3. Instagram Integration (Plus) User Guide

Thank you for purchasing Magenest extension. If you have any query that is beyond the scope of this document, please contact us via the support portal below.

Updated: 25/05/2021 | By: Magenest | Support Portal: http://servicedesk.izysync.com/servicedesk/customer/portal/34

Introduction

With over 1 billion monthly active users and over 500 million daily active users, Instagram has become one of the most widely used social media in the world. This rapidly growing platform has proven its major role in the business competition. Magenest is now offering you a chance to benefit even more from your Instagram business account with our Instagram Shop extension. What's better for your sales than integrating all your Instagram photos on your store and attracting your customers to your products at first glance?

Features

For Admin

- Easy to connect with the merchant's Instagram account with just one click.
- Connect separate Instagram accounts to each website in your Magento 2 store. [NEW]
- Fetch all photos or specific photos using hashtags from your Instagram to your Magento 2 store.
- Fetch the latest stories from your Instagram account to Magento 2 store.
- Manage which photos will be shown in the Instagram slider/gallery and which not.
- Change the order/position of the photos displayed on the Instagram widget and gallery
- Add redirect links to pinned products in your Instagram photos (on Magento 2 store)
- Add a Call-to-Action button while hovering on photos.
- Customize your slider to suit your website layout
- Performance report (Plus only)

For Customer

- Have an interesting product display layout for a better shopping experience.
- Purchase the product easily by clicking directly on the photos.
- Get updated with the Store's latest Instagram posts.

System Requirements

Your store should be running on **Magento 2 Community Edition version 2.3.x, 2.4.x**

Connect your Instagram account to your Magento store

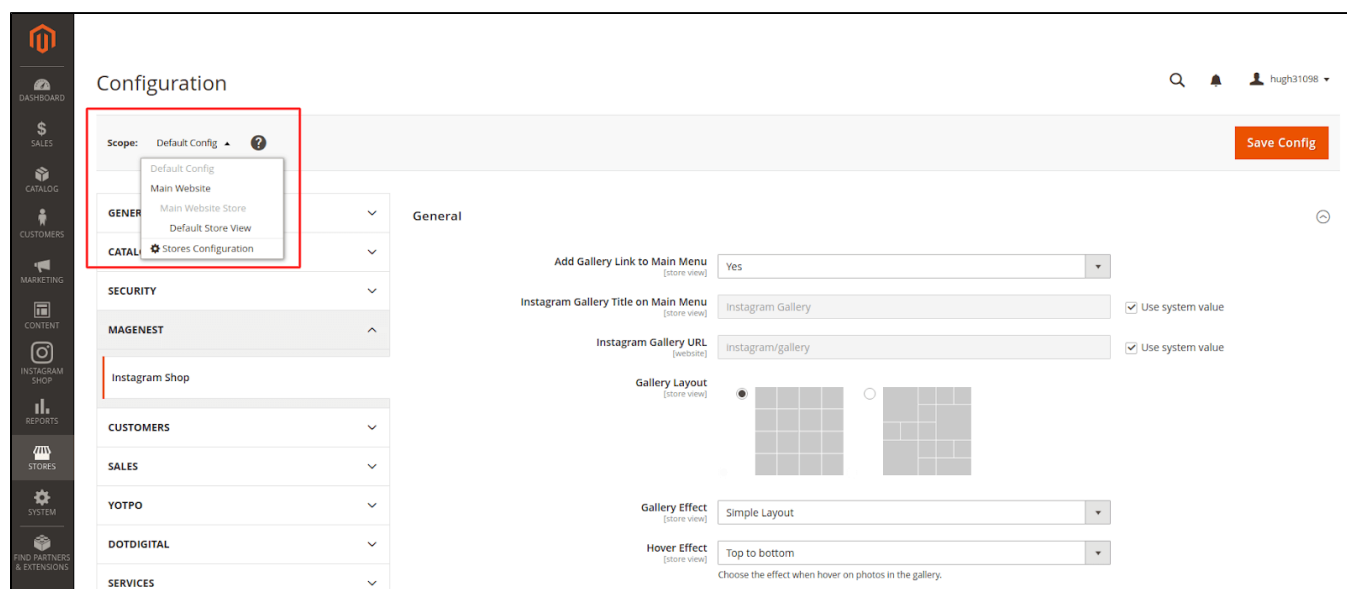💡 **Requirements:** **You need to have the following information**

- An Instagram Business Account or Instagram Creator Account. (Follow this instruction for more details https://help.instagram.com/502981923235522?ref=fbb_igb_profile)
- A Facebook page account connected with the above account. (Follow this instruction for more details https://help.instagram.com/356902681064399)

