

How to link Facebook with the WuBook Booking Engine !

This document explains how to obtain a direct link from within an existing Facebook page to the hotel's booking engine page at WuBook via the WuBook Widget for Facebook.

The are TWO METHODS !

After investigation, and sending a first method to WuBook for publishing, another WuBook customer (Thanks very much to Luigi !!) mentioned in WuBook's blog that there is a much simpler way to accomplish the task than described initially.

We have ammended this document and now we explain both methods .

Common Task for both Methods

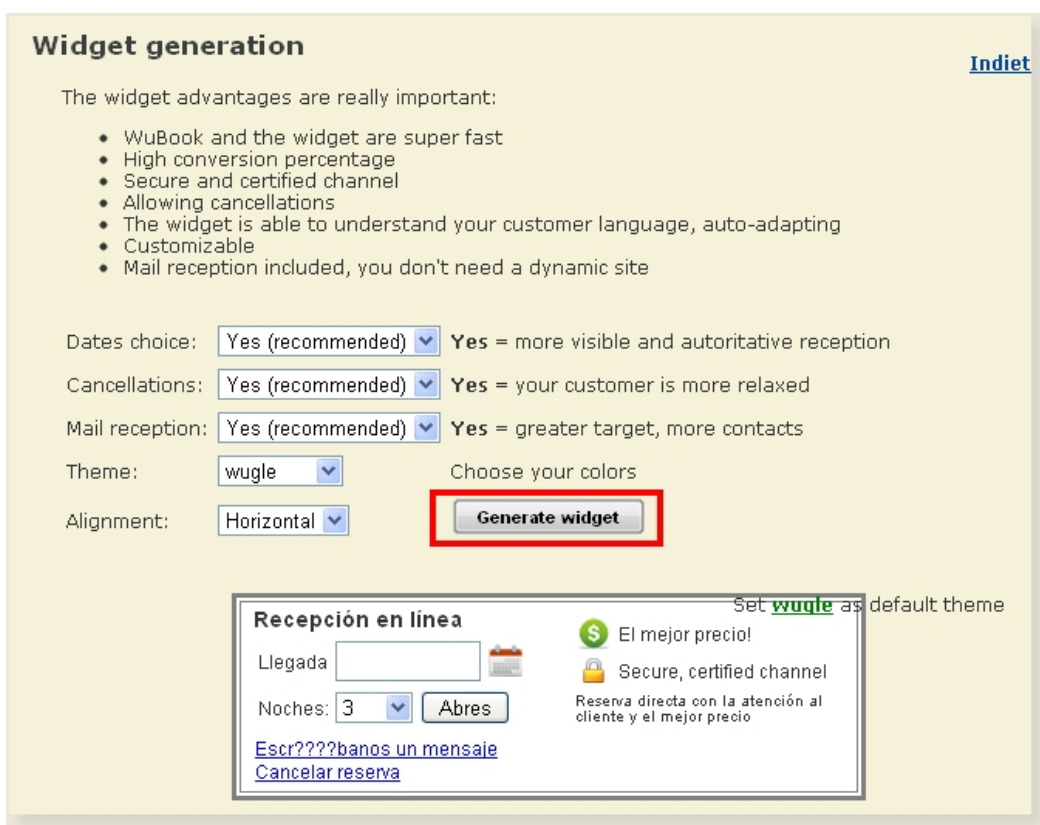
Let's start at WuBook :

Enter your own Wubook account and on the right side links (fast links) you will find WUBOOK WIDGET.

There you will find the link that is shown



Once you enter that option, you can generate the Widget with the options of your preference. After selection, press the GENERATE WIDGET button :



A screenshot of the 'Widget generation' form. The form includes several dropdown menus for 'Dates choice', 'Cancellations', 'Mail reception', 'Theme', and 'Alignment'. The 'Generate widget' button is highlighted with a red rectangular box. Below the form, a preview of the generated widget is shown, featuring a search bar, a calendar, and promotional text like 'El mejor precio!' and 'Secure, certified channel'.

You will then find a HTML code that can be copied and pasted at a later stage.

```
Code to be pasted inside your pages:
<script src="http://wubook.net/js/wbloader.js"></script><div
id="__wbor__" style="font-family:arial"><div style="margin-
top:8px;font-size:10px" id="__wb_banner__"><a
style="border:none;font-decoration:none;float:right"
title="wubook, online booking, pms, channel manager"
href="http://wubook.net/"></a><span
id="__wb_banner_txt__">Direct reservation with full customer
care and best price granted</span></div></div>
<script>wbLoadInit( , false,false,false,'it',
```

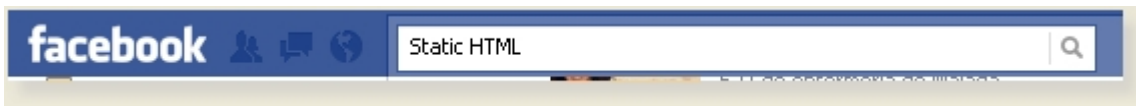
Please remember that this procedure has to be done for each hotel that you want to link in Facebook, as this widget will be related to the particular hotel ID that you selected.

