# Social Commerce by *Obox*

## Theme Setup Documentation

This guide includes step-by-step instructions for setting up and using the theme.

View the **online documentation suite** for the most updated documentation and support.

## Social Commerce: Install WooCommerce

> ⓘ   You are not required to be running a WordPress theme that is specifically setup to support WooCommerce, however it is strongly recommended.

This eCommerce theme uses the popular WooCommerce plugin to provide shop functionality and inventory management. eCommerce functions will not work without it.

> ⓘ   There are two ways to install WooCommerce. If you are new to WordPress, use the **Automatic Installation**.

### Method #1 : Automatic Installation

Automatic installation is the easiest option as WordPress handles the file transfers itself and you don't even need to leave your web browser.

1. Login to your WordPress admin panel, navigate to the Plugins menu and click Add New.

2. In the search field type "WooCommerce" and click Search Plugins.

3. Once you've found the plugin you can view details about it such as the the point release, rating and description. Most importantly of course, you can install it by simply clicking Install Now . After clicking that link you will be asked if you're sure you want to install the plugin. Click yes and WordPress will automatically complete the installation.

4. A WooCommerce welcome banner will appear asking you to install WooCommerce pages. Confirm

installation, which will then bring you to the WooCommerce settings page.  You will return to this page later in the setup process.

5. Once activated, you will see a big purple banner across the top with a button to generate the WooCommerce pages automatically.

6. Visit the  Appearance  → Menus  page to add the **Shop** page to your menu.

If you are asked for the  FTP details of your webserver during the plugin install process, simply fill in your details to complete the installation or see **this article**

## Method #2 Manual Installation

The manual installation involves downloading the plugin and uploading it to your webserver via your favourite FTP application.

1. **Download the plugin** to your computer and unzip it

2. Using an FTP program, or your hosting control panel, upload the unzipped plugin folder to your WordPress installation's wp-content/plugins/ directory.

3. **Activate** the plugin from the Plugins menu within the WordPress admin.

4. Once activated, you will see a big purple banner across the top with a button to generate the WooCommerce pages automatically.

5. Visit the  Appearance  → Menus  page to add the **Shop** page to your menu.

ⓘ   **Need More Help?**

Visit the **WooCommerce Docs website** for more information.

# Social Commerce: Suggested WooCommerce Settings

The following settings are recommended for best compatibility with Social Commerce. Note that your main theme may have special settings it needs with regards to image sizes, so the important settings here are the General Settings.

> **WooCommerce Support**
>
> Our WooCommerce documentation covers basic setup that is specific to theplugin. For more information on how to use WooCommerce products, options and settings, including Shipping, Payment and other you-specific settings, please consult their user guide. It goes into great detail in terms of both setup and maintaining your products, shipping, stock, tax and much more.
>
> **View the WooCommerce User Guide**

The following guides you through optimal settings for WooCommerce with Social Commerce:

## Main Tab

1. Go to WooCommerce → Settings
2. **Check** *Prevent customers from accessing WordPress admin* under **Check Out & Accounts**
3. **Check** *Force secure checkout* but leave *Un-force HTTPS when leaving the checkout* **unchecked**