Tutorial video

➕ Please follow the instruction video below:
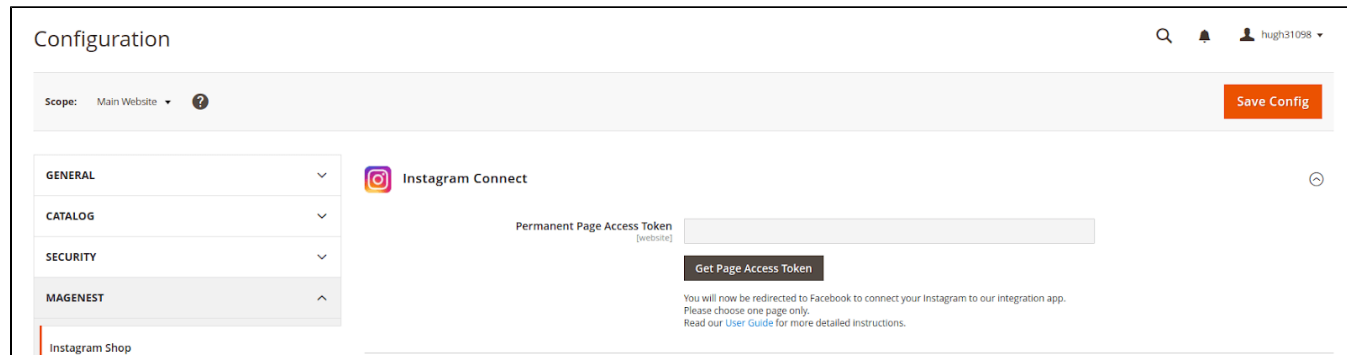
⭐ In case you find this video hard to follow, please read our guide steps:

- In order to connect your store to Instagram, on the **Admin sidebar**, go to **Instagram Shop > Configuration.**
- Switch the configuration scope to your preferred website. **You can connect a separate Instagram account to each website. [NEW]**
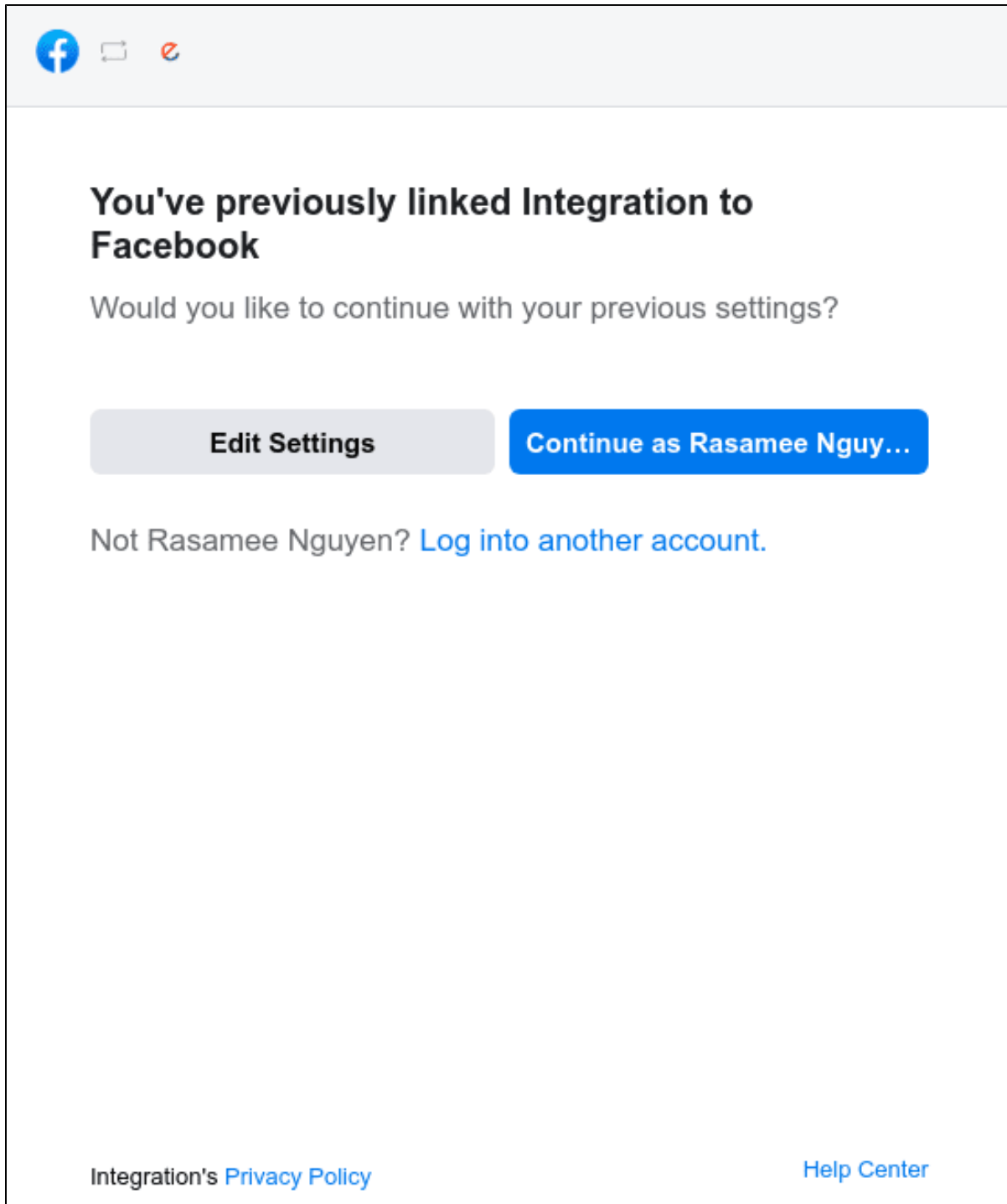

- Under the **Instagram** section, click on the **Get Page Access Token** button to connect Instagram with Magento, you will be redirected to an endpoint where the login dialog is shown and you can approve the permissions request here.

💡 **Step 1: Click on the Get Page Access Token button**

💡 **Step 2: Approve the permissions for our application:**

- Click on the **Edit Settings button.**

You've previously linked Integration to Facebook

Would you like to continue with your previous settings?