You will need that code for both methods that will be explained here.

So far ... the work at WuBook has been done !

METHOD 1 (Simple, fast, but) :

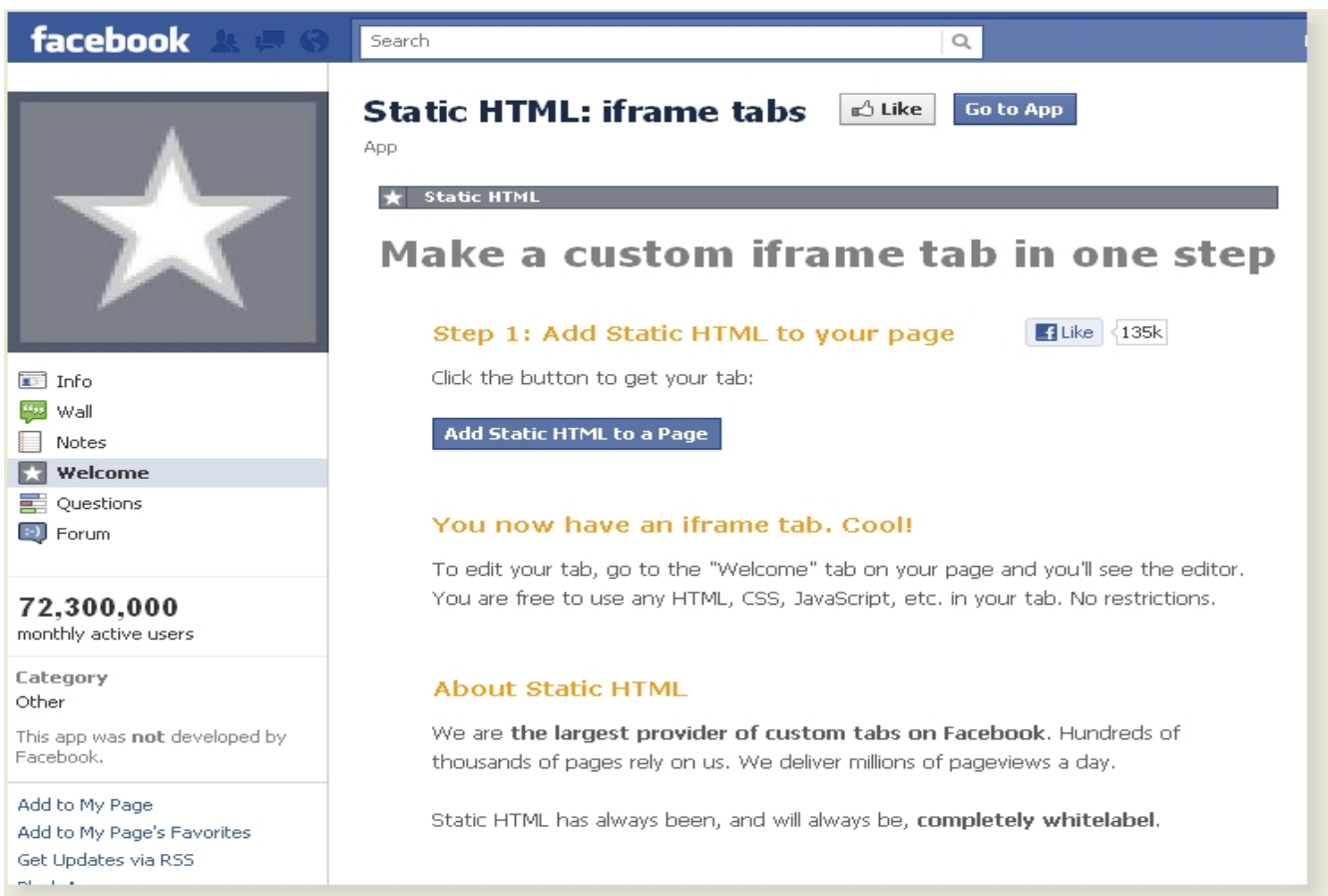
Enter you Facebook account. At the top, in the search area ...



... search for : „STATIC HTML“.

