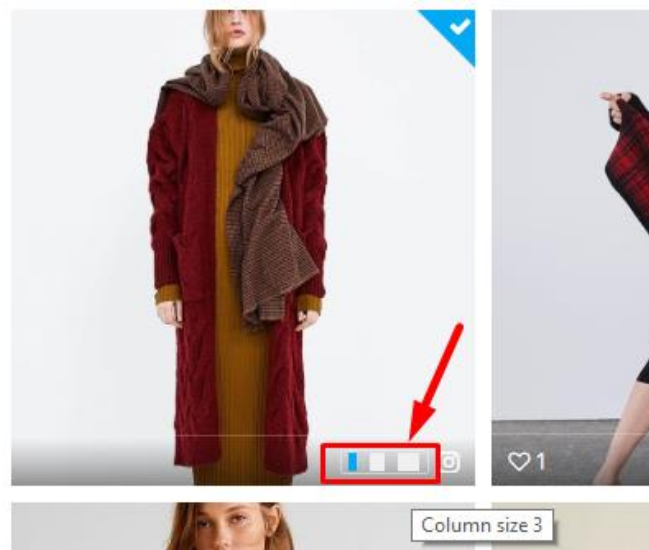
Masonry is a kind of grid layout. It works by placing photos in optimal positions based on available vertical space, sort of like a mason fitting stones in a wall. If you select this layout to display your block, you can modify how many columns each photo/video will occupy in **“Photos and videos”**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

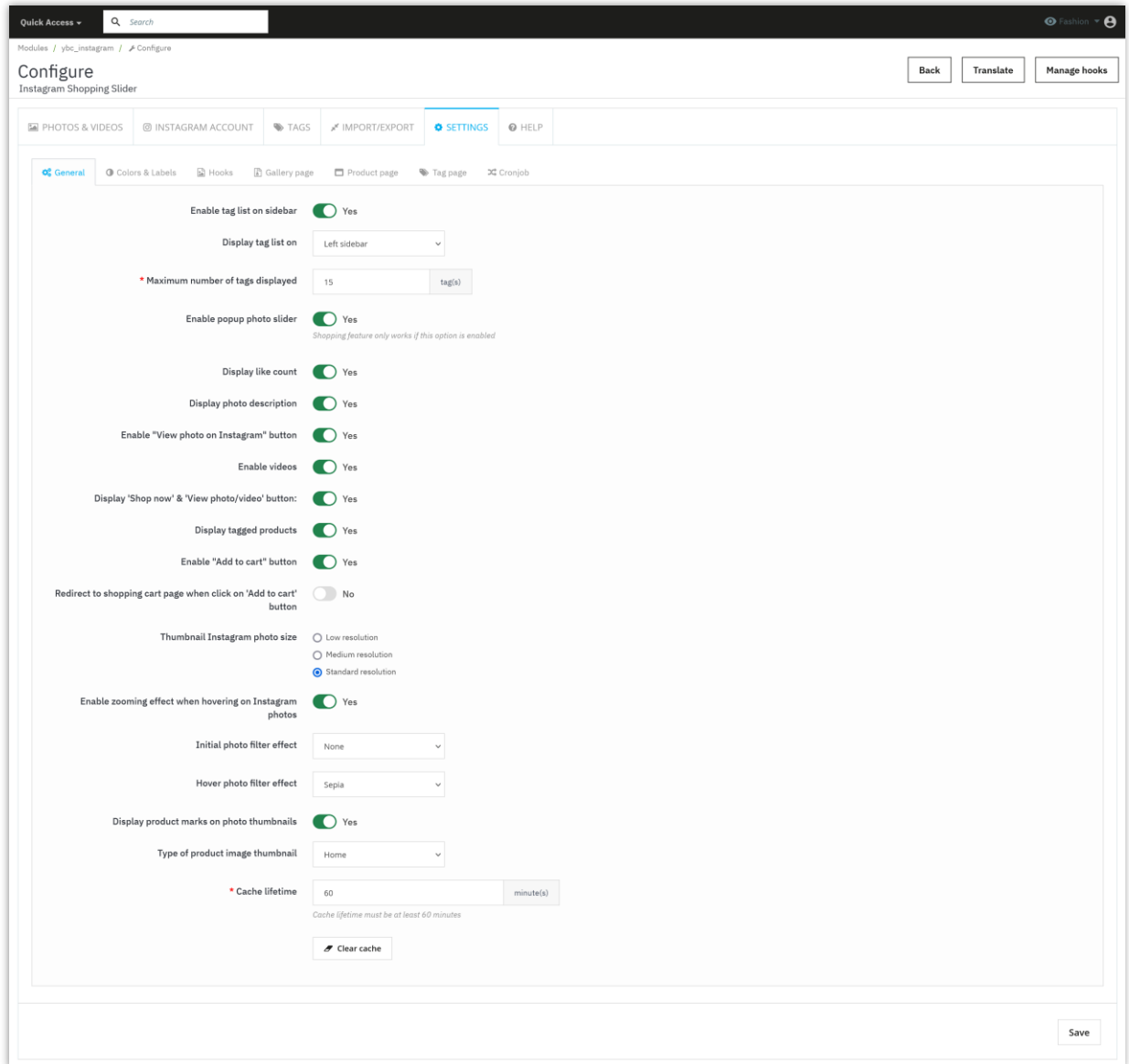


- ❖ Select the size you want and click **"Save"** to finish.

