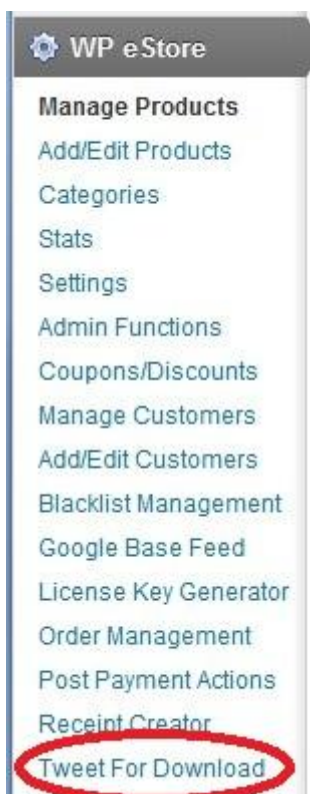# eStore Tweet For Download Plugin

The Tweet For Download plugin allows website owners to offer a free downloadable eStore product in exchange for a tweet.

The flow of events works like this:

1) A visitor arrives at the website and notices that there is a free download available.

2) When the visitor clicks on the button to download the file, they will be asked to tweet a predefined message. They will also be asked to "follow" the website owner's twitter account.

3) If the visitor agrees and proceeds with the tweet, the plugin will automatically connect to twitter and send the tweet.

4) When the tweet has been sent the plugin will automatically redirect the user back to a page where they will receive their free download.

Usage Instructions

After installing and activating the plugin, you can configure the **Tweet For Download** addon by going to: **WP eStore->Tweet For Download** (as shown below):

Configuring The Tweet For Download Plugin
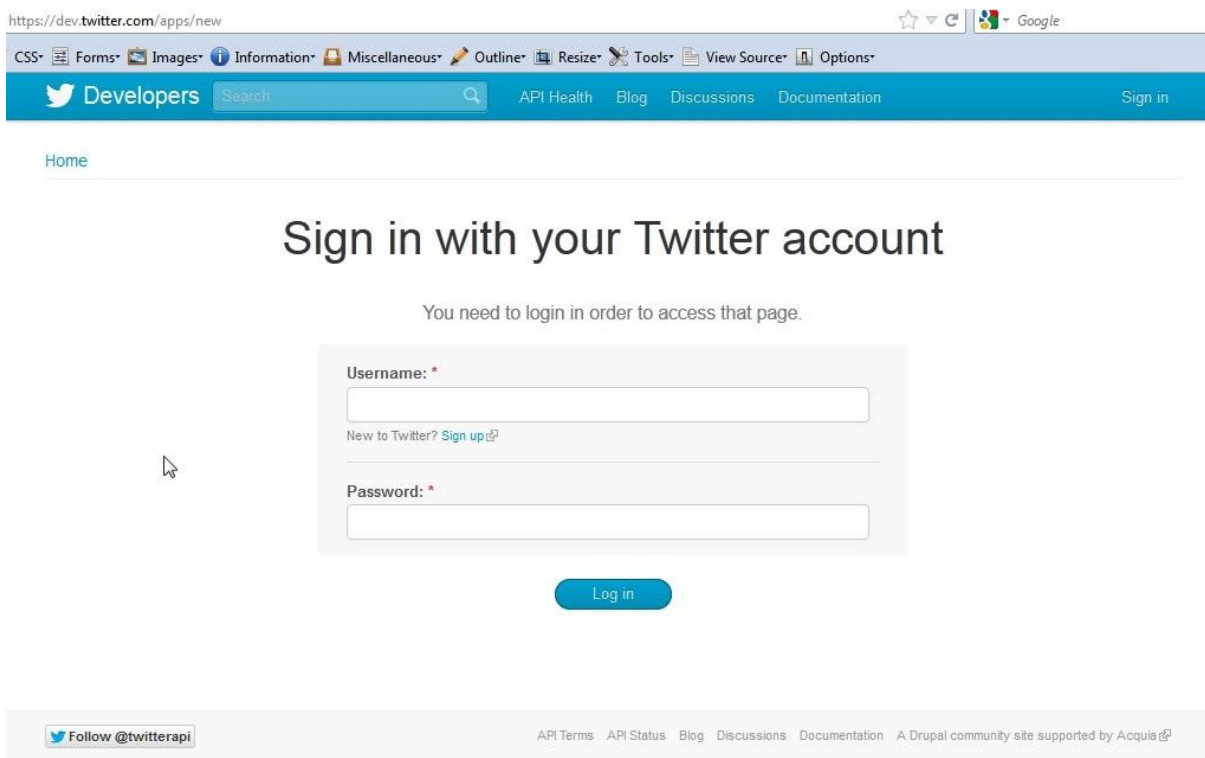
Initial Setup – Creating a Twitter App

To use this plugin you will firstly need to set up a **twitter app**.