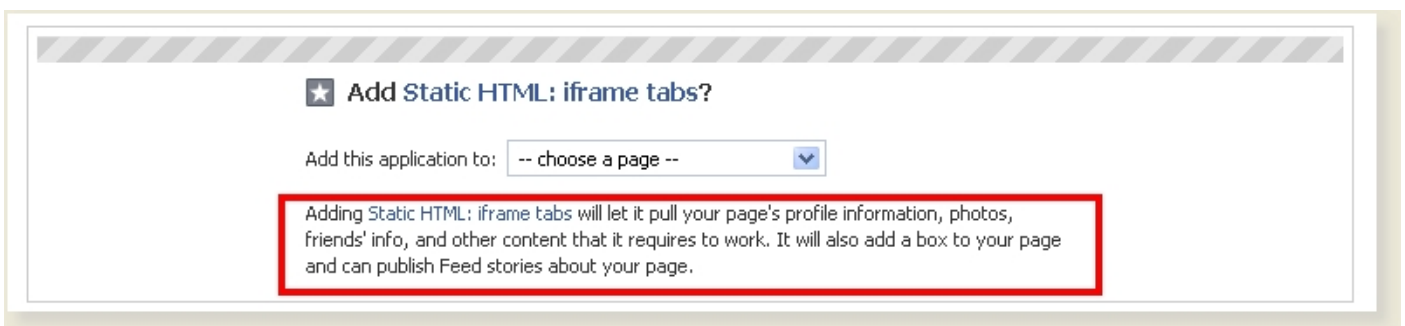
You will obtain more than one application after your search. You can choose any of them. We will continue this guide with the application named as “Static HTML: iframe tabs”, the one marked with a star.

Once you choose that application, you will obtain a screen showing something like this :



You can then press the button „Add Static HTML to a Page“

And after pressing that button, you will notice the first advice.



You are using a THIRD PART APPLICATION on Facebook, that is stating that this application will have access to your page's profile information, to your photos, friend's info, and other content **that it requires to work.**

What this exactly means, is up to your own interpretation.

The fact is that you will make use of an application, created for Facebook, by a third party provider, on which you will have no further control. You cannot be sure of what information of your profile or other Facebook data will be exposed to that application.

It is your own responsibility to use this advise in a correct manner.

The second method that is explained later in this document, DOES NOT make use of any third party application, and everything remains under you own control.

To be some more specific in a technical way : The code that has been generated by the WuBook widget is a script that must be stored and saved somewhere, and must be executed somehow by a web server. In this case, explained in method 1, this code is stored and executed in the third party provider web server. Among others, they will in fact have access to your private hotel code provided by WuBook, because it is part of the code generated by the WuBook Widget.

If you are not concerned about this fact, you can use this method that is simple, fast and immediate.

All what you have to do, to finish your task, is choosing a page on which you want the tab to appear. Press the button ADD STATIC HTML: IFRAME TABS, and you will have your new tab on your Facebook Menu.

The image shows a screenshot of a Facebook page editor for 'HOTEL ABANICO'. The page title is 'HOTEL ABANICO Welcome' and it is located in 'Sevilla, Spain'. The editor interface includes a navigation menu on the left with options like Wall, Info, Friend Activity, Insights, Photos, Events, and 'Welcome' (which is highlighted with a red box). Below the menu is an 'EDIT' button. The main content area has a yellow 'FAQ & Help Center' bar, a grey bar for 'Static HTML by Thunderpenny', and a 'Like' button showing 135k likes. There are checkboxes for 'No scrollbars' and 'Enable FBML', a 'preview' button, and an 'all saved :)' button. A large red-bordered box highlights the 'Enter your content here' section, which contains the text 'You can use any HTML, CSS, and JavaScript.' and a large empty text input area. Below this is a section for '[Optional] Fans-only content' with a smaller empty text input area.

Press the 'Welcome Tab' and you will be able to enter the HTML content, generated by the WuBook Widget. Just copy and paste that code from WuBook into the field.

Enter your content here


You can use any HTML, CSS, and JavaScript.

```
<script src="http://wubook.net/js/wbloader.js"></script><div id="__wbor__" style="font-family:arial"><div style="margin-top:8px;font-size:10px" id="__wb_banner__"><a style="border:none;font-decoration:none;float:right" title="wubook, online booking, pms, channel manager" href="http://wubook.net/"></a><span id="__wb_banner_txt__">Direct reservation with full customer care and best price granted</span></div></div><script>wbLoadInit false,false,false,'it','wugle',false,false);</script>
```

After you press the SAVE button, on the upper right corner of this application, you will see ALL SAVED

FAQ & Help Center

★ Static HTML by Thunderpenny

 No scrollbars Enable FBML all saved :)

You should also consider to take a look at the FAQ & Help Center section.

There you will find answers to questions like :

Getting started

How do I make this the default landing tab?

How do I change the name of my tab?

To change name of your tab, click "Edit Info" when you are on your page to bring up the admin settings. Select "Apps" from the left sidebar. Then under the Static HTML app (look for the star icon) click "Edit Settings." There will be an option to type in a custom name for your tab there.

How do I use an image?

How do I add more than one tab?

Are there any restrictions on my HTML?

What is FBML mode?

How do I get rid of scrollbars?

Using links

Fans don't land on my tab?

Can I use a page from my blog or website?

Ask us a question!

Can't view Tab | Hide or unhide Tab

To see the final result, you must exit your Facebook Account, and look for your Hotel Site as a final customer :



You will see your new tab (in this example it has not yet been renamed, and continues as Welcome Tab), and the new WuBook Widget to access the booking engine of your hotel directly from your Facebook Page.

That's all ! Fast, simple and easy, but remember, due to the use of a third party application, your private data may be exposed to others.