5. Settings

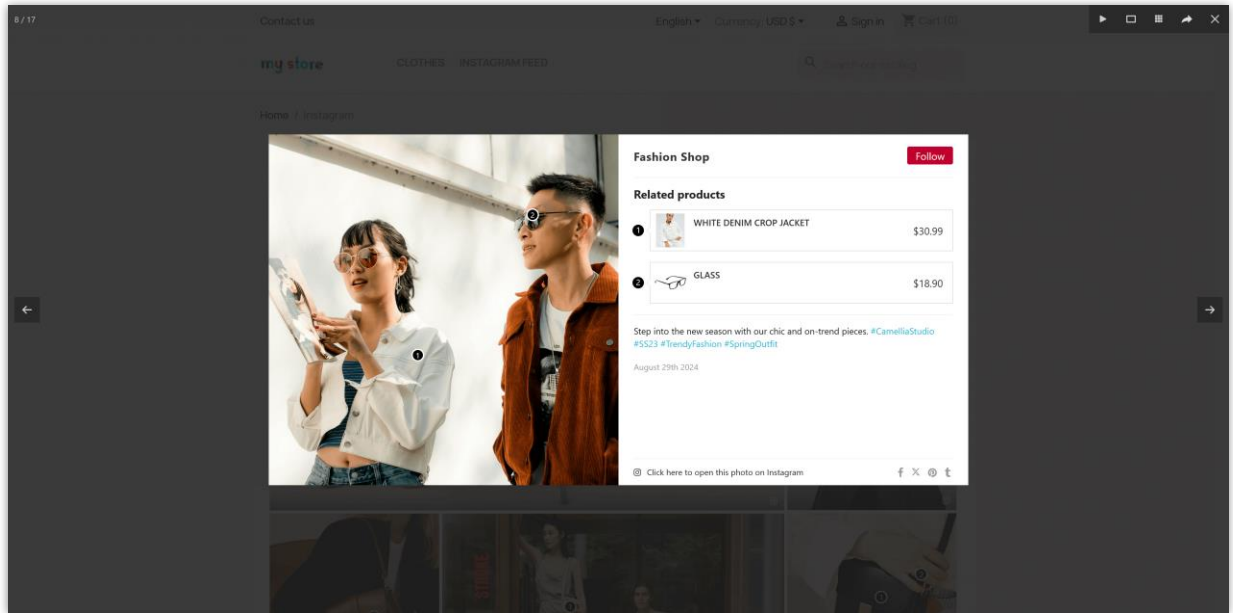
5.1. General

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



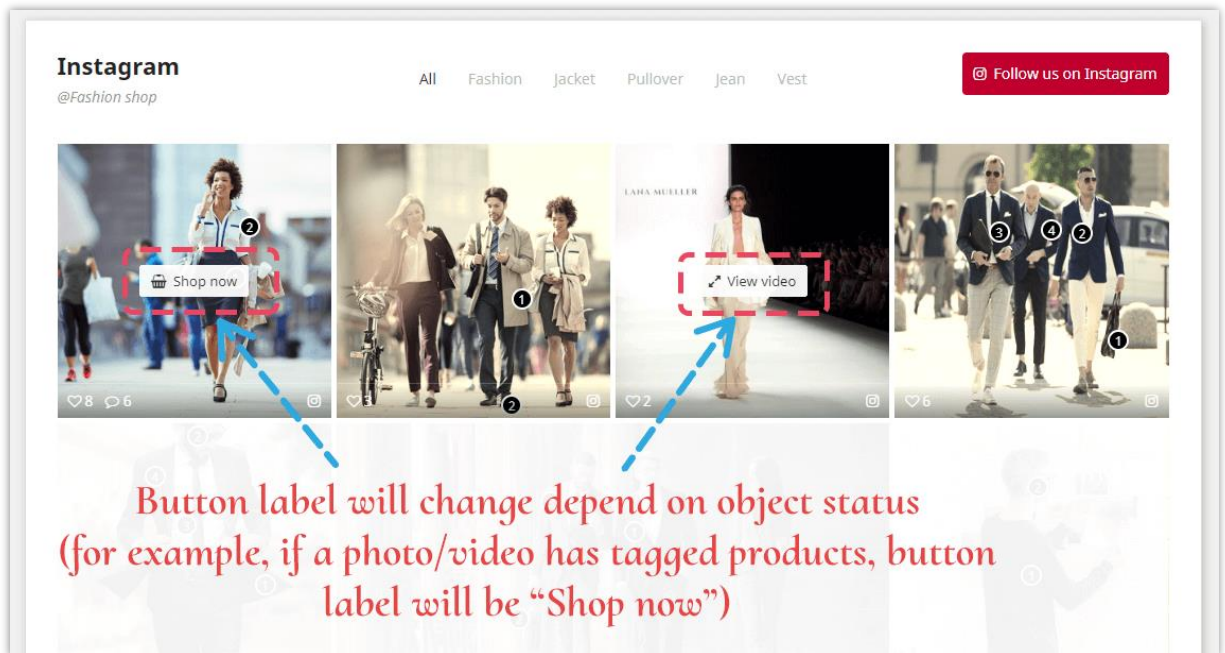
❖ Popup photo slider

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).

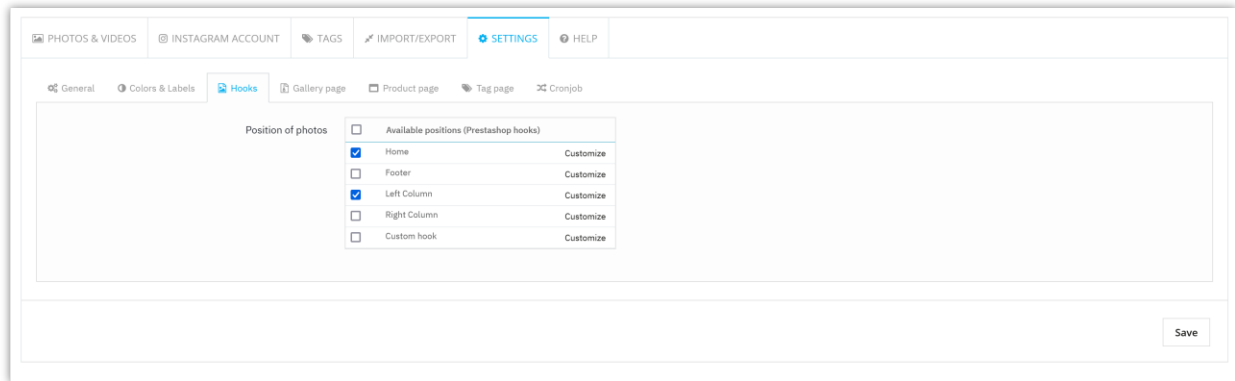
5.2. Colors & Labels

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.



