



## Facebook Like Button V1.6.1

**Notice: This product is not endorsed by Facebook. Retail Evolved is not affiliated with Facebook.**

## What is Facebook Like Button?

Facebook created a Like button that allows you to be more connected to your customer's and their Facebook friends. This button can be used on any page and provides an easy way for Facebook users to post pages to their profiles that they like. Recently, Facebook added their Send Button, a button that allows Facebook users to send pages to friends.

This extension adds a Like button – and now, an optional Send button - to the top of all Magento product, category, and CMS pages. It automatically configures the page to use the main product / category image and product / category name to enable quality shared content.

## Features

- Add Like buttons (iFrame type) to your entire catalog and CMS pages in 5 minutes – allow your customers to recommend your products, categories, and pages to all of their Facebook friends
- Add Send buttons to your entire catalog
- Like + Send buttons can be placed on your product grid / list
- Supports 'ref' parameter
- Open Graph compatible – send messages to fans for every product that gets “liked” on your site
- Customize the placement of the Like + Send button
- Configure all aspects of the Like + Send button from one place in Magento admin
- Supports both iFrame and XFBML buttons
- Automatically provides a quality title and image for your shared content
- Quick and easy install - just upload and refresh your cache
- Works with Magento versions 1.2.x, 1.3.x, 1.4.x, 1.5.x, 1.6.x, and EE
- 30 day money back guarantee
- 30 days of free support

## Installation

1. Backup your Magento directory
2. Unzip the downloaded file
3. Using an FTP client, upload the “app” directory into your Magento directory
4. If you are using a package or theme other than the default package and theme, copy everything in app/design/frontend/default/default/ to app/design/frontend/[package]/[theme]/
5. If you are planning on using XFBML buttons, you will need to edit some template files to support Internet Explorer
  - a. In the following files, change the opening html tag to read: `<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="<?php echo $this->getLang() ?>" xmlns:fb="http://www.facebook.com/2008/fbml" xmlns:og="http://ogp.me/ns#" lang="<?php echo $this->getLang() ?>">`
    - 1) app/design/frontend/[package]/[theme]/template/page/1column.phtml
    - 2) app/design/frontend/[package]/[theme]/template/page/2columns-left.phtml
    - 3) app/design/frontend/[package]/[theme]/template/page/2columns-right.phtml
    - 4) app/design/frontend/[package]/[theme]/template/page/3columns.phtml
6. Refresh your cache
  - a. Log in to your Magento admin area
  - b. Go to System->Cache Management
  - c. Select “Refresh” from the “All Cache” drop down

- d. Click “Save cache settings”
7. After refreshing, you may need to log out and log back in to the admin area to gain access to the configuration options for Facebook Like Button

## Upgrading

Follow installation instructions and respond “Yes” to any prompts to overwrite files. As always, back up your website files before installing / upgrading. Don’t forget to refresh your cache after upgrading!

**Upgrade Note: If upgrading from a version prior to 1.3.3, you will be adding the Open Graph functionality. By default, it is turned off to avoid confusion. Turning it on may appear to delete all of your “likes”, but they will be restored properly as soon as somebody “likes” the page again. This is an issue with Facebook’s API and will hopefully be corrected by them soon.**

## iFrame vs. XFBML Button Types

There are two types of Facebook Like buttons: iFrame and XFBML. The iFrame buttons are the quickest and easiest to get up and running. However, they lack three features which may be necessary for you:

1. XFBML buttons are required if you would like to use the Send button
2. Commenting is only enabled on iFrame buttons with a width of at least 450 pixels
3. XFBML buttons allow you to subscribe to JavaScript events when a user clicks on the Like Button: This is done by subscribing to the ‘edge.create’ event through ‘FB.event.subscribe’ (see <http://developers.facebook.com/docs/reference/javascript/FB.Event.subscribe> for details)

## Enabling XFBML Buttons or Open Graph

**Attention! If you are using one of the many Magento extensions that utilize Facebook Connect or have added in Facebook Connect functionality on your own, you MUST read “Facebook Connect Compatibility” for additional instructions.**

To enable XFBML buttons and Send buttons, you will need to set up and configure a Facebook application. There are two ways to do this, and both are relatively simple.