Thanks again to Luigi for your comments in WuBook's blog and your contribution to this tutorial.

Next Method Nº 2 will accomplish the same task, but not exposing your data to any third party, and giving you total control on your information.

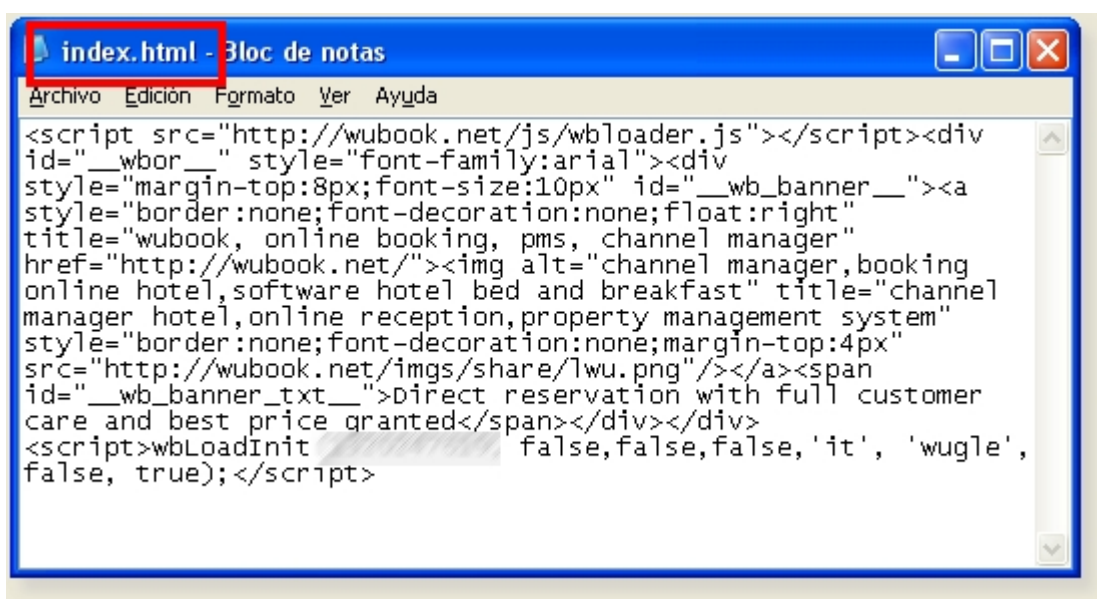
METHOD 2 (Not as simple as method 1, but secure and you keep control on your private information) :

First of all : Since few months ago, Facebook will not longer host any third party web page !

So you **NEED to have your own secure** (https) web server to achive this link between Facebook and WuBook. Facebook will deny the link in case that you do not use a https secure server. So within your hosting, you will have to have enabled SSL security.

Open any text editor, like Notepad in Windows and paste that code generated by WuBook into a new document.

Save the document into any directory of your computer with the name 'index.html'



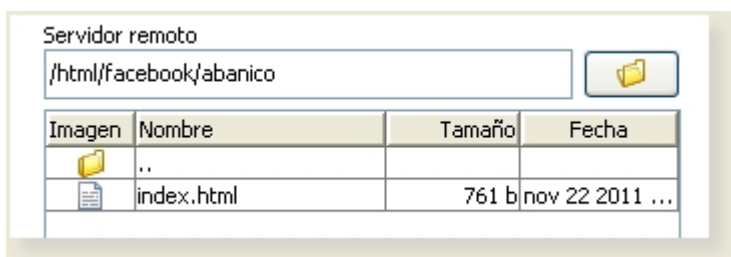
```
<script src="http://wubook.net/js/wbloader.js"></script><div id="__wbor__" style="font-family:arial"><div style="margin-top:8px;font-size:10px" id="__wb_banner__"><a style="border:none;font-decoration:none;float:right" title="wubook, online booking, pms, channel manager" href="http://wubook.net/"></a><span id="__wb_banner_txt__">Direct reservation with full customer care and best price granted</span></div></div><script>wbLoadInit false,false,false,'it','wugle',false,true);</script>
```

This is the file that later has to be copied to you secure web hosting !

Enter your Web Hosting via any FTP program (remember it has to be a https secure server !), and create a new folder wherever you want inside the html folder of your web FTP. For example : /html/Facebook/MyHotel1

Upload the index.html file you've just saved on your computer to that folder in your secure web server, even if it is the only file in that folder (it should be the only file in the new created folder).

Your FTP should then show something like :



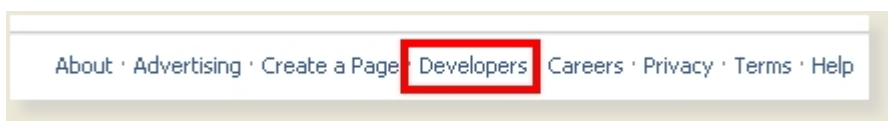
You can now exit your FTP program connected to your server. Just remember the full path to the index.html file.

We have finished this new phase too, and now we can proceed directly to Facebook.