Edit Settings　**Continue as Rasamee Nguy…**

Not Rasamee Nguyen? Log into another account.

Integration's Privacy Policy　Help Center

- Choose all Instagram accounts that you want to connect with Magento, then click on the **Next** button:

What Instagram Business Accounts do you want to use with Integration?

In a later step, you will determine what Integration can do with the accounts you selected.

All Instagram Business Accounts (2)   Select All

magenest.demo ✓

mee

Cancel   Next

Integration's Privacy Policy   Help Center

- Choose the all **Facebook page** connected to the above account and click on the **Next** button:

What Pages do you want to use with Integration?

In the next step, you will determine what Integration can do with the Pages you selected.

All Pages (2)

Select All ▬

| I | Instagram Magenest Demo | ☑ |
| M | Magenest Test Instagram | ☐ |

Cancel   **Back**   **Next**

Integration's Privacy Policy   Help Center

- *Approve all the permissions requested* for our application and click on the **Done** button:

What is Integration allowed to do?

ⓘ Integration may not work properly if you turn off these options.

Access profile and posts from the Instagram account connected to your Page
magenest.demo

YES

Manage your Pages
Instagram Magenest Demo

YES

Cancel　　　　**Back**　　**Done**

Integration's Privacy Policy　　　　Help Center

- Click **OK** to complete the connection and redirect back to your site:

You've now linked Integration to Facebook

You can update what Integration can do in your Business Integrations Settings. To finish setup, Integration may require additional steps.

OK

Integration's Privacy Policy   Help Center

- Choose the Instagram account you want to connect to:
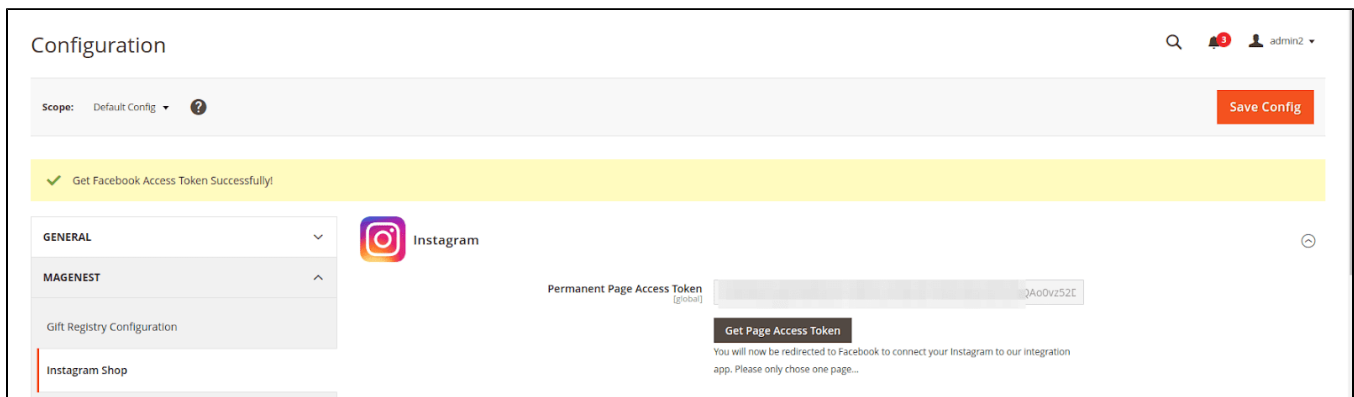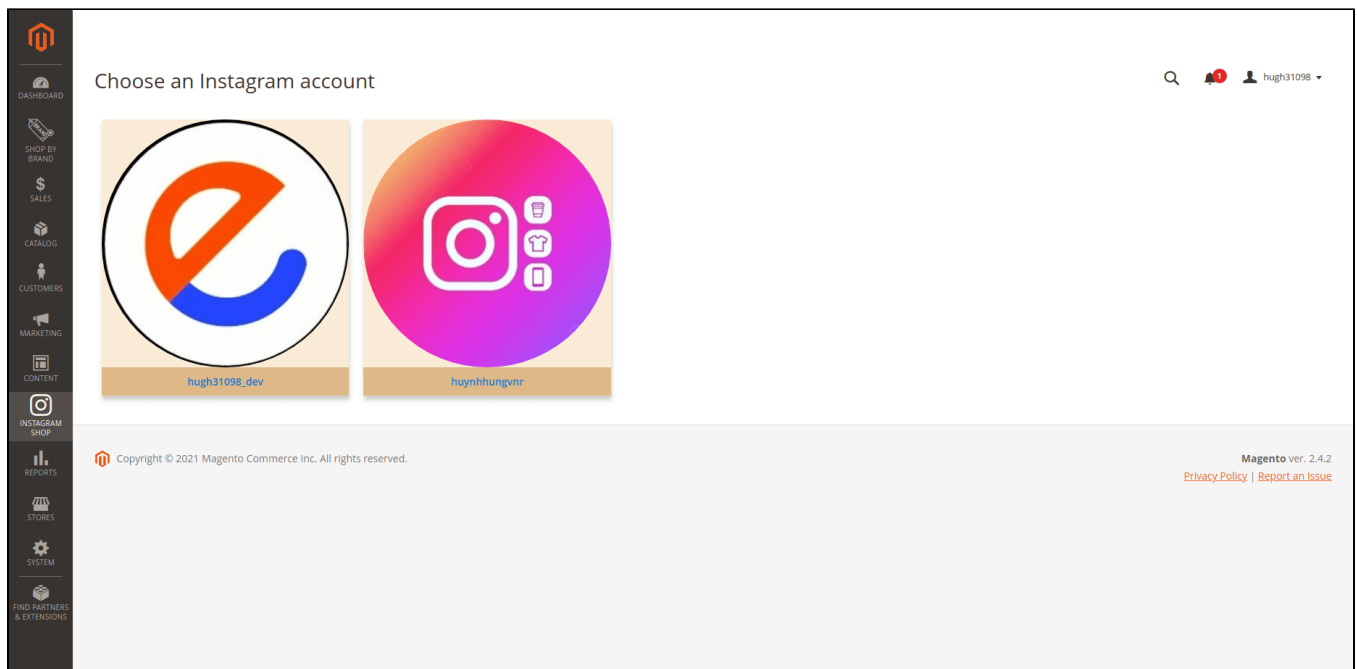
Configuration