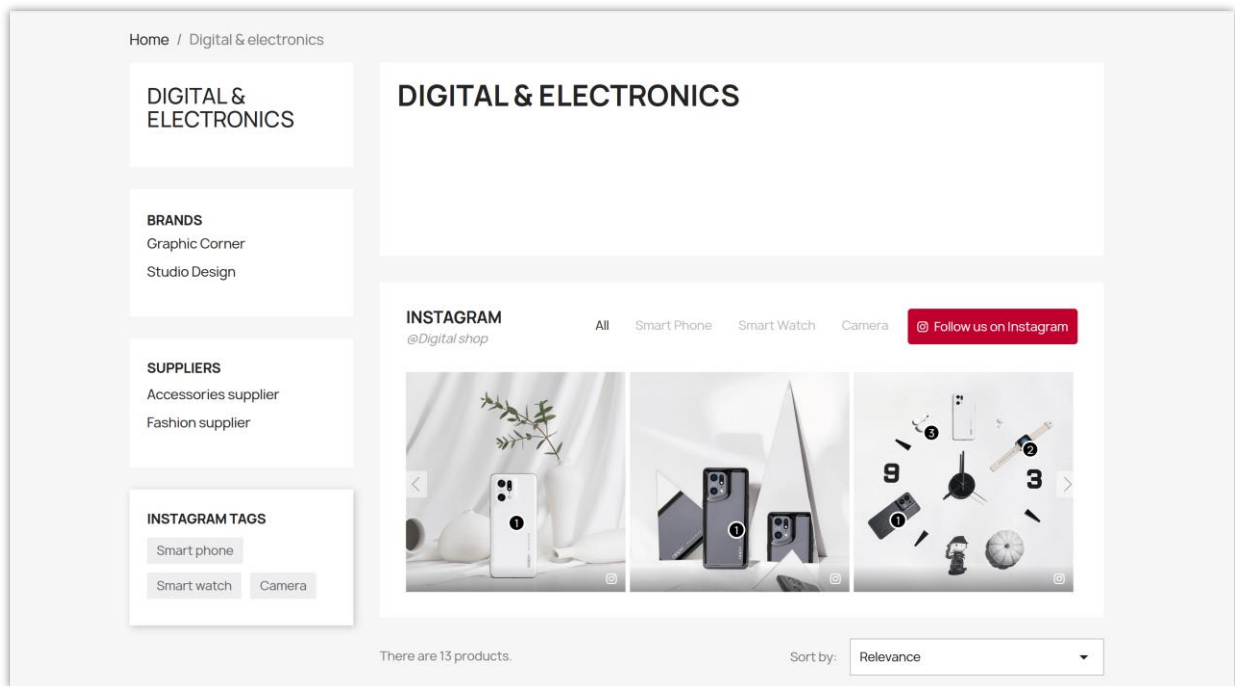
5.3. Hooks

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

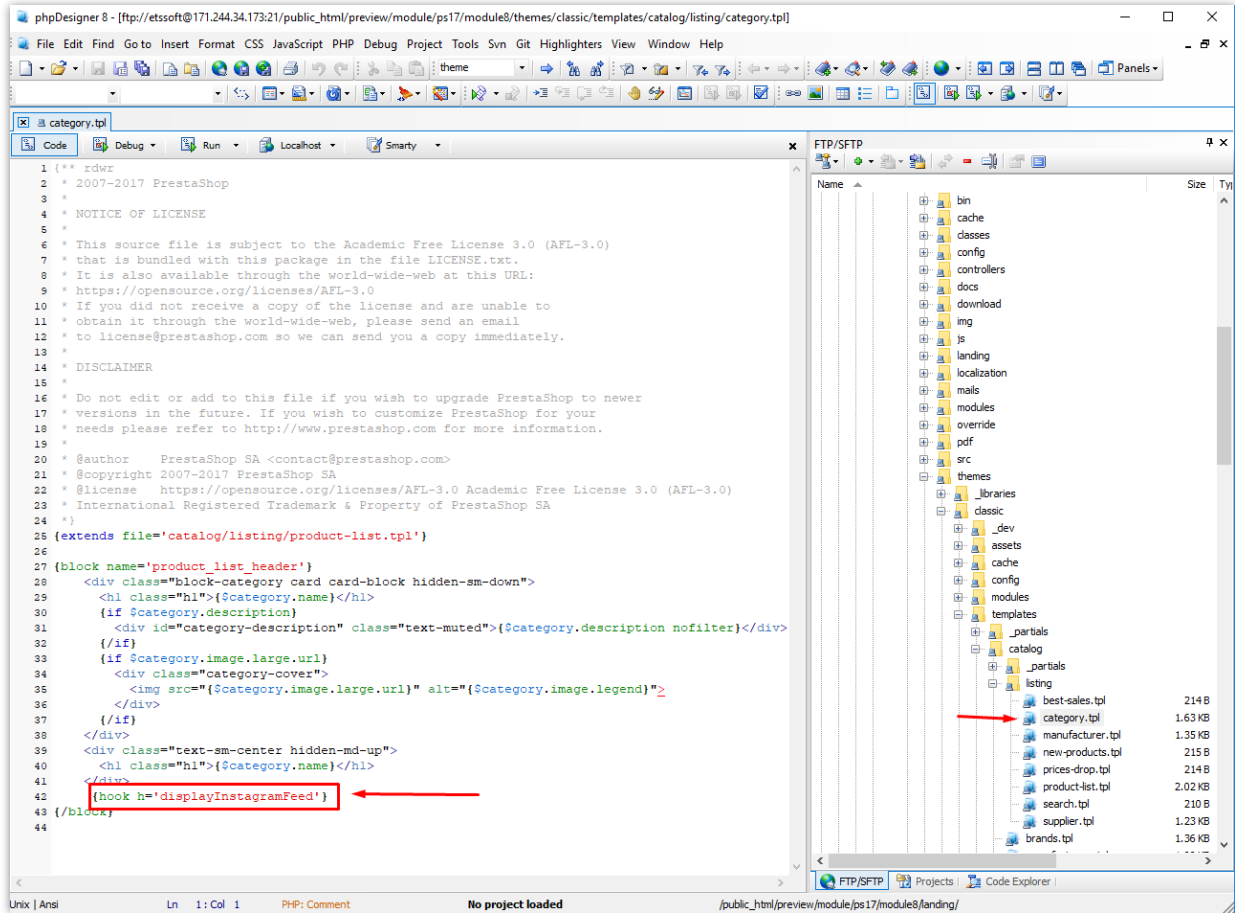


PrestaShop already supported our module to display on the following locations: Home page, footer, left column and right column, but if you