# Social Commerce: Setup Your Facebook App

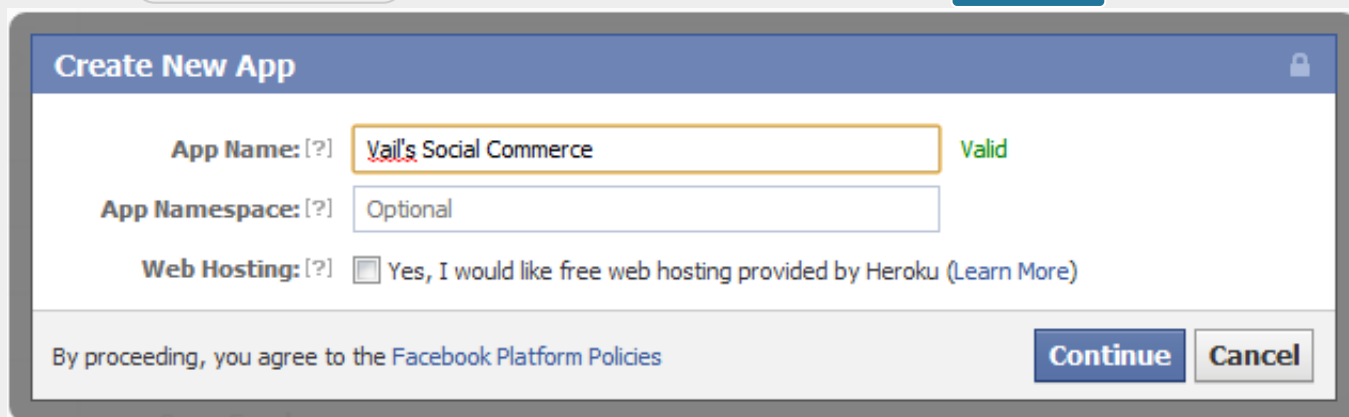Social Commerce requires three main pieces to be setup and configured:

- You must have the App setup in Facebook
- You must have an active **dedicated SSL certificate** for your domain. Shared SSL is not supported by Facebook.
- **Why does Facebook Require an SSL Certificate?**
- You must have the App ID set in the Social Commerce settings

## Guided Setup

Below is a video guide demonstrating setup. Note that some screens may vary or have changed. You may also access this video under the Social Commerce → Settings **Setup** tab in your WordPress admin. For detailed instructions, see below.

## Step-By-Step Setup

1. Visit your Social Commerce → Settings in WordPress, and click on the **Setup** tab. Click the Open Facebook Developers button ( or go directly to **http://developers.facebook.com/)** and login)

2. Click on **Apps** in the top menu.

3. Click the Create a New App button. Give it a unique name and click Continue

   **Create New App**

   App Name: [?]  Vail's Social Commerce        Valid

   App Namespace: [?]  Optional

   Web Hosting: [?]  ☐ Yes, I would like free web hosting provided by Heroku (Learn More)

   By proceeding, you agree to the Facebook Platform Policies        Continue   Cancel

4. Once the App page appears enter your settings as follows in to the **Basic Info**.

   - **Display Name:** Whatever you want your app to be called. This is displayed on the tab link on your Facebook Page.

   - **App Domains:** Enter your website domain without the *http://www*. Example: *obox-themes.com*

5. Select App on Facebook and Page Tab and enter your URLs as follows. Pay close attention to the /URL

- **Canvas URL:** http://*www.yoursite.com*/**?obox-fb=1**

- **Secure Canvas URL:** https://*www.yoursite.com*/**?obox-fb=1**

- **Canvas Width:** Fluid

- **Canvas Height:** Fluid

- **Page Tab URL:** http://*www.yoursite.com*/**?obox-fb=1**

- **Secure Page Tab URL:** https://*www.yoursite.com*/**?obox-fb=1**

6. You may also give your Page tab a **Page Tab Name** here, such as *Shop*. This title appears below the page tab icon on your Facebook Page.



7. To upload a custom icon for your store tab, click the  Change  link to the far right of the **Page Tab**

**Image** icon and upload an image (Size should be **111px** wide by **74px** tall)

8. Leave all other settings default

9. Highlight and Copy your **App ID** at the top and click  Save Changes 

## Check For Notifications

**See Social Commerce: July 2013 Breaking Changes Alert in App Settings** then return to this document.

## Configure Social Commerce

1. In the Social Commerce settings in WordPress, click the **Setup** tab and paste the App ID in the bottom field, then click  Add the Tab to Facebook. 

2. Select your Facebook page and click  Add Page Tab 

3. Go to your Facebook page and click the page tab button under your cover image.

4. **Force Social Site** – Setting this option to **Yes** will force your social site to display on your main site URL and should only be used for testing purposes.