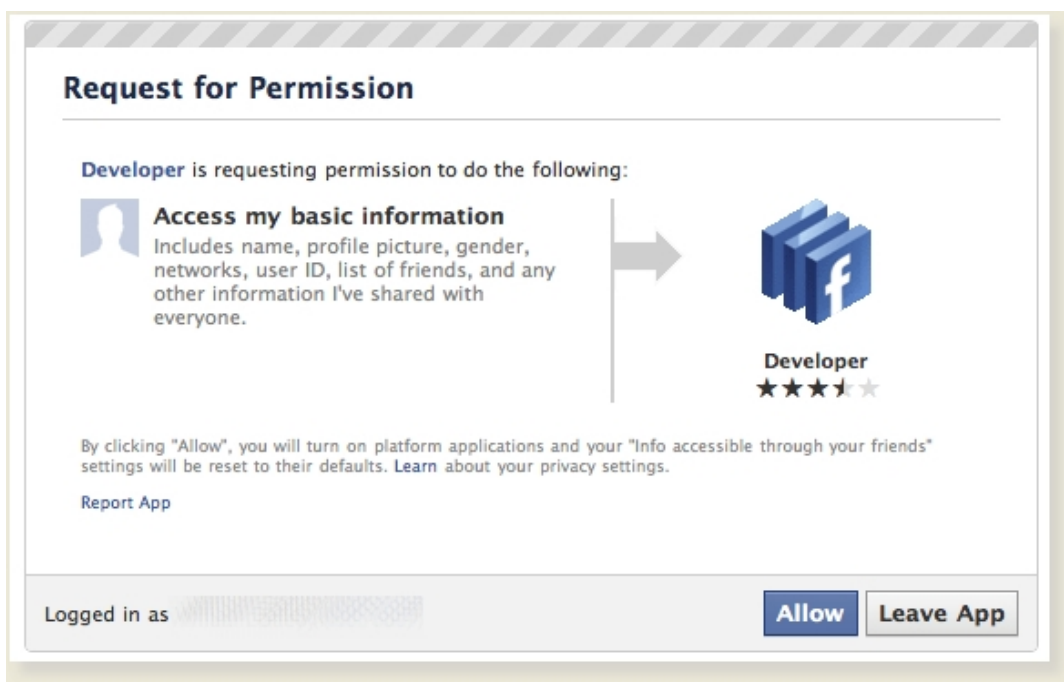
Enter your Facebook account. What we now want to achieve is to create a new tag on your Facebook main menu on the left side of your screen , which will enable to show „BOOK NOW“ or something similar and which allow the users to book your hotel directly from your Facebook site.



Once entered your Facebook account and page, go to the very bottom of your screen and look for the DEVELOPERS link :



If this is the first time that you enter the Developers area, you will see a request like :



Just click on Allow to continue.

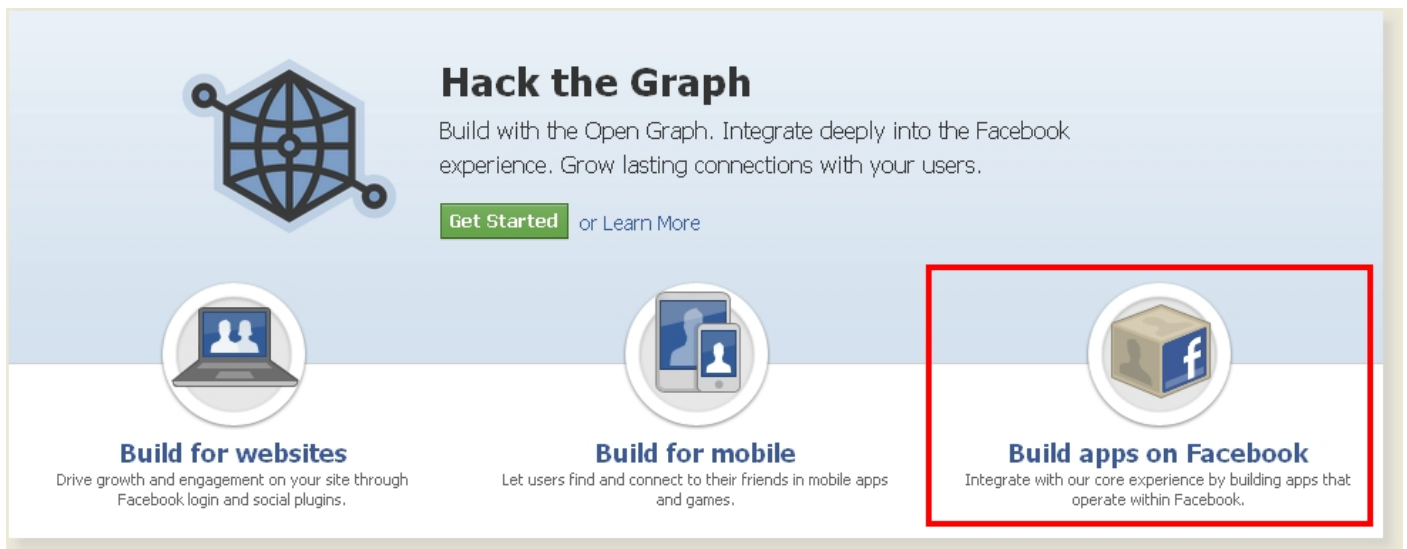
The following information is updated as of 22. November 2011. Facebook changes very often options and interfaces, so it might be that at a later stage the following screenshots should appear different.