want to present **“INS Shopping Slider”** module in other places, you will have to add a custom hook into a template file (.tpl file).

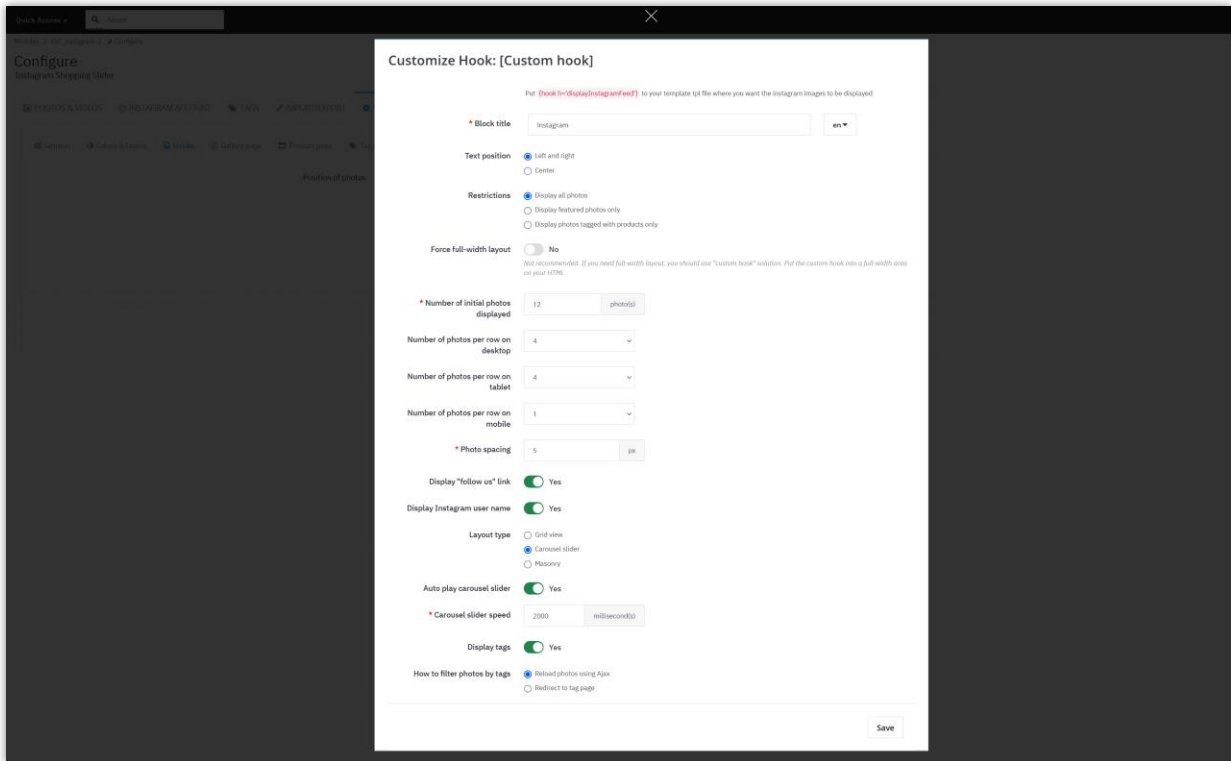
For example, in the picture below we show **“INS Shopping Slider”** on the Category page, above the products area.