> (i)  You can also access your tab directly from:
>
> *https://www.facebook.com/dialog/pagetab?app_id=YOUR_APP_ID&next=YOUR_URL/*
>
> Replace *YOUR_APP_ID* with your App ID and *YOUR_URL* with your website URL. For example:
> *https://www.facebook.com/dialog/pagetab?*
> *app_id=371380299555232&next=http://demobox.co.za/phasebook/*

# Social Commerce: Configure Plugin Settings

The **Social Commerce Options** panel allows you to customize various aspects of your store, such as your logo, slider, products and sidebar.

## General Options

### Upload Your Logo

Custom Logo *(136 x 24px)*

Full URL or folder path to your custom logo.

Logo [                    ] [ Browse ] [ Clear ]
Your logo will not be automatically resized.

Click on ( Browse ) to select a custom logo. For best results, use a 24-bit PNG image that is around **162px x 50px**

### Facebook Sharing Options

Select whether to disable OpenGraph – do this only if you are using a custom Social Sharing plugin that has its own OpenGraph that conflicts with Social Commerce.

Upload a custom site graphic that will display in Facebook shares if no Featured or Product image can be found. The image must be 200×200 pixels or larger.

### Featured Slider

The slider will use Featured Images attached to posts in your Social Commerce Slider post type. Note that if your theme has a slider post type, the plugin will use posts from that post type.

1. Select **Yes** or **No** to display the featured slider. The slider will display promotions you create using the
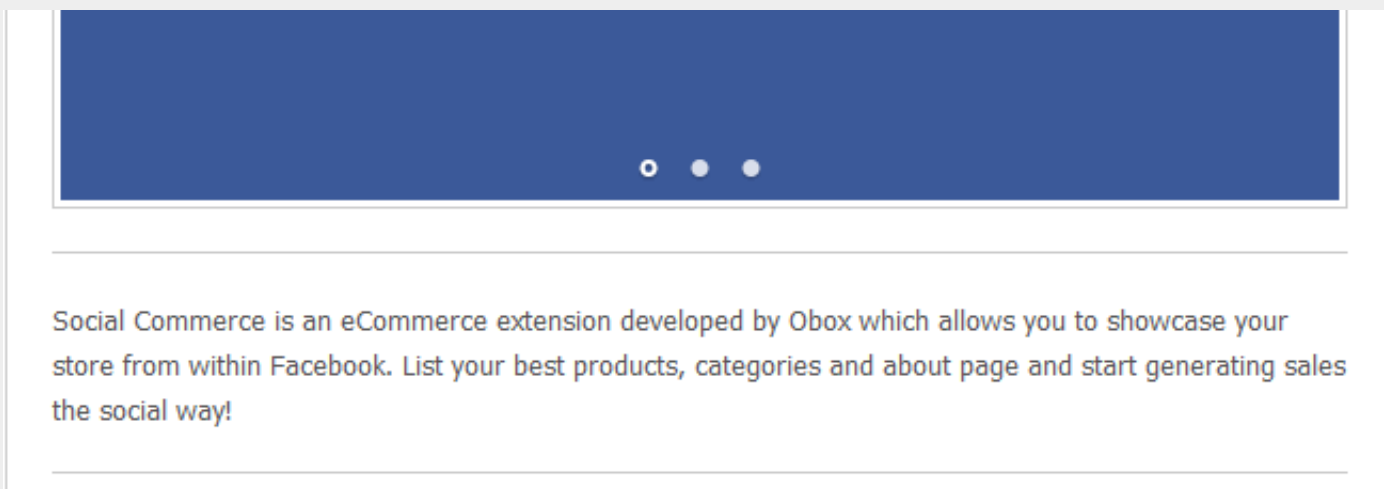
**Social Slider** post type.