You can avoid the next two following steps by entering directly the following link :

<https://developers.facebook.com/apps>

but I wanted to show some additional information for those who are interested :

Select the following option :



Hack the Graph

Build with the Open Graph. Integrate deeply into the Facebook experience. Grow lasting connections with your users.

[Get Started](#) or [Learn More](#)

Build for websites

Drive growth and engagement on your site through Facebook login and social plugins.

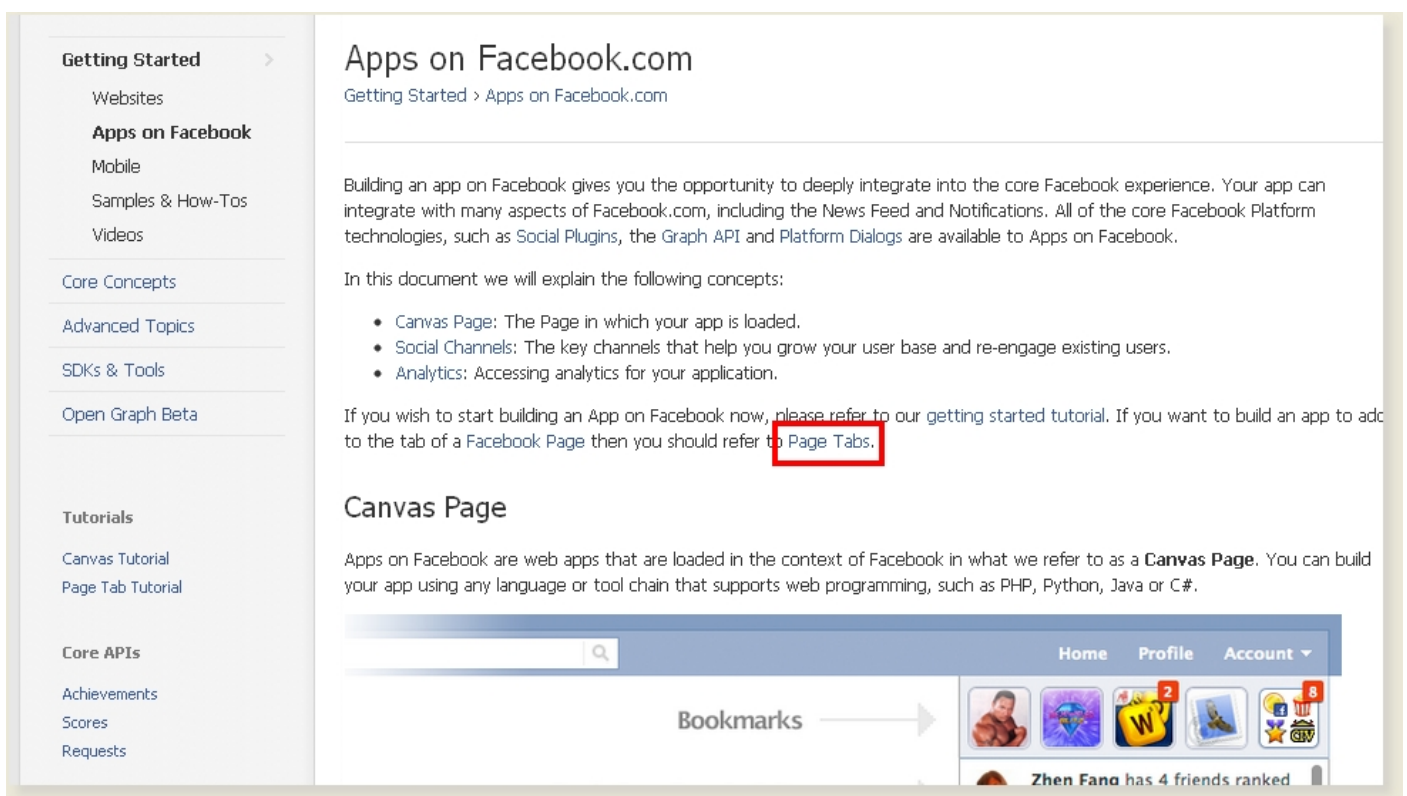
Build for mobile

Let users find and connect to their friends in mobile apps and games.

Build apps on Facebook

Integrate with our core experience by building apps that operate within Facebook.