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

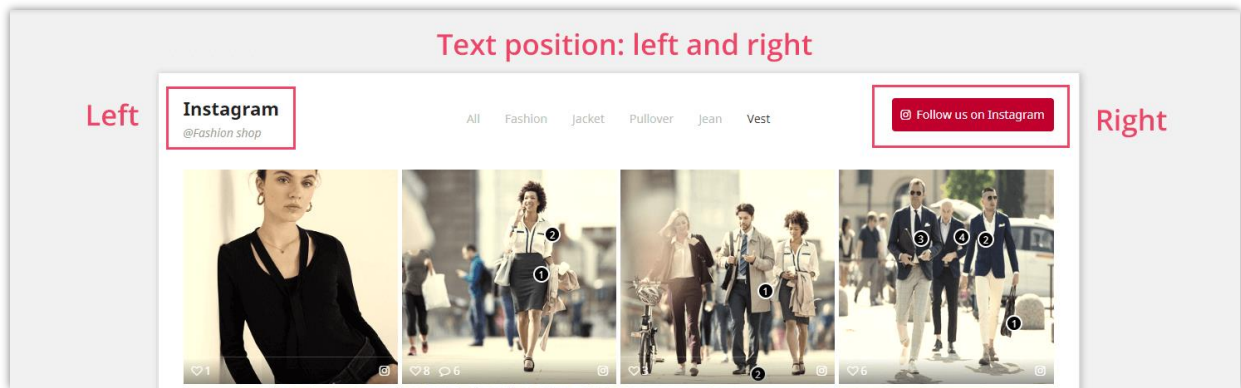


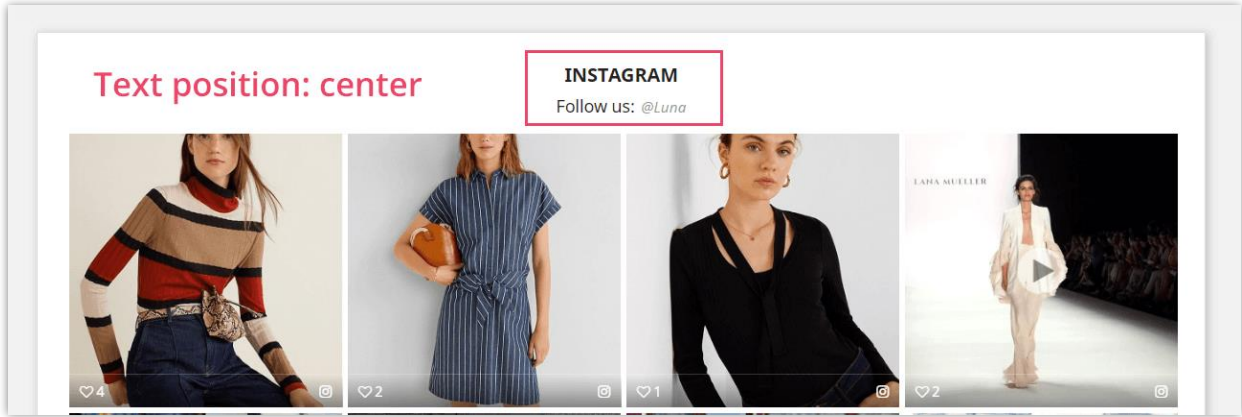
To manage how Instagram photos will be displayed on each position, please open the **“Customize hook”** popup by clicking at **“Customize”**.



❖ Text position

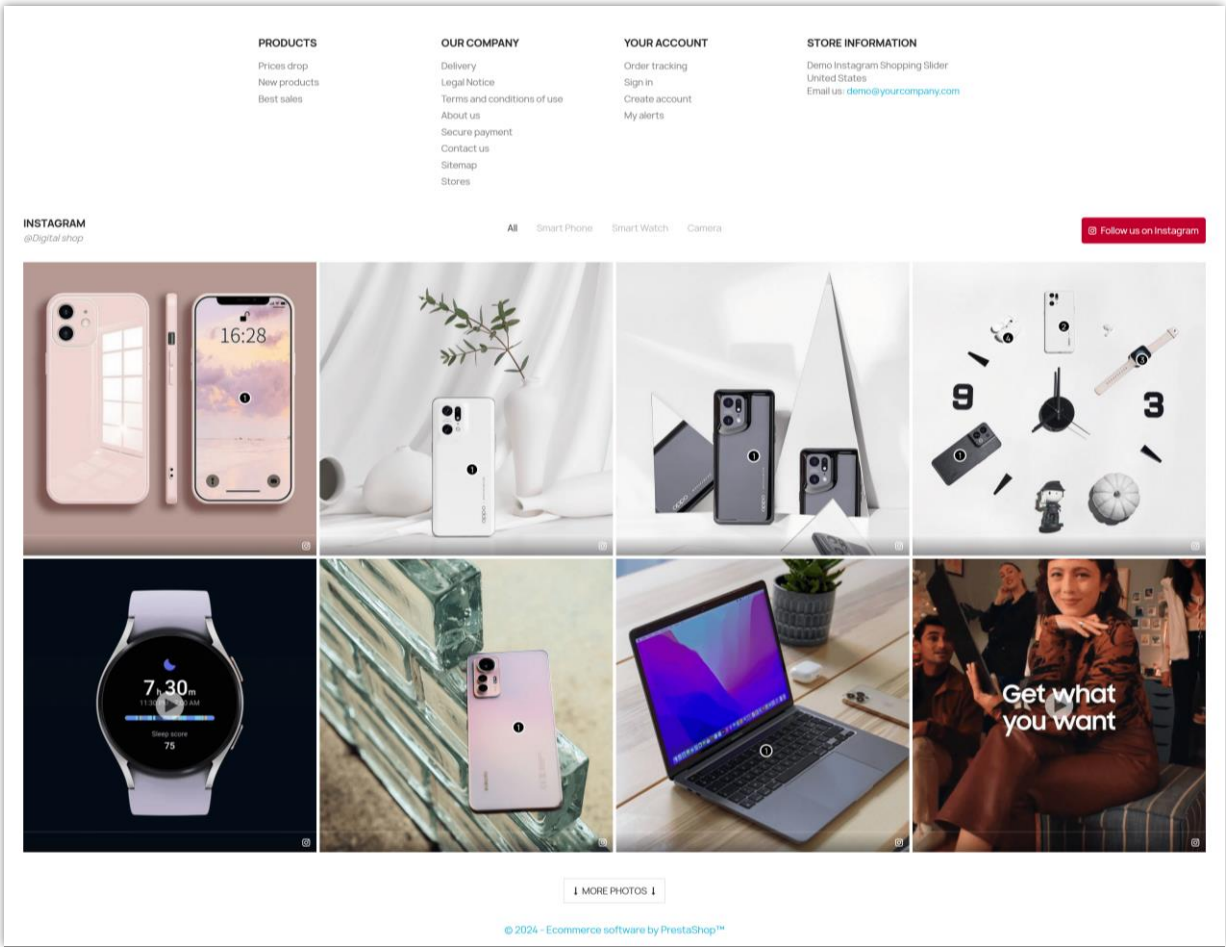
You can change the position of the Instagram block title, Instagram name and “Follow us” text on the front office.





❖ 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.