2.  Select the number of slides to show, and the number of seconds to display each slide.

How the slider appears on Facebook:
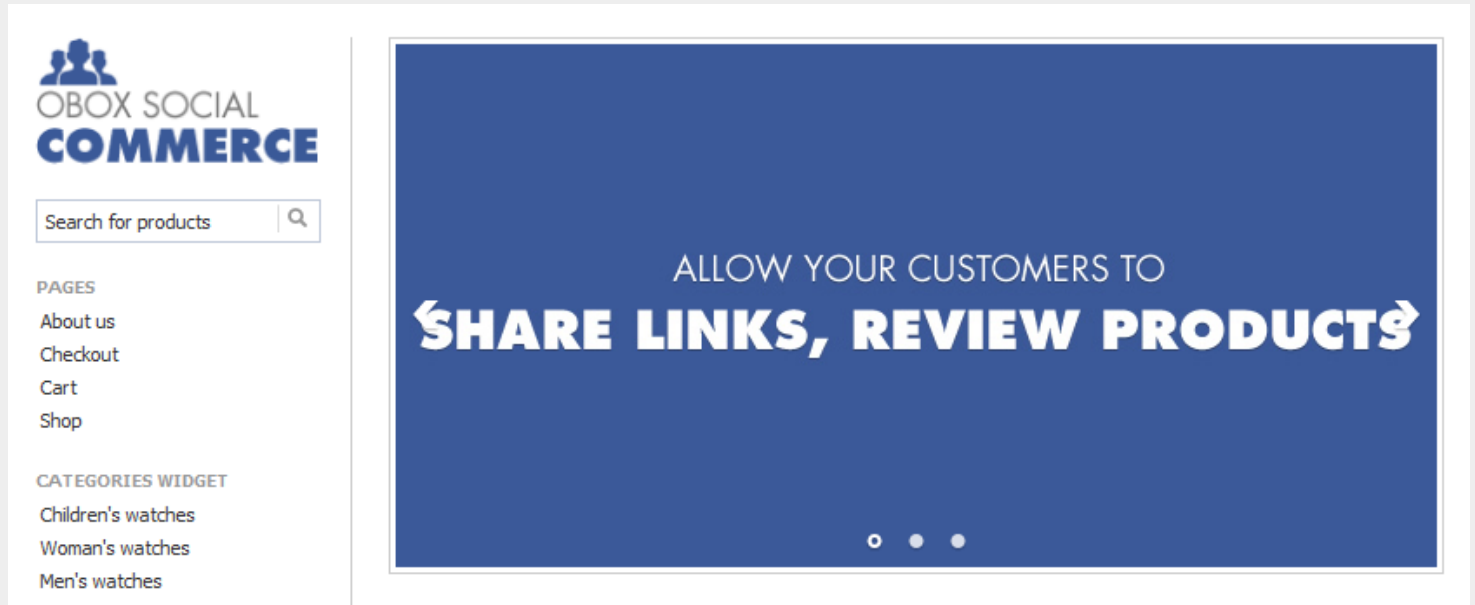


## Shop Introduction

Choose **Yes** or **No** to display the shop introduction, and enter a Title and your desired text. This is a short block of plain text that appears just below the slider.



## Home Page Products

1.  Choose **Yes** or **No** to display a selection of products on the main page of your Social Commerce shop in Facebook.

2.  Give the section a title, if desired, and choose what to display:

- **Most Recent Products** – Last number of products entered into WooCommerce based on the number you select.

- **Featured Products** -  This option will pull in products yo feature in WooCommerce. Learn more about featuring products **here.**

- **Product Categories** - This option will display product categories only using the thumbnail images you set under  WooCommerce  Product Categories

# Customization

## Social Sharing

Select whether to display the social sharing links on single products. We recommend you use the plugin's social sharing and not a WordPress plugin, as our sharing links are specifically coded to work within the Facebook iFrame and to display your product images and titles correctly when shared.

## Custom Sidebar Text

This section works similar to a text widget and will display at the bottom of the Facebook shop sidebar below any sidebar widgets. You may enter basic text or simple HTML here.  This is an ideal place to put your copyright info.

## Custom CSS

Place any custom styles for changing the color of links, text, buttons or simple layout changes here, which will only affect Social Commerce.

## Custom Social Widget Code

If you would like to customize the social sharing buttons, you can head over to addthis.com to grab a custom code and paste it here, or use a widget code from a different provider if you wish.