You will see that you have many tutorials which you can read and follow. In our case, we need to go to PAGE TABS :



Apps on Facebook.com

Getting Started > Apps on Facebook.com

Building an app on Facebook gives you the opportunity to deeply integrate into the core Facebook experience. Your app can integrate with many aspects of Facebook.com, including the News Feed and Notifications. All of the core Facebook Platform technologies, such as Social Plugins, the Graph API and Platform Dialogs are available to Apps on Facebook.

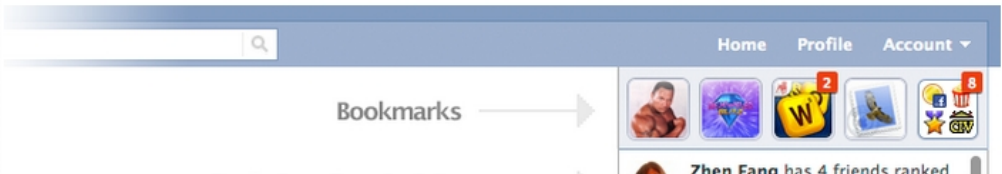
In this document we will explain the following concepts:

- Canvas Page: The Page in which your app is loaded.
- Social Channels: The key channels that help you grow your user base and re-engage existing users.
- Analytics: Accessing analytics for your application.

If you wish to start building an App on Facebook now, please refer to our getting started tutorial. If you want to build an app to add to the tab of a Facebook Page then you should refer to [Page Tabs](#).

Canvas Page

Apps on Facebook are web apps that are loaded in the context of Facebook in what we refer to as a **Canvas Page**. You can build your app using any language or tool chain that supports web programming, such as PHP, Python, Java or C#.



There, you will see another tutorial which you can examine , but we need again to enter DEVELOPER APP, which will take us to the link that was mentioned above and that could had avoided these two steps in between :

facebook DEVELOPERS Documentation Support Blog Apps Search documentation/apps

Page Tab Tutorial

Getting Started > Apps on Facebook > Page Tab Tutorial

Facebook Pages are a heavily used feature of Facebook. Major brands, celebrities, etc. use Facebook Pages as their "social home" on the web. One of the most interesting features of Apps on Facebook.com is the ability for your app to be used within the context of a Facebook Page. You can find a great example of this kind of integration on the Coca-Cola Page.

Configuring a Page Tab

In order to enable this feature, you need to specify a **Page Tab Name** and a **Page Tab URL** (much like you provided a Canvas Page and Canvas URL previously) that is loaded when the user selects your Tab on a given Facebook Page. If you support HTTPS traffic, also specify a **Secure Page Tab URL**. Users browsing in HTTPS will be unable to use your tab if this URL is empty. Note that your page tab app must support SSL by October 1, 2011.

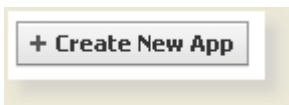
You can find these settings in the "Basic" section of your app's settings in the **Developer App** under 'Select how your app integrates with Facebook'. Click 'Page Tab' to expand the Page Tab settings, and the Page Tab fields will appear

Select how your app integrates with Facebook

<input checked="" type="checkbox"/> Website	I own a website and want to integrate Facebook login
<input checked="" type="checkbox"/> App on Facebook	I want to build an App on Facebook.com
<input checked="" type="checkbox"/> Mobile and Devices	I have an iOS or Android app
<input checked="" type="checkbox"/> Page Tab	

Ok ! Let's start creating our new Facebook tag !

At the top right corner you will find :



Once you press that Button, you will have the options to specify a Name for the Tag that will be created. Don't worry about the name or text that you are going to use, it can be edited or changed after conclusion, or whenever you want.

New App

App Display Name [?]

App Namespace [?] You can update this later

I agree to the Facebook Platform Policies.
Please note that your app name cannot contain Facebook trademarks or have a name that can be confused with an app built by Facebook.