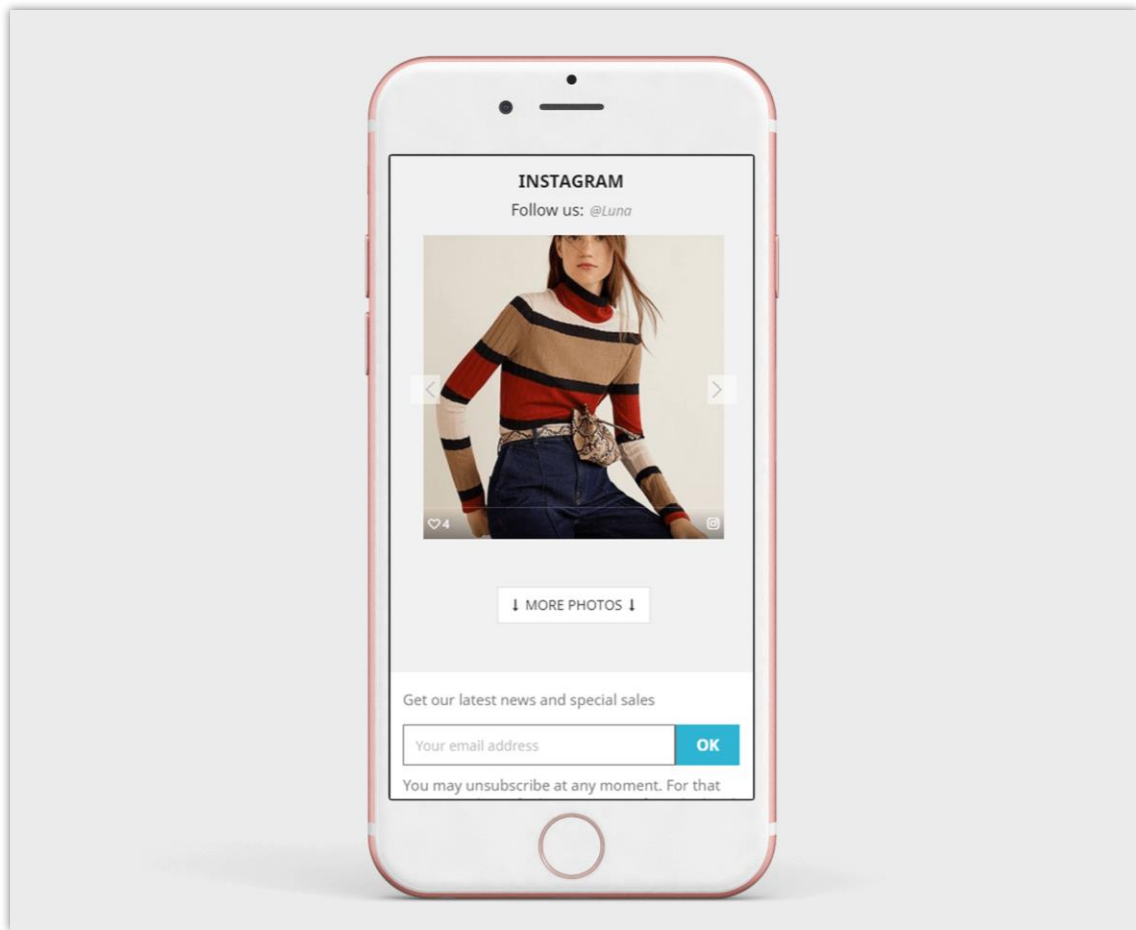


- ❖ Quantity of photos

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

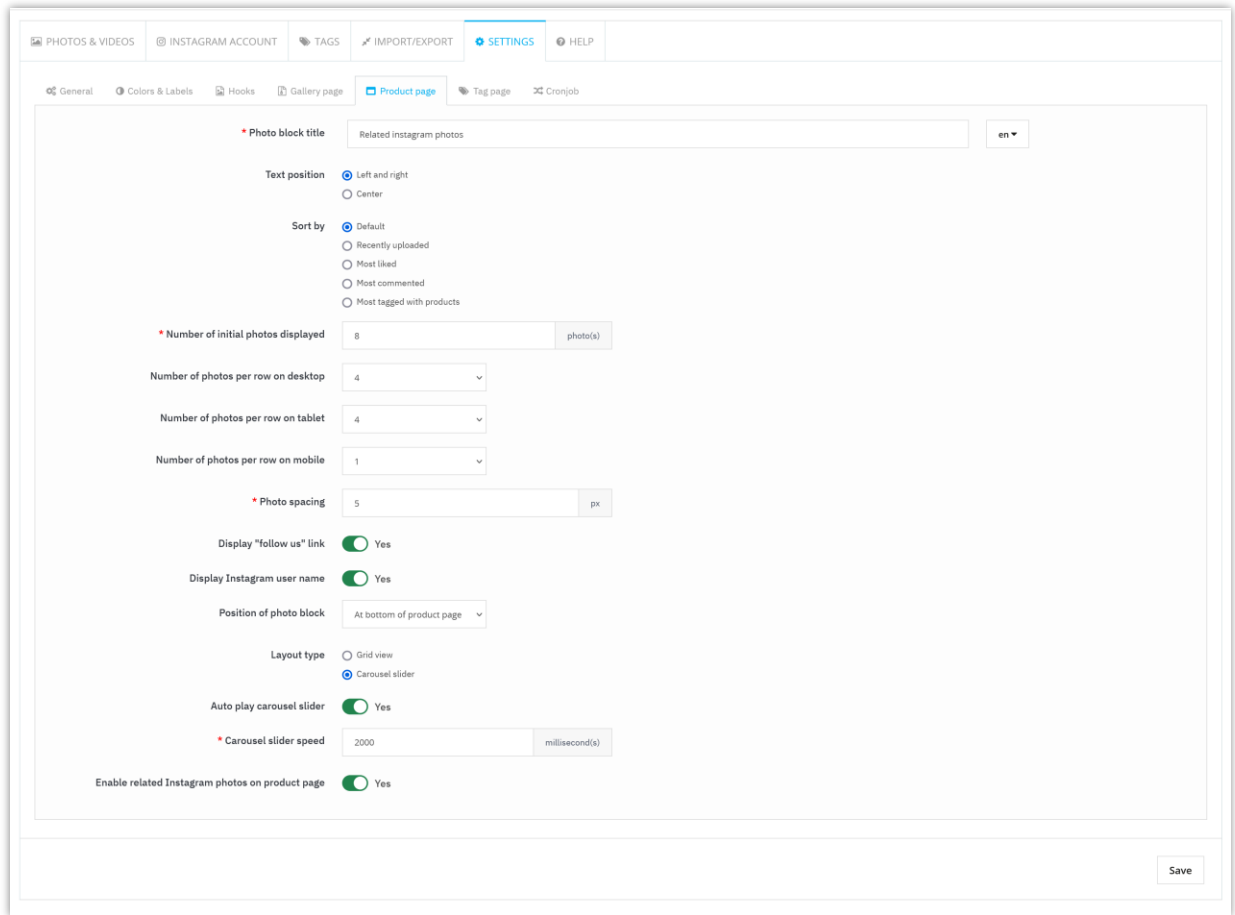
5.5. Product page

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:

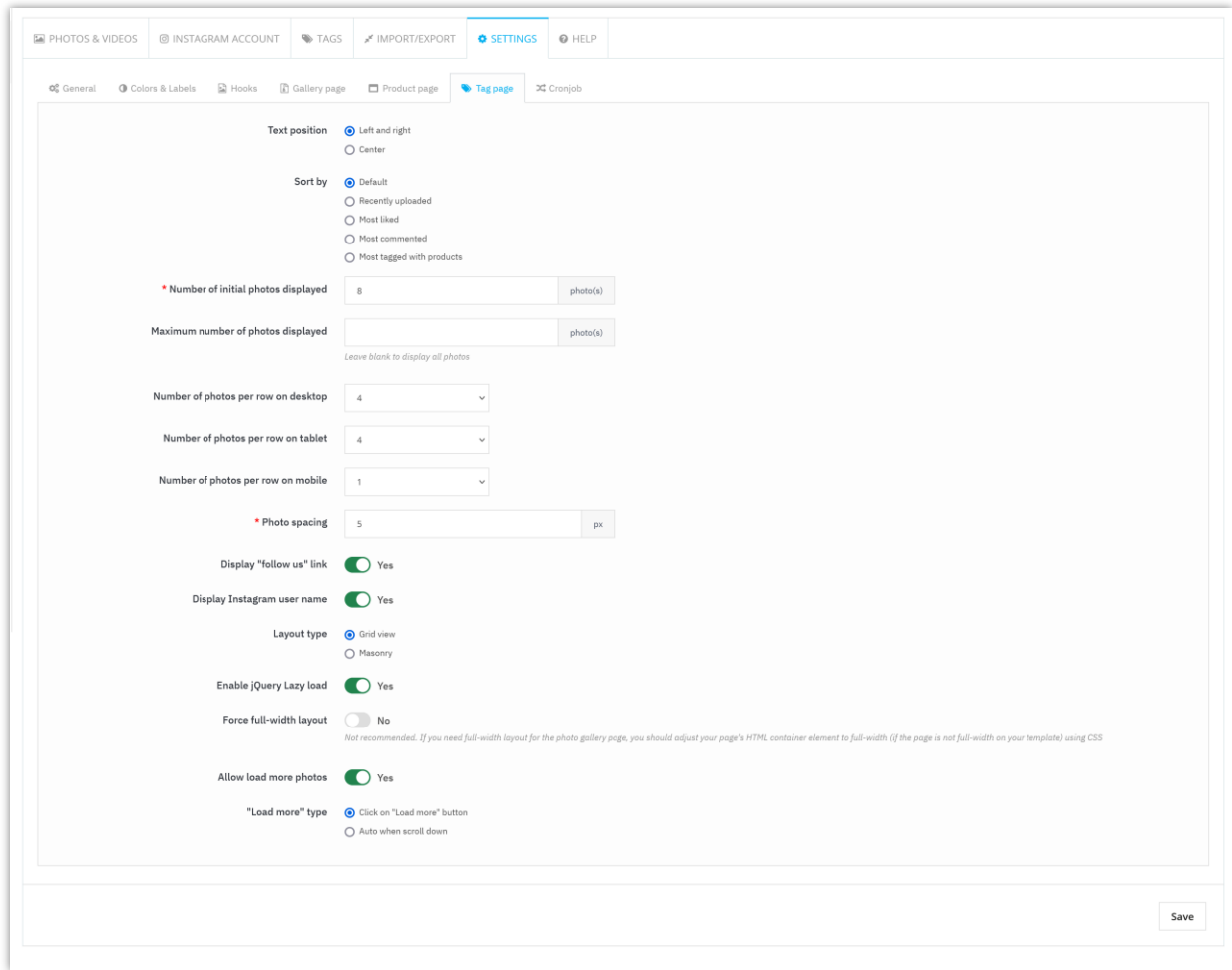
- Header:** 'Home / Le Mini Dalia'.
- Main Image:** A large image of the black bag with a gold clasp and a shoulder strap. Below it are three smaller thumbnail images of the bag from different angles.
- Product Information:**
 - LE MINI DALIA**
 - \$63.00**
 - Dimensions : 22x14x5cm / 8.7x5.5x2 inch
 - Description: 'Baguette' bag created in collaboration with Wendy Swan. Inspired by the Parisian and minimalist style of Wendy, this bag is constructed with 3 flexible gussets allowing a good capacity. Two shoulder straps for shoulder or cross-body carry. Optional short shoulder strap. XL smartphone compatible (ex iPhone 13 pro Max). Secure turnstile clasp, brass.
- Quantity:** A dropdown menu set to '1', an 'ADD TO CART' button, and a heart icon for wishlists.
- Share:** Social media sharing icons for Facebook, Twitter, and Pinterest.
- Policies:** Three policy links: 'Security policy (edit with the Customer Reassurance module)', 'Delivery policy (edit with the Customer Reassurance module)', and 'Return policy (edit with the Customer Reassurance module)'.
- Product Details:** A section with the text 'In stock 100 items'.
- Comments:** A section with 'Comments (0)' and a message: 'No customer reviews for the moment.'
- RELATED INSTAGRAM PHOTOS:** A section with the title '@Fashion Shop' and a 'Follow us on Instagram' button. It displays four Instagram-style photos/videos: a person in a brown jacket, a person in a grey coat, a person in a black dress, and the bag on a stool.