When finished, click on   Save Changes

# Social Commerce: Configure Widgets

The widgets displayed in your Facebook shop's sidebar directly relate to the **Social Commerce Sidebar** panel under   Appearance   →   Widgets   in the WordPress Admin area.

Drag your desired widgets into the Social Commerce widget panel.

Our demo uses the following widgets:

- **WooCommerce Categories**, set to *Category Order*
- **WooCommerce Shopping Cart**
- **Text Widget** (default WordPress widget)
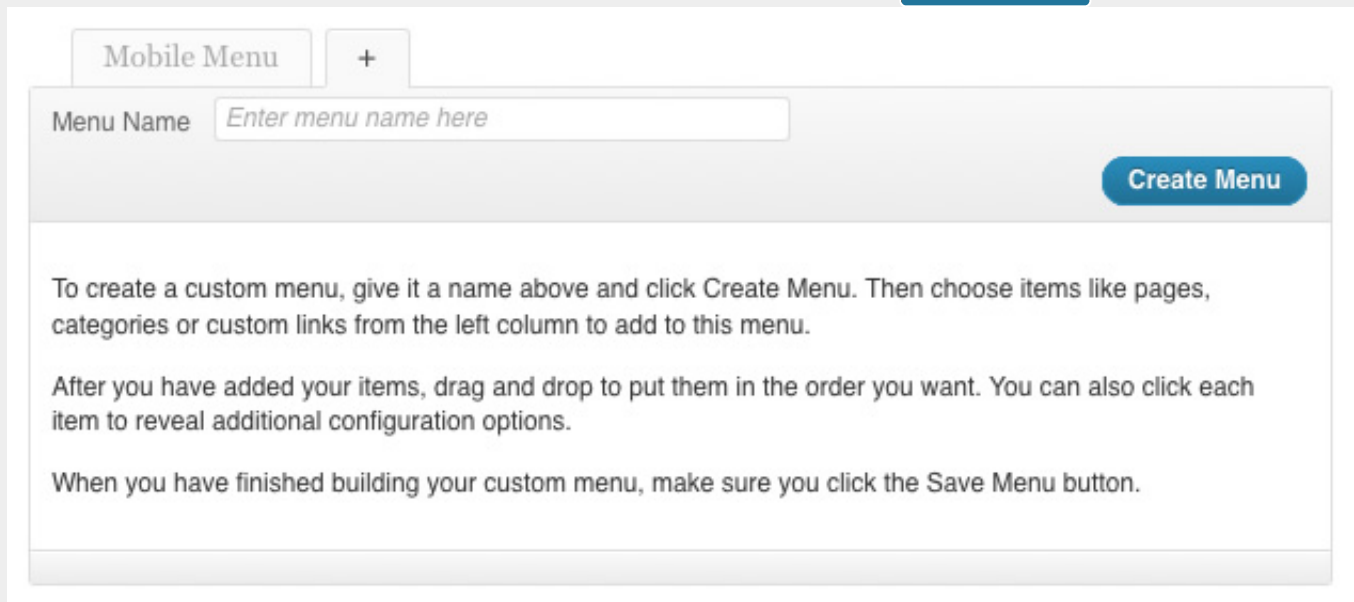- **WooCommerce Price Filter**

> The plugin does not use any features, functionality or styles from your WordPress theme, so please avoid using shortcodes in Social Commerce widgets.
> Some 3rd party plugins or widgets may not be compatible with Facebook and may not appear correctly. This plugin has been tested with Basic WordPress widgets, Obox Widgets and WooCommerce widgets.
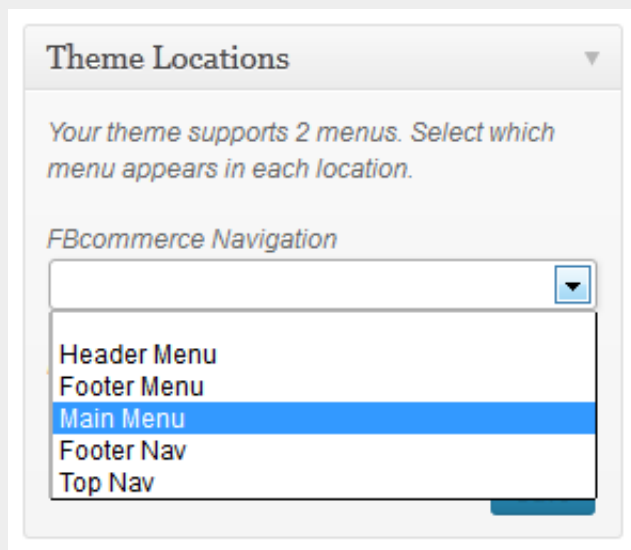
# Social Commerce: Setup Menus

