

eStore Tweet For Download Plugin

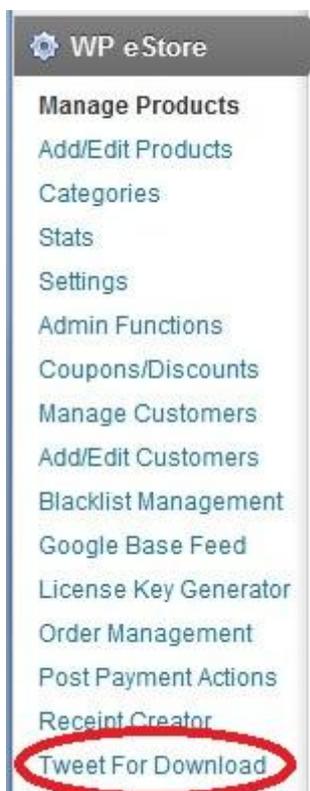
The Tweet For Download plugin allows website owners to offer a free downloadable eStore product in exchange for a tweet.

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

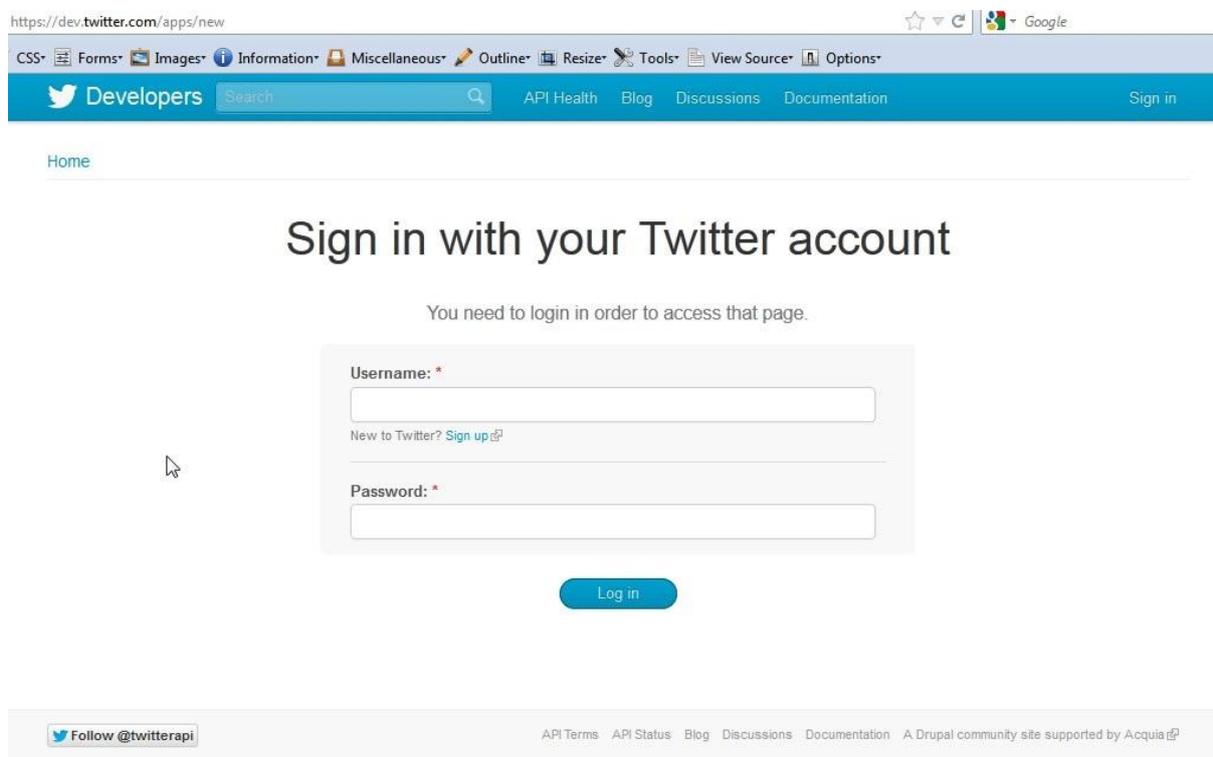
To use this plugin you will firstly need to set up a **twitter app**.

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 the 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.

Developer Rules Of The Road

Last Update - 17th of May 2012

Rules of the Road

Twitter maintains an open platform that supports the millions of people around the world who are sharing and discovering what's happening now. We want to empower our ecosystem partners to build valuable businesses around the information flowing through Twitter. At the same time, we aim to strike a balance between encouraging interesting development and protecting both Twitter's and users' rights.

So, we've come up with a set of Developer Rules of the Road ("Rules") that describe the policies and philosophy around what type of innovation is permitted with the content and information shared on Twitter.

The Rules will evolve along with our ecosystem as developers continue to innovate and find new, creative ways to use the Twitter API, so please check back periodically to see the most current version. Don't do anything prohibited by the Rules, but talk to us if you think we should make a change or give you an exception.

If you will eventually need more than 5 million user tokens for your projects, you will need to talk to us directly about access to the Twitter API.

I. Twitter Content

Yes, I agree

5

By clicking the "I Agree" button, you acknowledge that you have read and understand this agreement and agree to be bound by its terms and conditions.

CAPTCHA

This question is for testing whether you are a human visitor and to prevent automated spam submissions.

century).

twains



stop spam.
read books.

6

Create your Twitter application

7

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:

The screenshot shows the Twitter Developer application settings page. At the top, there is a navigation bar with 'Developers', a search bar, and links for 'API Health', 'Blog', 'Discussions', and 'Documentation'. Below the navigation bar, there is a breadcrumb trail 'Home → My applications'. The main content area shows the application name, a search bar, and a set of tabs: 'Details', 'Settings', 'OAuth tool', '@Anywhere domains', 'Reset keys', and 'Delete'. The 'Details' tab is selected. Below the tabs, there is a Twitter logo and the application name. The 'Organization' section contains information about the organization or company associated with the application. The 'OAuth settings' section contains the application's OAuth settings. The 'Consumer key' and 'Consumer secret' fields are highlighted with red circles and labeled '1' and '2' respectively. The 'Your access token' section contains information about the access token string and secret.

Field	Value
Organization	None
Organization website	None
Access level	Read and write About the application permission model
Consumer key	[Redacted] 1
Consumer secret	[Redacted] 2
Request token URL	[Redacted]
Authorize URL	[Redacted]
Access token URL	[Redacted]
Callback URL	[Redacted]

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.

Tweet For Download Settings

Before Using This Plugin

1. Create twitter app

To use the Tweet For Download plugin you will firstly need to create a twitter app using your current twitter account details. To create a twitter app go to this [page](#) and fill in the details. You can also go to our [documentation page](#) which shows you how to create a twitter app and how to obtain your "consumer key" and "consumer secret".

Settings

Twitter Consumer Key:

2

You can obtain this from your [Twitter App Account](#)

Twitter Consumer Secret:

3

You can obtain this from your [Twitter App Account](#)

Your Twitter Screen Name:

4

This is your twitter username

Tweet Content:

I've got the best buyer's deal at <http://xyz.com>

5

This tweet message will be used by default if you haven't specified a value for "tweet" in your shortcode

Save

6

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 plugin's settings page in the "Tweet Content" field.

The button displayed will be a default button image which comes from this plugin.