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



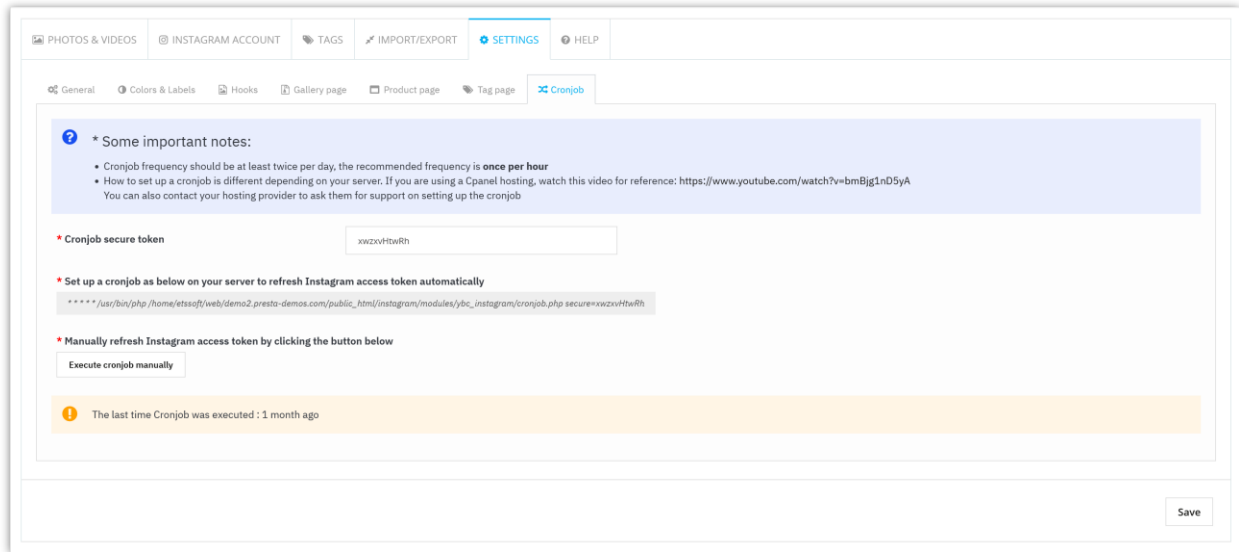
5.6. Tag page

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



5.7. Cronjob

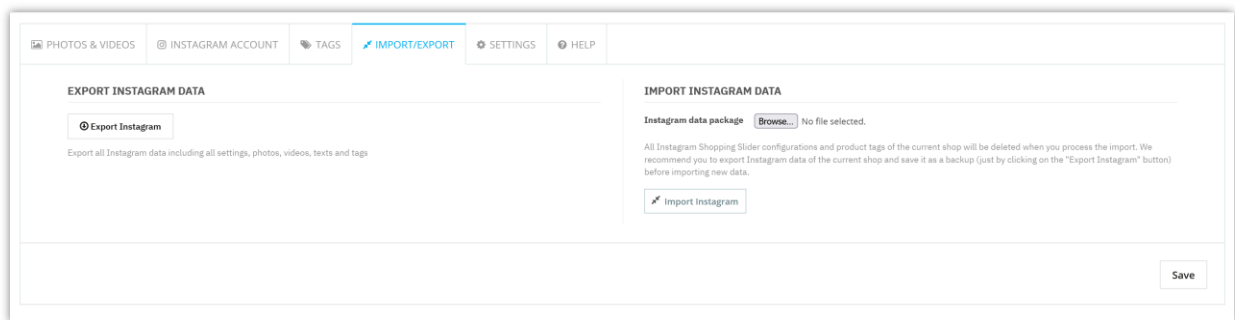
If you use the **"Instagram Access Token"** as data source, you will need to refresh the access token when it is expired. This module allows you to set up a cronjob on your server to refresh Instagram access token automatically.



6. Import / Export

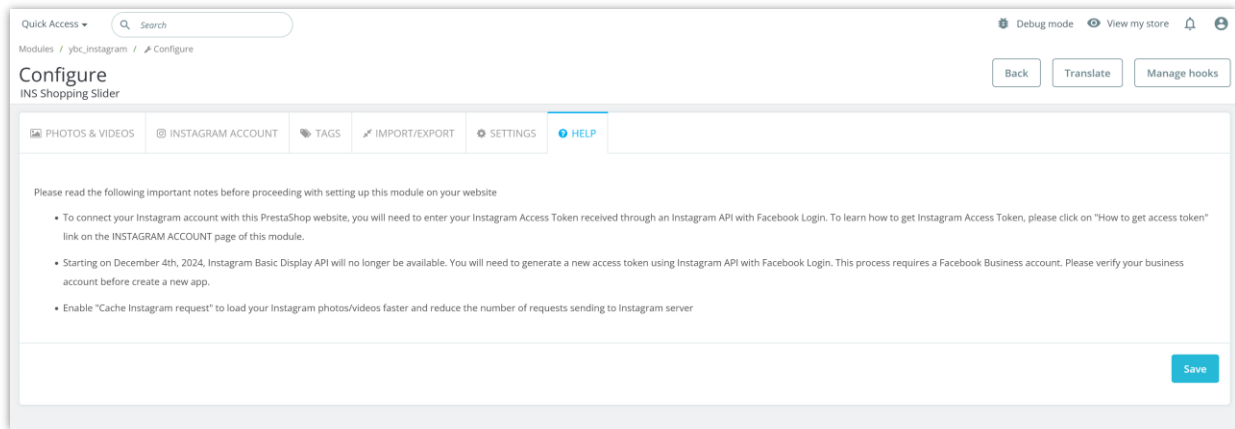
You want to export all your Instagram data for back up purpose or upload it to another website? With **INS Shopping Slider**, it will only take you a second. Select the **"Import/Export"** tab and hit **"Export Instagram"** button. Once done, your data will be compressed and automatically downloaded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

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.