Social Commerce will display a page nav by default, but it may show items you don't wish to appear, or put them in an order you don't like. You may customize your menu using the following steps:

1. Go to  Appearance  →  Menus.

2. Click the plus (+) tab to add a new menu, give it a name and click  Create Menu



3. Select the menu from the *FBCommerce Navigation* menu under the **Theme Locations** panel on the left and click  Save
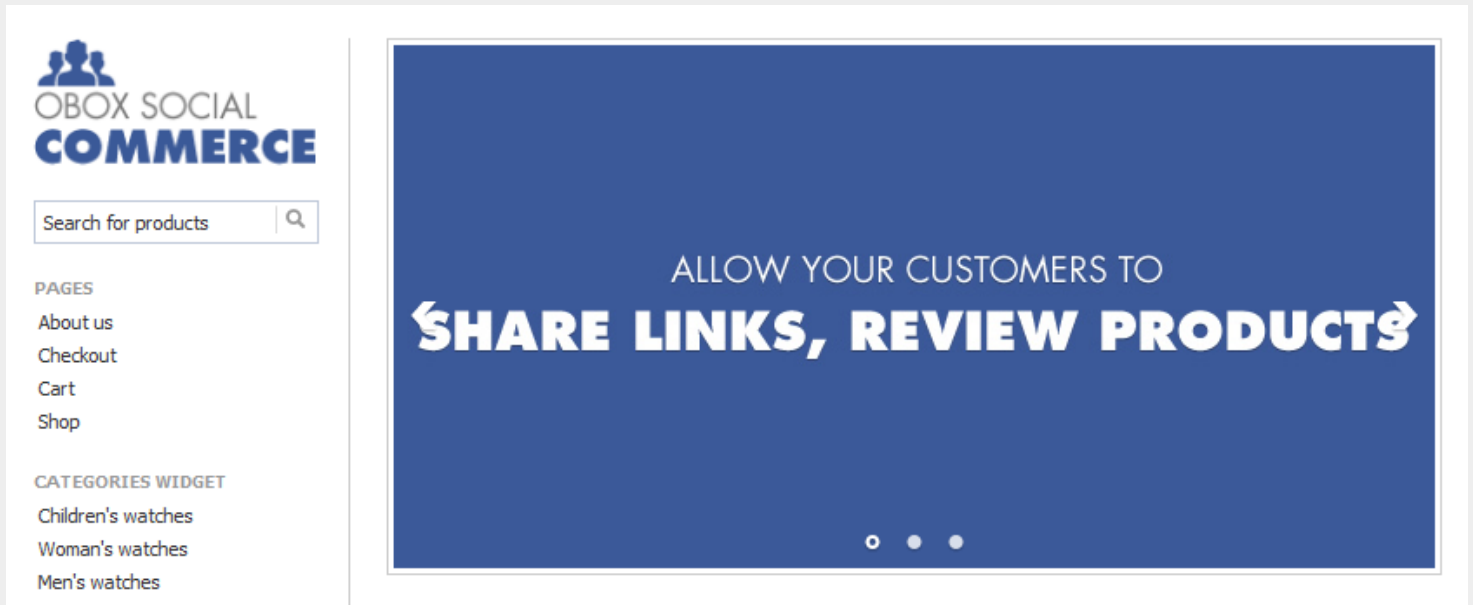


> ⓘ Visit the **WordPress Menus User Guide here** for help with sub-menus, enabling link panels and adding custom classes.