To configure the Instagram Shop, on the **Admin sidebar**, go to **Store > Configuration > Magenest > Instagram Shop**

➕ Configurations in **General**, **Instagram Stories** and **Create Sample Widget** sections are editable in **Default Scope** and can be shared between all scopes. Other configurations are specific to each website and only viewable when switching to a **Website Scope**.

➕ Get Photos on your Instagram Account section:

Switch scope to your preferred website, then click on the **Get Photos Now** button to get all photos from the Instagram account connected to that scope.
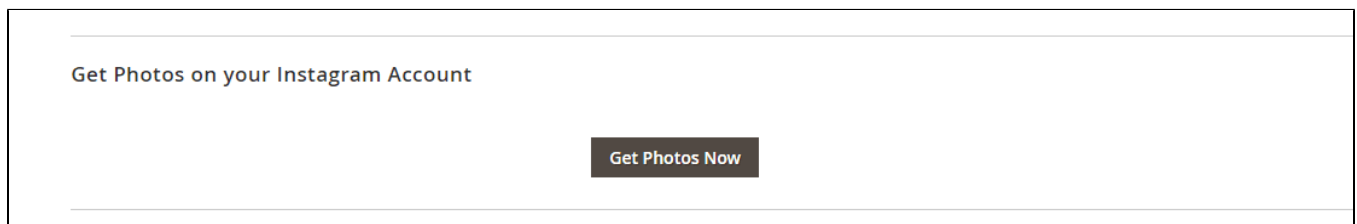
⊕ General

- **Add Gallery Link to Main Menu**: Add the Instagram Gallery category to the top menu bar.
- **Gallery Layout:** Select the layout to display the Instagram photos on the gallery page.
- **Gallery Effect:** Select a suitable effect for the gallery page, according to the selected layout above.
- **Hover Effect**: Choose the effect when hovering on photos in the gallery.
- **Media Type Pulled From Instagram:** You can choose to pull **Only Image** or **Both Image and Video.**
    - If you choose to fetch **Only Image**, note that the video pulled from Instagram will be displayed with only the thumbnail of that video.
    - If you choose to fetch **Both Image and Video**, you should set up and run the Cron Job for your server to update the video links. Otherwise, you'll have to update the links manually by clicking on the Get Photos Now button above.
- **Hotspot Style**: Choose the style of hotspots that will be displayed in the popup.
- **Enable Button View Gallery:** Display a button under the Instagram Slider and Instagram Collection on the Product page.
- **Button Title:** The title of the button under the Instagram Slider.
- **Button CSS**: Flexible to change the button style with CSS.
- **Featured Product Display Option:** There are 2 options for the display: Product Name & Product Name with Image.
- **Display Instagram Collection Block on Product Detail Page:** Choose **Yes** to show related Instagram Photos on the product page

- **Hashtag on Block**: The hashtag linked with an Instagram hashtag, displayed in the Instagram block on the product detail page.
- **Block Title:** The title of the Instagram block on the product detail page.
- **Block Content**: The content of the Instagram block on the product detail page.

⭐ *Remember to save the configuration.*

Instagram Connect

Permanent Page Access Token
[website]

`xAAFzBhacenr7D/LFJ:::=2ZK:c:·V7∆·7FZ.=r:sZCDjᴉ∨:/ᴉᴘ⊔:=xW=sZRᵍᴗ:ᴅy8IyZ`

[Get Page Access Token]

You will now be redirected to Facebook to connect your Instagram to our integration app. Please choose one page only.
Read our User Guide for more detailed instructions.

Get Photos from your Instagram Account

[Get Photos Now]

General

Add Gallery Link to Main Menu [store view] — Yes — ☑ Use Default

Instagram Gallery Title on Main Menu [store view] — Instagram Gallery — ☑ Use Default

Instagram Gallery URL [website] — instagram/gallery — ☑ Use Default

Gallery Layout [store view]
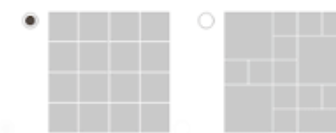
Gallery Effect [store view] — Simple Layout — ☐ Use Default

Hover Effect [store view] — Top to bottom — ☑ Use Default
Choose the effect when hover on photos in the gallery.

Media Type Pulled From Instagram [store view] — Only Image — ☑ Use Default

Hotspot Style [store view] — Dark Mode — ☑ Use Default

Enable Button View Gallery [store view] — Yes — ☐ Use Default
The "View Full Gallery" Button will be displayed under Instagram Widget and Instagram Collections on product page.

