PayPal Integration Instructions

PayPal

facebook

- Buy Now
- Pay Now
- Donate
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PayPal Integration Instructions

OVERVIEW
There are multiple ways to utilize PayPal to collect money in Facebook. Start, by deciding/identifying exactly what you are trying to do/accomplish (experience) to build...

Option 1 – Collect money in a Facebook post
Option 2a – Collect money on a Facebook page with a PayPal “Buy Now” button
Option 2b – Collect money on a Facebook page with a Facebook Shopping Cart

Option 1: Facebook Post
If you want to ask people to donate or pay for something in a Facebook post (which will appear in the Newsfeed of your friends, and your Timeline) then this is the option for you. PayPal provides a simple way to do this.

Option 2: Facebook Page
If you have a business page, and you want to sell things or solicit donations on your page, then you have two ways to do this.

Option 2a: PayPal Payment Buttons
If you only want to sell or collect money for one thing on your page, then you can do this very easily with a PayPal “Buy Now” or “Donate” button.

Option 2b: Facebook Shopping Cart
If you want to sell multiple products and what to provide your customers with a store-like shopping experience, then the best way to do this is using a Facebook Shopping Cart.
OPTION 1: COLLECT MONEY IN A FACEBOOK POST

It's easy to collect money in a Facebook post. The process has two parts:

**Part 1:** Create a PayPal Payment Link
**Part 2:** Paste the link into your Facebook post

The process involves creating a PayPal Payment link on [www.paypal.com](http://www.paypal.com) and then pasting this link into your Facebook post. Facebook posts are visible in your Timeline and your Newsfeed. Facebook now provides a fee-based feature called an “Announcement” (like an “advertisement”) which enables you to ensure your post is displayed for an extended period of time.

When your clients click the link, they will be taken to a PayPal webpage where they can pay with their credit cards or their PayPal account. Pictures 3 and 4 (look at the appendix to see the pictures) show what the payment pages look like. If you are selling a product, the payment page is similar but displays a fixed cost (the product price) and a description of the product. When a client pays, the money is transferred to your PayPal account, and you will be sent an email notifying you of the payment. You can log into your PayPal account to get full details on the transaction, including shipping information if you need to send the client any merchandise.
PART 1: CREATE A PAYPAL PAYMENT LINK

Step 1: Login

Step 2: My Account Overview
Click either the Merchant Tools tab or the My Business Setup link. The My Business Setup page opens.

Step 3: My Business Setup
Click the Start Now button in the “Set up my payment solution” section. The Configure my payment solution page opens.
Step 4: My Payment Solution

Click on the “Donate” button if you want to collect donations from people.
Click the “Buy Now” button if you want to sell products to people.

Note: If you do not see the Donate button on this page, see the Appendix for an alternative way to create the Donate button.

The big difference between the Buy Now and Donate buttons is that when clicked the Donate button will display a payment page where people can choose the amount of money they want to give you, while the Buy Now button will display a payment page with that has a fixed amount your clients will pay.
See the Appendix for pictures of the payment experiences using the Donate and Buy Now buttons.

In this example, we will assume you chose the Donate button.
After clicking the button that is right for you, the Create PayPal payment button page opens.
Step 5: Create PayPal Payment Button page

Key Fields:

5.1 Button type
5.2 Organization name/service
5.3 Contribution Amount

All other fields are optional. These can be left empty or their default values.
Step 6: Button Code Page

You have successfully generated your PayPal button!

But wait, we don’t want to add a payment “button”; we want to add a payment “link”.

Click the “Email” tab.

The Email tab provides us the link we want. This tab is called “Email” because a common use case for this “payment link” is to add it to an email. We will add it to a Facebook Post.

(Note: The Website tab has HTML code. You would use this if you wanted to add a payment button to a Facebook Page. In this case, we want to add a payment link to a Facebook Post)

You are now ready to paste this link into your Facebook Post.

![Picture 1 – PayPal payment link.](image-url)
PART 2: POST THE PAYPAL PAYMENT LINK INTO YOUR FACEBOOK POST

Step 7: Login to your Facebook account

Step 8: Create a Post

Step 9: Add your text
Add whatever text you want to have in the post. In this example, we have added the text, “Compra aquí los boletos para nuestra fiesta de aniversario”.

Step 10: Add the PayPal Payment Link
Copy the link from Part 1 – Step 6 (picture 1) and paste it into your post.

Step 11: Publish
Press the “Post” (Publicar) button. You are done! Your post should look like the picture below.

When people click the PayPal payment link they will be taken to a page where they can pay with their credit cards or their PayPal account. See pictures 3 and 4 (look at the appendix to see the pictures) to see what the PayPal payment pages look like.
OPTION 2A: COLLECT MONEY ON A FACEBOOK PAGE WITH A PAYPAL BUTTON

PayPal provides a simply way for you to sell items or collect money on a Facebook page. If you only want to sell or collect money for one thing on your page, then you can do this with a PayPal “Buy Now” or “Donate” button.

The process has three parts:

Part 1: Create a PayPal Payment button
Part 2: Create a Facebook Page Tab
Part 3: Insert the PayPal Payment button into the Facebook Page Tab

PART 1: CREATE A PAYPAL PAYMENT BUTTON

Step 1: Login

Step 2: My Account Overview
Click either the Merchant Tools tab or the My Business Setup link. The My Business Setup page opens.

Step 3: Create a PayPal Payment button
Log in to your PayPal account at www.paypal.com. The My Account Overview page opens. Click the Merchant Tools tab. The Merchant Tools page opens. Select the Create a Payment or Donation button. Enter the details for the button, such as the amount and currency. Save the button.

Step 4: Create a Facebook Page Tab
Log in to your Facebook page. Click the Page Settings tab. Select the Tab option. Enter the details for the tab, such as the name and link to the PayPal button. Save the tab.