# Social Commerce: Social Sliders

The Social Commerce plugin comes with a special post type called **Social Sliders.** This post type is ideal for creating special promotions or displaying a custom graphic for your Facebook shop.



## Add Some Slider Posts

1. From the WordPress admin panel, click on  Social Slider  →  Add Slide.

2. Give the slide a **title**

3. Enter the slide's **link** in the **Slider options** area below the post editor. These links must be to content on the same domain as your shop.

4. Click **Set Featured Image** and upload a slider image. For best results, use images that are **600px wide** and at least 300pxtall. Click  Use as Featured Image  in the lower-right once the upload is complete.

5. Click  Publish.

> Slides appear in the order they are entered. You may manipulate the order of slides by changing the **published date** or time. The most recent date/time will display first.

# Social Commerce: Facebook App tab is blank white

This issue was found to be caused by the U-Design Theme and their WooCommerce Integration plugin. If you deactivate the plugin, your shop will appear normally. If you switch to a different theme, it will begin to work properly.

Please contact the theme author to request they look into resolving the conflict or change how they are attempting to integrate WooCommerce.

If you are NOT using U-Design and do not have any plugins activated other than WooCommerce, but still only see a blank white page, please see the following or drop us a line in the forums!

- **Social Commerce: HTTP 500 or Page Cannot Be Displayed in iFrame**
- **Social Commerce: This Connection Is Untrusted**

# Social Commerce: Nothing happens on checkout with Paypal or 3rd Party Vendor

Social Commerce now directs users to an external tab or window to complete a PayPal payment or direct to any 3rd Party payment page. We cannot account for all WooCommerce extensions or payment types, so if you still have an issue with a specific checkout action, pleasedrop us a line in the Social Commerce forum and give us as much detail as possible as well as the extension's name so we can contact the author.

Visitors will need to ensure facebook.com is an exception in any popup blocking setting in the browser, or that popup blocking is turned off. You may need to refer your customers to the following links if they contact you with questions.

- **Changing Settings in Firefox**
- **Changing Settings in Chrome**
- **Changing Settings in Internet Explorer**

# Social Commerce: Clicking a sidebar link loads the main site

1. Ensure the plugin is up to date with the latest version

2. Under  Appearance  >  Menus , ensure a new menu was created for Social Commerce without any custom links. All links should be selected from the Pages, Category or Product Category boxes on the menu editor.  Ensure this menu is selected under Social Commerce menu (for WordPress 3.6 ensure the correct theme menu position radio button is selected)

3. Clear your browser cache

4. Reload the app and wait for it to fully load before clicking a link. The app can take a moment to rewrite all the URLS. This pause is increased the more load Facebook is under, and can be impacted by other things such as your connection speed and that of your main site server, but should never be longer than a second or two. You can work around this by adding Custom Links in your Social Commerce menu and adding the /?obox-fb=1 suffix to the end of the URL.

   **Example:**https://www.yoursite.com/product-category/clothing/?obox-fb=1

# Social Commerce: Page Cannot be Found on Mobiles

Facebook's mobile app (m.facebook.com) does not support page tabs, therefore attempting to open your app URL directly will result in a page not found error due to a bug in Facebook (view **report 1** and **report 2**)

## Workaround

You can break out of mobile mode by formatting your url like this:

https://www.facebook.com/*pagename*/?%20sk=app_APPID&ref=ts

Where pagename is your page name from the original URL, and APPID is your APP ID

For example:

https://www.facebook.com/*OboxThemes*/?%20sk=app_*356106537733222*&ref=ts

## Caviats

Page tabs are not designed for use on mobile screens, which may drive their exclusion from Facebook's mobile app. The tab is a fixed 880pixels wide, even if you set the **iframe** to fluid. As a result, tabs will only look good when viewed on tablets or devices capable of scaling down the page to fit the screen. This is unfortunately not something we can solve with the plugin – your Social-Commerce formatted pages are all responsive and will adapt to mobile screens if viewed outside of the Facebook tab.

For details , please visit your Facebook developers tab and browse the discussions on this topic.