Button Title [store view] — View Full Gallery — ☑ Use Default

Button CSS [store view] — background-color: #383635;margin-top: 20px;color: #FFF;text-shadow: 1px 1px 1px rgba(0,0,0,0.2);border-radius: 3px; — ☑ Use Default

Featured Product Display Option [store view] — Product Name And Image — ☑ Use Default
Decide how featured products are displayed on each photo.

Display Instagram Collection Block on Product Detail Page [store view] — Yes — ☐ Use Default

Hashtag on Block [store view] — magenest — ☑ Use Default

Block Title [store view] — STAY INSPIRED EVERYDAY WITH US — ☑ Use Default

Block Content [store view] — Hashtag us for a chance to be featured on our Instagram — ☑ Use Default

➕ **Get Hashtagged Photos from your Instagram Account:** Pull specific photos using specified hashtags from your connected Instagram account to Magento 2 store.

- **Hashtag**: Tags should be separated by commas.

Remember to Save Configuration before get tagged photos

Get Hashtagged Photos from Public Instagram Accounts: Pull top photos using specified hashtags from all public Instagram accounts to your Magento 2 store.

- **Hashtag**: Tags should be separated by commas.

Instagram Stories: Pull the latest photo stories from your personal Instagram account to your Magento 2 store (Video stories not supported currently).

- **Keep Expired Stories**: Choose "Yes" to keep stories from being deleted after 24 hours. Undeleted stories are saved on your Magento 2 sites and can be viewed regardless of their availability on Instagram.
- **Show Instagram Stories in Gallery**: Choose to display Instagram Stories on the Gallery page or not.
- **Story Quantity Limit**: Choose the maximum number of story items displayed in the Stories Carousel at a time. If the number of stories exceeds this amount, the Carousel will scroll automatically to display extra items.

Create an Instagram Widget

Admin can add the Instagram widget by going to **Content > Widget > Add Widget**

On the widget page

- **Type**: Choose an Instagram Slider
- **Design Package/Theme**: Select the current theme that is activated on your site
- Then click on **Save** and **Continue Edit**.

⊕ On the **Storefront Properties** section

- Widget Title: Enter the title of the Instagram widget that will be shown on the front-end.
- Then assign the widget to the Store view you need
- Sort Order: Set the order of the widget that will appear in the same container
- Layout Updates: Choose the page/position to display the widget as your wish. You can choose 1 of 4 widget layout Templates: Single row, 3x3, 4x3 and 4 + 1 with 1 bigger photo.

⊕ On the **Widget Options** section

- **Title**: Enter the title of the Instagram widget to be displayed on the front-end store.
- **Select Photo Source:** Choose Instagram Photos or Instagram Top Photos.
- **Image Resolution:** sets the image resolution based on the size of photo.
- **Display Instagram Stories**: Choose whether to display Instagram stories in this slider or not.
- **Photo Quantity Limit:** Enter the maximum number of carousel items that could be visible. If this field is left blank, the default setting is **All** existing carousels.
- **Sort Photos By:** You can select to sort photos from the **Newest, Oldest, Most Liked, and Most Commented.**
- **Items/1 slide (desktop):** Enter the number of items per slide on desktop view
- **Items/1 slider (tablet)**: Enter the number of items per slide on tablet view
- **Items/1 slider (mobile):** Enter the number of items per slide on mobile view
- **Slides to Scroll:** Enter the number of slides that will be displayed in one scroll
- **Animation loop:** Choose **Yes** to make the slider into an infinitive loop instead of ending at the final image.
- **Animation Dots:** Choose **Yes** to turn the slider page using animation dot icon
- **Animation Arrows:** Choose **Yes** to turn the slider page using the animation arrow icon
- **Center Mode:** Choose Yes to display the first image at the center of the slider

- **Center Padding:** If you choose **Yes** in Center Mode, you'll be able to set the distance between the center image and the rest of the same slide.
- **Lazy Load:** Choose **Yes** if you want to enable the lazy load and optimize the slider speed
- **Autoplay**: Choose **Yes** if you want the slider to scroll automatically
- **Autoplay Speed:** Set the speed for the slider display automatically
- **RTL:** Choose **Yes** if you want the slider to scroll from right to left and vice versa

Manage Photos

➕ All Photos pulled from Instagram are accessible in separate Photos Grid for each type:

Instagram Photos

Instagram Hashtagged Photos

Instagram Top Photos

➕ Each Grid can manage photos from all Scopes, and allow updating photos on all websites or specific ones.

Manage (Personal) Photos

➕ On Magento backend, go to **Instagram Shop > Instagram Photo** to see all personal photos pulled from connected Instagram accounts.

➕ You can choose **Actions** to delete image(s); show or hide the selected image(s) in the **Instagram Widget/Gallery** page.

➕ To prioritize a photo in sliders, click on its entry in the grid, and modify the **Position on Slider** column. Photos with a higher position number will be displayed first.

Add featured product hotspots to a photo

➕ To create the hotspots to pin on the featured products on Instagram photos (which is displayed in the Instagram Gallery on Magento Store), go to **Instagram Shop > Instagram Photo**. You will see the option to **Create/Edit Hotspot** for each photo in the grid table.

➕ On the Hotspot page

- You can add up to **5 hotspots** to an Instagram photo by drag and drop each hotspot to the item in the photo.
- Use the **Product in Category** section to search and attach Products to the Photo:
    - To enable a product, tick the checkbox at the leftmost of the table, and set position at the rightmost column from 1 to 5.
    - Click on **Add Product** button to confirm and save the hotspot configuration.
- If you want to add the featured products to the photos without hotspots, only add Product SKU and **DO NOT** drag the hotspot into the photo.