### Option 1:

1. If you haven’t already done so, create a Facebook account
2. Go to <http://developers.facebook.com/setup>
3. Validate your account with a credit card or mobile phone (if necessary)
4. Enter a Site name and Site URL – the Site URL must end in a slash and must **exactly match your base url, including a “www” if applicable**
5. After the app is created, make note of the “App ID” – this can be accessed later by going to <http://developers.facebook.com> and clicking on “My Apps”

### Option 2:

1. If you haven’t already done so, create a Facebook account
2. Go to <http://www.facebook.com/developers>
3. Click “+ Create New App”
4. Enter an App Display Name and agree to the terms – don’t worry about a namespace
5. Under Basic Info enter the base of your domain in the App Domain box and press enter – this should not end in a slash

6. Underneath “Select how your app integrates with Facebook”, select Website and enter your site URL – this must end in a slash and must **exactly match your base url, including a “www” if applicable**
7. Save your changes
8. In the Facebook Like Button configuration in your Magento admin, enter the App ID from the Settings->Basic area of the Facebook app in the App ID field

Lastly, you will need to edit some template files in Magento to support Internet Explorer:

In the following files, change the opening html tag to read: `<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="<?php echo $this->getLang() ?>" xmlns:fb="http://www.facebook.com/2008/fbml" xmlns:og="http://ogp.me/ns#" lang="<?php echo $this->getLang() ?>">`

1. app/design/frontend/[package]/[theme]/template/page/1column.phtml
2. app/design/frontend/[package]/[theme]/template/page/2columns-left.phtml
3. app/design/frontend/[package]/[theme]/template/page/2columns-right.phtml
4. app/design/frontend/[package]/[theme]/template/page/3columns.phtml

## Configuring Facebook Like Button

Like buttons can be easily configured from your Magento Admin site. To access settings, go to System->Configuration->Facebook Like Button.

*Hide Default Product Button?:* Set to “Yes” to hide the default product button if you are going to customize button placement on product pages.

*Hide Default Category Button?:* Set to “Yes” to hide the default category button if you are going to customize button placement on category pages.

*Enable Open Graph Protocol?:* It is recommended that this be set to “Yes”. Enabling open graph requires a valid App ID. See “Enabling XFBML Buttons or Open Graph”. When this is set to “Yes”, a fan page will be created for every product on your site that gets “liked”. From there, you can manage your pages and publish messages to your fans.

**Note: If you have accumulated “likes” while this was not enabled, they may appear to be erased after enabling. They will reappear after your customers “like” your pages again. This is a Facebook API quirk.**

*Site Name:* Facebook has been tinkering with the way they utilize this. It is good practice to fill it in as Facebook may use it when a page is shared, though currently they do not.

*Use Rewrites if Available?:* Set to Yes to use the product rewrite created by Magento if it is available. Only set to No if you were using a version of this extension prior to 1.3.2 and are worried about losing a record pages your customers liked.

*Button Type:* We recommend using XFBML for a better experience for you and your customers. Also, the Send button is only available if you are using the XFBML button type. Refer to the section of this document titled “iFrame vs. XFBML Button Types” for more information.

*App ID:* This is required if you are using the XFBML button type or want to use the Open Graph protocol to manage pages and publish messages to your fans.

*Send Button?:* Set to Yes to show a Send button next to the Like button. This can be configured separately for the product view, category view, CMS pages, product grid view, and product list view.

*Layout Style:* “standard” displays more text next to the button. “button\_count” simply displays the number of people that have liked the page. “box\_count” displays a like button with a large count popping out above it. This can be configured separately for the product view, category view, CMS pages, product grid view, and product list view.

*Show Faces:* Set to “Yes” to show faces of customer’s friends who liked the product. This can be configured separately for the product view, category view, CMS pages, product grid view, and product list view.

*Width:* The width of the Like button container. This can be configured separately for the product view, category view, CMS pages, product grid view, and product list view. Depending on the *Layout Style* selected, there are different minimum widths. The minimum for the “standard” layout is 225 pixels. The minimum for the “button\_count” layout is 90 pixels. The minimum for the “box\_count” layout is 55 pixels.

*Height:* The height of the Like button container. This can be configured separately for the product view, category view, CMS pages, product grid view, and product list view.