To setup a twitter app you will need to do the following steps:

Step 1: Go the following url to start setting up your twitter app:
https://dev.twitter.com/apps/new

This will take you to a page which looks like the following:

Step 2: Sign in with your twitter account details.

You will then be taken to a page where you will be asked to fill in some details in order to setup your twitter app as shown below:

Home → My applications

Create an application

Application Details

Name: *   **1**

Jenny's Socialites Blog

Your application name. This is used to attribute the source of a tweet and in user-facing authorization screens. 32 characters max.

Description: *   **2**

Please accept this request to receive your download

Your application description, which will be shown in user-facing authorization screens. Between 10 and 200 characters max.

Website: *   **3**

http://yourwebsite.com/

Your application's publicly accessible home page, where users can go to download, make use of, or find out more information about your application. This fully-qualified URL is used in th
source attribution for tweets created by your application and will be shown in user-facing authorization screens.
(If you don't have a URL yet, just put a placeholder here but remember to change it later.)

Callback URL: **4**

http://yourwebsite.com/

Where should we return after successfully authenticating? For @Anywhere applications, only the domain specified in the callback will be used. OAuth 1.0a applications should explicitly
specify their oauth_callback URL on the request token step, regardless of the value given here. To restrict your application from using callbacks, leave this field blank.

Step 3:

Fill in the required twitter app details as shown circled in the above figure:

1) Name: Enter a value for the Name field. This can your blog or business name and this will appear in any screens where the user is asks to authorize the tweet action.

2) Description: Enter a short description of what your app is trying to do. As for the name field this will also appear in authorization screens which the user will see when they are trying to download their free file.

3) Website: Enter the URL of your website here

4) Callback URL: Enter the URL of your website here

5) Read and agree to the terms and conditions

6) Enter the appropriate captcha words

7) Click the "Create Your Twitter Application" button.

Step 4:

Once you've created your twitter app you will see the following page where you can access the details needed to configure the **Tweet For Download** plugin as shown below:

As shown in the circled items 1 and 2 in the figure above, take note of the "**Consumer Key**" and "**Consumer Secret**" and enter these values in the plugin settings page (discussed in the following step).

Step 5: **Enter the details in the plugin Settings page**:
The Tweet For Download settings page is displayed below.

After the initial setup steps you can now enter the required settings for the Tweet For Download plugin as follows:

1) Enter the "Consumer Key" value you obtained from the previous section.

2) Enter the "Consumer Secret" value you obtained from the previous section

3) Enter your "Twitter Screen Name". This is simply your twitter account's username.

4) Enter a tweet message in the "Tweet Content" field. This tweet message will be used as default just in case you have not specified a value for the tweet parameter in the shortcode for this plugin (see shortcode explanation later in this section).

Using The Tweet For Download Shortcode To Display a Button

To use the **Tweet For Download** plugin to offer free downloadable content in exchange for a tweet, simply insert the following shortcode in a post or page of your website:

[wp_eStore_tweet_for_download id=<enter product id> tweet="<enter tweet message>" anchor_img=<enter URL for your custom button>]

The above shortcode has 3 parameters:

1) **id** (mandatory) - this is the product ID for your free downloadable eStore product. Note that this parameter is mandatory and hence will always require a value in order for your download to work.

2) **tweet** (optional) - this parameter allows you to specify a tweet message.

Simply enter the message which you would like your visitors to tweet for this particular product inside inverted commas.

If you leave this parameter out the plugin will use the default tweet message in the settings page.

3) **anchor_img** (optional) - this parameter allows you to use your own custom download button. Simply enter a URL which references the button of your choice. If you leave this parameter out the plugin will use a default button image.

Some examples of this shortcode are shown below:

> **Example 1:**
> **[wp_eStore_tweet_for_download id=10 tweet="I've just downloaded an amazing video at http://xyz.com" anchor_img="http://www.mywebsite.com/wp-content/uploads/2012/06/my_twitter_button.jpg"]**
>
> This example will offer the free downloadable file which is configured in the eStore product which has ID equal to 10 and it will ask the visitor to tweet the following message: "I've just downloaded an amazing video at http://xyz.com"
> The button displayed by this shortcode will be the image file as per
> "http://www.mywebsite.com/wp-content/uploads/2012/06/my_twitter_button.jpg"
>
> **Example 2:**
> **[wp_eStore_tweet_for_download id=3]**
>
> This example will offer the free downloadable file configured in the eStore product which has ID equal to 3.
> The tweet message which the visitors will be asked to tweet will be the value which was entered in the plgin's settings page in the "Tweet Con tent" field.
> The button displayed will be a default button image which comes from this plugin.