Manage Hashtagged Photos

- To manage your personal photos with matched hashtags, go to **Instagram Shop > Instagram Hashtagged Photo**
- On the hashtagged grid, you can use mass **Actions** to delete the selected image(s) or toggle its visibility in the **Instagram Gallery** page.

Manage Top Photos

- **Instagram Shop > Instagram Top Photo** to manage top public photos from Instagram that matched the hashtags you've specified.
- With the Top Photos grid, you can use **mass actions** to delete the selected image(s) or toggle its visibility in all Instagram Widgets.

Manage Stories

- Go to **Instagram Shop > Instagram Story** to see all the stories pulled from your Instagram account.
- Similar to Photos Grid, Story grid displays stories from all scope and can pull the latest stories from all scopes/specific scope.
- You can choose **Actions** to delete, show, or hide the selected image(s) displayed in the Instagram widget/gallery page.

Photos Indexer

➕ All Photos pulled from Instagram are scheduled to be downloaded and resized locally using Indexer. Photos that haven't been downloaded are full-size and accessible using Facebook URL instead.

By default, Indexer will periodically process fetched Photos in the background. If you require downloading and resizing Photos right after it was fetched, visit **System** > **Index Management** and set our Indexer mode to **Update On Save** instead of **Update By Schedule**.

⭐ **Note:**
     - Update On Save mode will slow down the Update Photos process significantly. We recommend using Update By Schedule mode for the best experience.

          - Update By Schedule mode requires Magento crontab installed on the system.

Storefront

Widget Slider

➕ Example Configuration

⭐ Configuration 1

- **Template:** 4 + 1 with 1 bigger photos
- **Select Photo Source:** Instagram Photos

- **Sort Photos By:** Newest
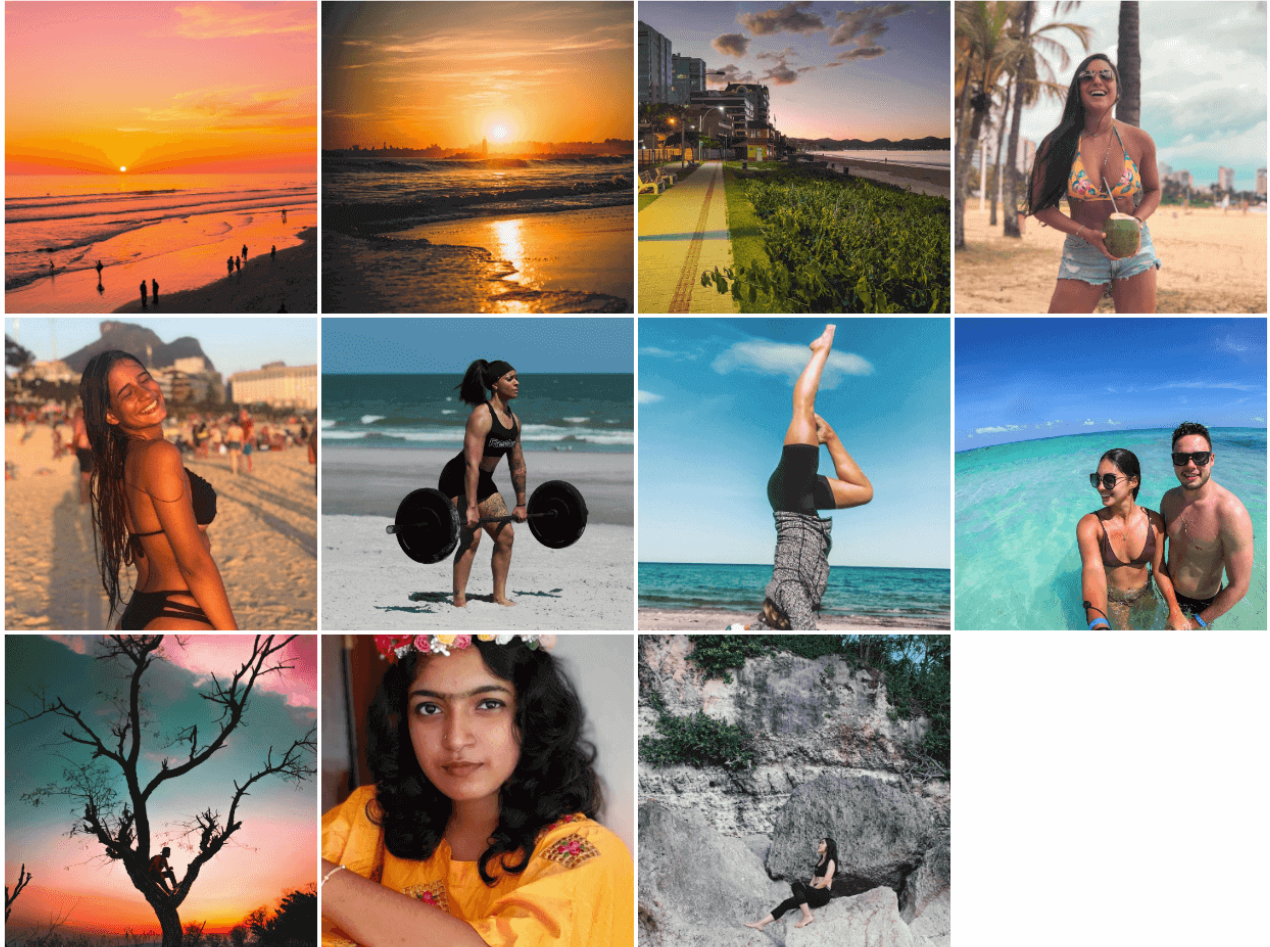

Hashtag us and be featured on our official Instagram

VIEW FULL GALLERY

⭐ Configuration 2

- **Template:** 4 x 3
- **Select Photo Source:** Instagram Top Photos
- **Sort Photos By:** Most Liked