*Ref:* The ‘ref’ parameter is optional and is used to help with A/B testing (determining where the best place is for your Like button). It also causes Facebook to provide more details in the shared URL when somebody follows a shared link. This can be configured separately for the product view, category view, CMS pages, product grid view, and product list view. See the “Facebook Like ‘ref’ Parameter” section for details.

*Verb to display:* Self-explanatory – button either says “Like” or “Recommend”

*Font:* The font to display.

*Color Scheme:* Dark or light, your choice.

*Use Categories in URLs?:* Setting this to “Yes” will include the category in product URLs that get shared. You should only enable this if you have customized your site to use URLs that include categories as your canonical URLs. Otherwise, you run the risk of duplicate shares as search results do not include the category in the product URLs by default.

## Open Graph Protocol

Enabling the Open Graph Protocol means that you can send messages to fans of your products via Facebook pages. To make this work, you must have set up a valid App ID (see “Enabling XFBML Buttons or Open Graph”) and configured it in the Magento admin.

To access the product’s Facebook page, an administrator of the Facebook application must click the Like button on the product’s page on your website. The Facebook user that initially created the application is automatically added as an administrator. You can add more administrators from the “Widgets” tab of your Facebook application settings.

After an administrator has “liked” the product page, you should see an “Admin Page” link next to the like button on the product page. Clicking this will take you to the Facebook page where you can broadcast messages and manage fans.

**Note: Currently, Facebook does not provide one place where you can broadcast messages to anybody who has liked any product on your site. It can currently only be done at the product / page level.**

## Like Button 'ref' Parameter

The 'ref' parameter is used to help with A/B testing (determining where the best place is for your Like button). It also causes Facebook to add some parameters to the URL when it is followed from a shared link.

From Facebook's documentation (<http://developers.facebook.com/docs/reference/plugins/like>):

"The ref attribute causes two parameters to be added to the URL when a user clicks a link from a stream story about a Like action:

1. fb\_ref – the ref parameter
2. fb\_source – the stream type ('home', 'profile', 'search', 'other') in which the click occurred and the story type ('online' or 'multiline'), concatenated with an underscore."

At this time, the extension will not handle these parameters in any special way. We encourage you to use Google Analytics to take full advantage of this feature.

## Customize Button Placement – Product Page

If you don't like where the button is placed by default on your product page, you can easily change its placement:

1. Set System->Configuration->Facebook Like Button->Hide Default Product Button? to "Yes"
2. Next, in app/design/frontend/[package]/[theme]/template/catalog/product/view.phtml add this snippet wherever you would like the button to appear:
  - a. `<?php echo $this->getBlockHtml('info.likebutton') ?>`

## Customize Button Placement – Category Page

If you don't like where the button is placed by default on your category page, you can easily change its placement:

1. Set System->Configuration->Facebook Like Button->Hide Default Category Button? to "Yes"
2. In app/design/frontend/[package]/[theme]/template/catalog/category/view.phtml add this snippet wherever you would like the button to appear:
  - a. `<?php echo Mage::helper('evlike')->getLikeHtml($this, $_category, true) ?>`

The code snippet should generally be added in three places, once for each category display mode: "Products only", "Static block only", and "Static block and products".

## Customize Button Placement – CMS Page

If you don't like where the button is placed by default on your CMS page, you can easily change its placement:

1. Set System->Configuration->Facebook Like Button->Hide Default CMS Button? to "Yes"
2. In the content of your CMS page, add this snippet wherever you would like the button to appear:
  - a. `{{block type="evlike/cms_like" template="evlike/likebutton.phtml" name="cms.likebutton"}}`

## Adding Like Button to Product Grid / List

In app/design/frontend/[package]/[theme]/template/catalog/product/list.phtml add the following code snippet where you would like the button to appear:

```
<?php echo Mage::helper('evlike')->getLikeHtml($this, $_product) ?>
```

You will need to add this snippet in two places – once for grid mode and once for list mode. Note that the snippet needs to be inside of the foreach loop that begins with `<?php foreach ($_productCollection as $_product) ?>`.