Step 5: Insert the PayPal Payment button into the Facebook Page Tab
Log in to your Facebook page. Click the Page Settings tab. Select the Tab option. Click the PayPal button. The PayPal button is inserted into the Facebook Page Tab.
Step 3: My Business Setup
Click the Start Now button in the “Set up my payment solution” section. The Configure my payment solution page opens.

Step 4: My Payment Solution
Click on the “Donate” button if you want to collect donations from people.
Click the “Buy Now” button if you want to sell something to people.

The Donate button will display a payment page where people can choose the amount of money they want to give you (see picture on page 20). The Buy Now button will display a payment page with that has a fixed cost (the product price) and a description of the product for sale.

In this example, we will assume you chose the Buy Now button.

After clicking the button that is right for you, the Create PayPal payment button page opens.
Step 5: Create PayPal Payment Button page

Required Fields:

5.1 Button type
5.2 Item Name
5.3 Price & Currency

All other fields are optional. These can be left empty or their default values.

Click Create Button, and the Button code page opens.
Step 6: Button Code Page

You have successfully generated your PayPal button! On the “Website” tab you will find .html code for your button.

You are now ready to insert this HTML code into your Facebook Page.

![Payment HTML Code](image)

*Picture 2 – Payment HTML Code*
PART 2: CREATE A FACEBOOK PAGE TAB

You have created your PayPal payment button, now you need to put it inside a Facebook Page Tab. To do this, you will use a Facebook iframe application (app) that will display the HTML code you created with your PayPal payment button. There are many Facebook iframe apps that will enable you to do this. All of these apps work in a very similar way. In this example, we will use the “Static HTML iframe Tab” widget.

Okay, let’s do it!

Step 7: Login to your Facebook account

Step 8: Search for the “Static HTML iframe tab” app

In the search box, type “iframe” and select “Static HTML Iframe Tab” from the list of apps.

Step 9: Install the “Static HTML iframe Tab” app

Installing this app will result in the creation of your new Facebook Page Tab.

9a. Click “Add Static HTML to a Page”.

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9b. Click “Agregar Static HTML: iframe tabs”.

9c. Click “Install Page Tab”.

9d. Click “Install Page Tab” (Agregar pestaña de página).
9e. Click “Authorize the Tab Application”.

9f. You have now successfully created your new Facebook Page Tab!
You should see a screen like the one below. You are now ready to add the PayPal payment button HTML code to your new page.
PART 3: INSERT THE PAYPAL PAYMENT BUTTON HTML INTO YOUR FACEBOOK PAGE TAB

In Part 1, you created your PayPal payment button. In Part 2, you created a new Facebook Page Tab. Now in Part 3, you will add your PayPal payment button to your new Facebook Page Tab.

Step 10: Change your Tab Settings page to “Source View”

Click the “Source” link on the right hand side of the page. This will change the view from “Editor” view (where you can type normal text) to “Source View” (where you can add HTML).

Step 11: Insert Your PayPal Button Code

Copy the PayPal button code you created in Step 6 into the page.
Step 12: Change your Tab Setting page back to “Editor” View

And you will see your PayPal Payment button!
Step 13: Complete your page

Add any additional text and picture you want, and then click the “View Tab” button.

Step 14: You are done

Your final page should look something like this. When people click your “Comprar ahora” (buy now) button they will be taken to a page where they can pay with their credit cards or their PayPal account.
OPTION 2B: COLLECT MONEY ON A FACEBOOK PAGE WITH A SHOPPING CART

If you want to sell multiple products and what to provide your customers with a store-like shopping experience, then the best way to do this is using a Facebook Shopping Cart.

To find a Facebook Shopping Cart app, go to the Facebook Application Center, and type “Shopping Cart” into the search box.

You will find a large list of shopping carts. Almost all of these already have PayPal integrated into them. We do not want to promote any particular shopping cart over another, so you should search for one that meeting your specific needs.

After you install the shopping cart app, you only need to enter your PayPal account (email address) and a few other settings to enable PayPal within the shopping cart.
APPENDIX A. PAYPAL PAYMENT PAGE

When your customers click on a PayPal payment button or link they will be taken to a PayPal webpage where they can pay with their credit cards or their PayPal account. The picture on right shows the PayPal payment page for the “Buy Now” and “Pay Now” buttons.
APPENDIX B. DONATIONS

Soliciting donations is a very common activity for bloggers. Anyone can create and use a Donate button. If you identified yourself as a non-profit organization when you created your PayPal account, then PayPal may review your account to confirm you are collecting money for a charity. Standard PayPal fees apply for money collected using the donate button.

Clicking the Donate button will take your clients to a PayPal payment page where they can choose how much to donate, and pay with either a credit card or their PayPal account (see picture). The only difference between the Donate button and the Buy Now button is that the donate button enables people to choose how much money to pay, while the Buy Now button has a fixed payment amount.
APPENDIX C. HOW TO FIND THE DONATE BUTTON

In some countries the Donate button is not accessible from the same location as the other PayPal payment buttons. If you do not see the Donate button on the “Configure My Payment Solution” page, then follow the instructions below to get to the Donate button creation page.

Step 1: Login to your PayPal account

Step 2: Merchant Services Tab
Click the PayPal Merchant Services tab at top of the page. The Merchant Tools page will open.

Step 3: Merchant Services Link
Click the Merchant Services link in the upper left area of the page. You will remain on the Merchant Tool page, and the contents of the page may change.

Step 4: Donations Link
Click the Donations Link in the lower right area of the same page. You will be taken to the Create PayPal Payment Button page with the Donate button selected. You can now go to Step 5 in Part 1 of this document and follow the instructions for how to create your Donate button.