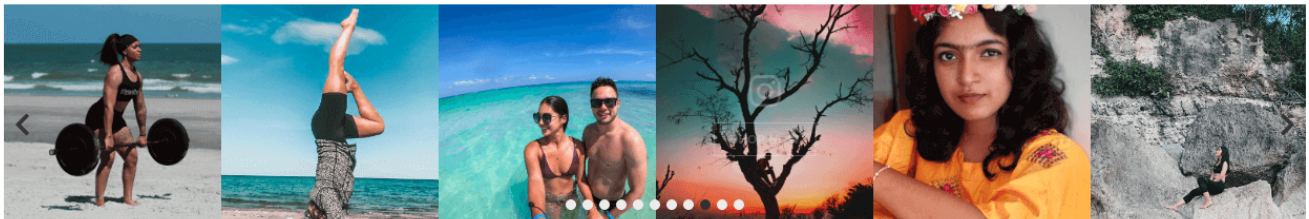Hashtag us and be featured on our official Instagram

VIEW FULL GALLERY

⭐ Configuration 3

- **Template:** 4 + 1 with 1 bigger photo
- **Select Photo Source:** Instagram Top Photos
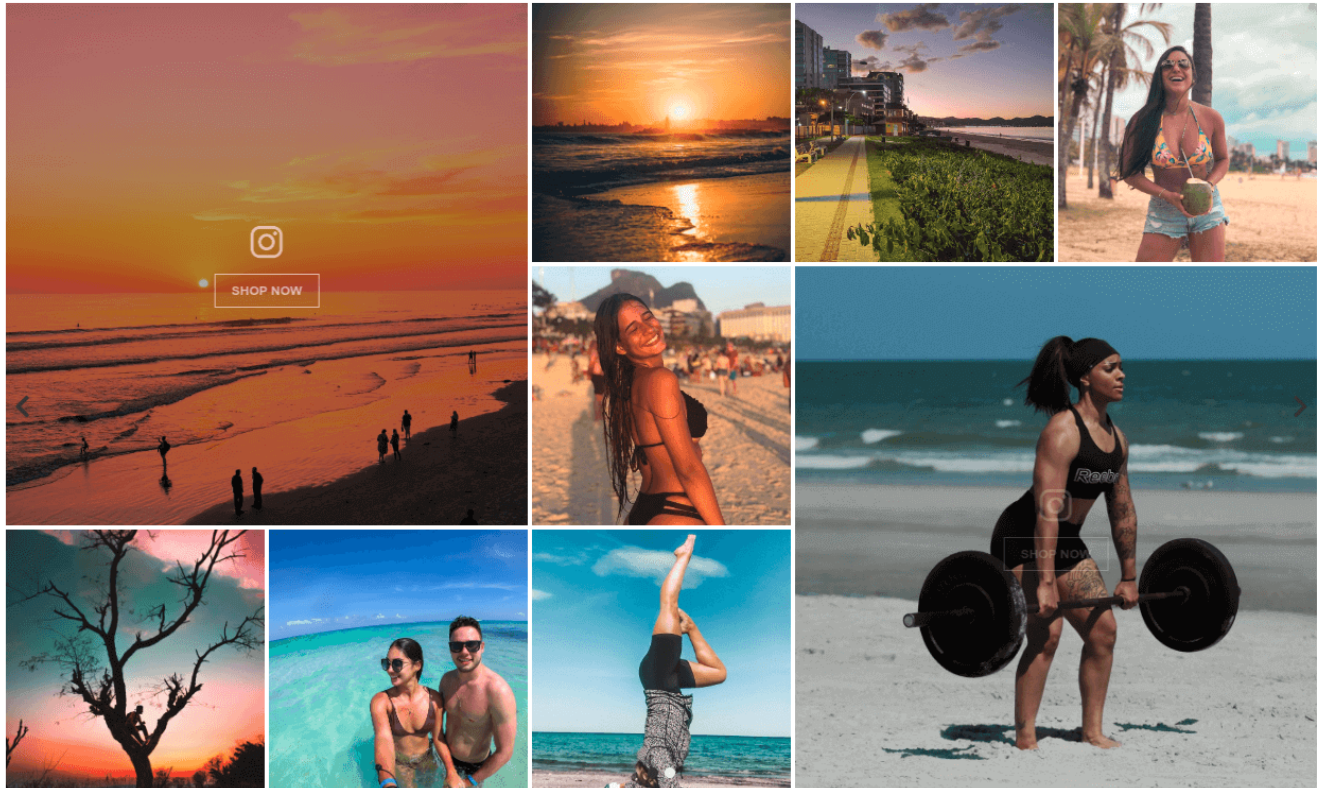- **Display Instagram Stories:** Yes

⭐ **Template:** Single row (default)