## Facebook Connect Compatibility

If you intend to use XFBML Like buttons and if you are using an extension or have added a customization that adds the following line to your page source, you MUST follow the instructions in this section:

```
<script src="http://static.ak.connect.facebook.com/js/api_lib/v0.4/FeatureLoader.js.php/en_US" type="text/javascript"></script>
```

Note that the “en\_US” will be your locale. This include is incompatible with XFBML buttons. Here is what Facebook’s developer wiki has to say:

“Important: You need to reference the FeatureLoader script only once on a page. If you already have a Facebook Connect social widget on this page, you don’t need to reference the FeatureLoader script again.”

To get around this, you will need to conditionally include the FeatureLoader script on pages that do not have a Like button on them. We have found that the simplest way to accomplish this is by using the following code in the template file that includes the FeatureLoader script:

```
<?php if(!Mage::registry('product') && !$this->getLayout()->getBlock('likebutton') && !$this->getLayout()->getBlock('defaultcat.likebutton') && !$this->getLayout()->getBlock('cat.likebutton') && !$this->getLayout()->getBlock('defaultcms.likebutton') && !$this->getLayout()->getBlock('cms.likebutton')): ?>
```

```
<!-- code to include FeatureLoader script -->
```

```
<?php endif; ?>
```

The file you will edit will be different depending on your extension or customization. If you are having troubles with this, please contact [support@retailevolved.com](mailto:support@retailevolved.com) and we will do our best to assist you.

## Un-installation

1. Remove the following from your Magento directory:
  - a. app/code/local/Evolved/Like
  - b. app/etc/Evolved\_Like.xml
  - c. app/design/frontend/[package]/[theme]/layout/evlike.xml
  - d. app/design/frontend/[package]/[theme]/template/evlike
2. Refresh your cache
  - a. Log in to your Magento admin area
  - b. Go to System->Cache Management
  - c. Select “Refresh” from the “All Cache” drop down
  - d. Click “Save cache settings”

## Change Log

### Version 1.1

- Added support for Site Name (og:site\_name meta tag)
- Fixed bug that cut off titles of products with quotation marks (") in names or descriptions

### Version 1.2

- Added automatic selection of locale when using XFBML
- Updated documentation with “Facebook Connect Compatibility” section

### **Version 1.3**

- Added support for adding the Like button to product grid / list
- When sharing with comments (XFBML), the short description will be used in the user’s post – if it is not available, description will be used
- Fixed bug that would post site information to Facebook instead of product information if the product’s description was empty
- Changed method of generating the product URL to be shared – in certain instances, it would use the wrong URL (based on Virtual Host configuration on your web server)
- Fixed bug that would cause an empty SID to be appended to the generated URL in rare instances

### **Version 1.3.1**

- Uses canonical URLs so that product URLs will be consistent regardless of the setting you have specified for “Use categories path for product URLs”

### **Version 1.3.2**

- Added support for any combination of “Use Web Server Rewrites” and “Add Store Code to Urls” settings – previously, these were ignored, resulting in potentially inaccurate product URLs (depending on your configuration)
- Added support for product URL rewrites – if one exists, it is used instead of the product’s URL key
- Fixed bug that would prevent the site name from being displayed in Facebook if the like button was using the “button\_count” style and was in a grid view
- Fixed bug that was preventing XFBML buttons from working for Australian domains

### **Version 1.3.3**

- Added Open Graph support – send messages to fans of your products via Facebook pages

### **Version 1.4.0**

- Added support for putting the Like button on a category page – in other words, your customers can now “like” your category pages, not just your products
- Added support for including the category in the shared product URL
- Made it easier to customize button placement (turn on / off default buttons in admin)

### **Version 1.5.0**

- Added support for putting the Like button on CMS pages
- Added locale support to iFrame button type
- Added support for “ref” tag, a new Facebook feature that helps a/b test button positioning and provides information about where a link was followed from on Facebook (i.e. profile\_online indicates that a one-line comment from a user’s Profile page was clicked)

### **Version 1.6.0**

- Added support for the new Facebook Send button
- Added support for “box\_count” layout style
- Fixed a bug that caused store code to be used in the URL twice on product pages in some instances

#### **Version 1.6.1**

- Fixed a bug that caused store code to be used in the URL twice on category pages in some instances