Hashtag us and be featured on our official Instagram

VIEW FULL GALLERY

⭐ **Template:** 3 x 3 with 2 bigger photos

Hashtag us and be featured on our official Instagram

SHOP NOW

VIEW FULL GALLERY

Product detail page

#magenest: STAY INSPIRED EVERYDAY WITH US

Hashtag us for a chance to be featured on our Instagram

VIEW FULL GALLERY

Hotspot on Photo

Report

➕ On Magento backend, Admin can have a report on the Instagram Widget efficiency, so they will have a complete view and know where to improve the business's image

Report

Full Report

Date Used: | Clicked At ▾ | From: [____] 📅 To: [____] 📅 | Show | Reset

Detail

Total Clicks	Total Conversion Rate	Most View Image	Most View Product from Instagram	Highest Conversion Rate Image
1139	0 %	ID: 22 Photo ID: 17978056567182030 Caption: "Denim. Why not?\n#denim"	ID: 2 SKU: 01-Jean-Jacket Name: Jean Jacket	Sorry. We couldn't find any records.

🔽 Filters   👁 Default View ▾   ⚙ Columns ▾

13 records found

20 ▾ per page   ◀ | 1 | of 1 ▶

ID ↓	Photo	Total Clicks	Conversion Rate	Drop Rate	Product Data
14		106	0 %	0 %	
15		115	0 %	0 %	<table><tr><th>ID</th><th>SKU</th><th>Viewed</th><th>Ordered / Rate</th><th>Dropped / Rate</th></tr><tr><td>15</td><td>12-Yellow-Sweatshirt</td><td>10</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>16</td><td>13-Floral-Dress</td><td>8</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>14</td><td>12-Maison-Jeans</td><td>5</td><td>0 / 0 %</td><td>0 / 0 %</td></tr></table>
16		73	0 %	0 %	<table><tr><th>ID</th><th>SKU</th><th>Viewed</th><th>Ordered / Rate</th><th>Dropped / Rate</th></tr><tr><td>5</td><td>04-Office-Purple-Heels</td><td>12</td><td>0 / 0 %</td><td>0 / 0 %</td></tr></table>
17		108	0 %	0 %	
18		136	0 %	0 %	<table><tr><th>ID</th><th>SKU</th><th>Viewed</th><th>Ordered / Rate</th><th>Dropped / Rate</th></tr><tr><td>3</td><td>02-Distressed-Denim-Jeans</td><td>10</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>2</td><td>01-Jean-Jacket</td><td>16</td><td>0 / 0 %</td><td>0 / 0 %</td></tr></table>
19		85	0 %	0 %	
20		89	0 %	0 %	<table><tr><th>ID</th><th>SKU</th><th>Viewed</th><th>Ordered / Rate</th><th>Dropped / Rate</th></tr><tr><td>13</td><td>11-Sleeveless-mini-sundress</td><td>12</td><td>0 / 0 %</td><td>0 / 0 %</td></tr></table>
21		50	0 %	0 %	<table><tr><th>ID</th><th>SKU</th><th>Viewed</th><th>Ordered / Rate</th><th>Dropped / Rate</th></tr><tr><td>1</td><td>producto A</td><td>2</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>16</td><td>13-Floral-Dress</td><td>2</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>14</td><td>12-Maison-Jeans</td><td>3</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>15</td><td>12-Yellow-Sweatshirt</td><td>1</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>13</td><td>11-Sleeveless-mini-sundress</td><td>1</td><td>0 / 0 %</td><td>0 / 0 %</td></tr></table>
22		89	0 %	0 %	<table><tr><th>ID</th><th>SKU</th><th>Viewed</th><th>Ordered / Rate</th><th>Dropped / Rate</th></tr><tr><td>4</td><td>03-Morena-Blazer</td><td>13</td><td>0 / 0 %</td><td>0 / 0 %</td></tr></table>
23		62	0 %	0 %	<table><tr><th>ID</th><th>SKU</th><th>Viewed</th><th>Ordered / Rate</th><th>Dropped / Rate</th></tr><tr><td>7</td><td>06-Mia-Pants</td><td>9</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>6</td><td>05-Essential-Freeborn-Denim-Jacket</td><td>13</td><td>0 / 0 %</td><td>0 / 0 %</td></tr></table>
24		68	0 %	0 %	<table><tr><th>ID</th><th>SKU</th><th>Viewed</th><th>Ordered / Rate</th><th>Dropped / Rate</th></tr><tr><td>8</td><td>07-Back-white-caro-shirts</td><td>9</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>10</td><td>09-Cotton-Twill</td><td>7</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>9</td><td>08-tote-bag</td><td>5</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>11</td><td>10-Fitted-Cotton-Tshirt</td><td>8</td><td>0 / 0 %</td><td>0 / 0 %</td></tr><tr><td>12</td><td>11-Cateye-Sunglasses</td><td>7</td><td>0 / 0 %</td><td>0 / 0 %</td></tr></table>
25		77	0 %	0 %	
26		81	0 %	0 %	

Update

- When a bug fix or new feature is released, we will provide you with the module's new package.
- All you need to do is repeating the above installing steps and uploading the package onto your store. The code will automatically override.
- Flush the configure cache. Your store and newly installed module should be working as expected.

Support

- We will reply to support requests within **2 business days**.
- We will offer a **lifetime free update and 6 months of free support for all of our paid products**. Support includes answering questions related to our products, bug/error fixing to make sure our products fit well in your site exactly like our demo.
- Support **DOES NOT** include other series such as customizing our products, installation and uninstallation service