Continue Cancel

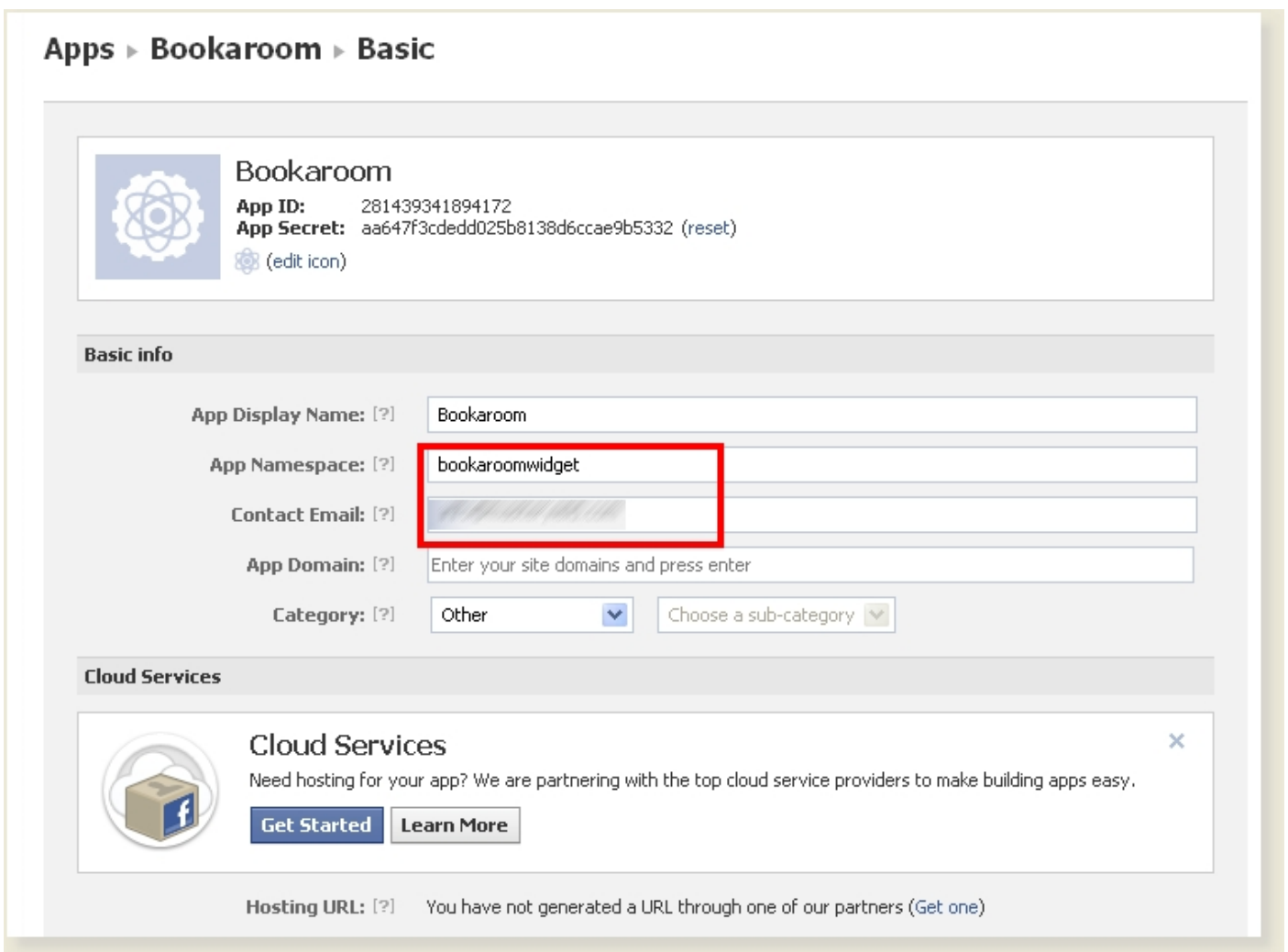
At APP DISPLAY NAME you should enter any name you like, but I have noticed that Wubook is a 'Facebook Trademark' (!!) and cannot be used. For the purpose of this example, I will use the name 'BookARoom'. The text that is going to be shown on your Facebook site can be edited later. Leave APP NAMESPACE empty at this stage.

Agree to the Facebook Platform Policies and click on Continue.

You will be asked for a security check. Enter the captcha that appears and Submit.

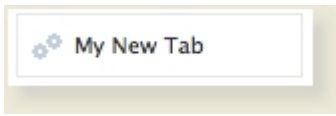


The next page will show the data required to create the new app.



At the top, you'll see the App ID and App Secret Values. Don't care about these values.

Second, notice the 'edit icon' below the App Secret. This is the icon that will appear to the left of your tab's name in your Facebook page navigation section, so make it eye catching and make the dimensions 16 x 16 pixels. If you don't create your own icon, your tab will have a generic Facebook-tab icon :



Basic Info on the previous screenshot :

APP DISPLAY NAME : Make this the same as the original value you provided.

APP NAMESPACE : Any name that you want to enter for internal reasons. No spaces and no uppercases are allowed.

CONTACT EMAIL : Where you want Facebook to send emails regarding your new app.

You can leave the rest empty.

Cloud Services

Since Facebook instituted their HTTPS requirement for all applications, they started offering cloud hosting solutions for those who find setting up a hosting account and secure server too much bother, expense or both. But click the Learn More if you're interested.

“Select how your app integrates with Facebook“

This is where you select the data of your https secure server, and where the index.html that we uploaded to our web hosting is located. In case of the example that we are describing in this tutorial the values should be used as follows :

PAGE TAB NAME : The displayed name of the tab in the Facebook page navigation section on your facebook site.

PAGE TAB URL : The unsecure URL (HTTP) of our index.html file. Use the same address as it would be a secure secure but with http:// instead of https://

In our case, as we created a Facebook folder within our html folder in our web hosting, the values should be similar as shown above.

SECURE PAGE TAB URL : Same as the PAGE TAB URL but in this case including the https:// instead of http://

You need to enter these values, as shown above, not only in PAGE TAB option, but also you need to click on the APP ON FACEBOOK option to see additional options, and fill the values as shown on the screenshot above, similar to the values just entered in the PAGE TAB option.

The 'Canvas Page' value is autofilled by Facebook.

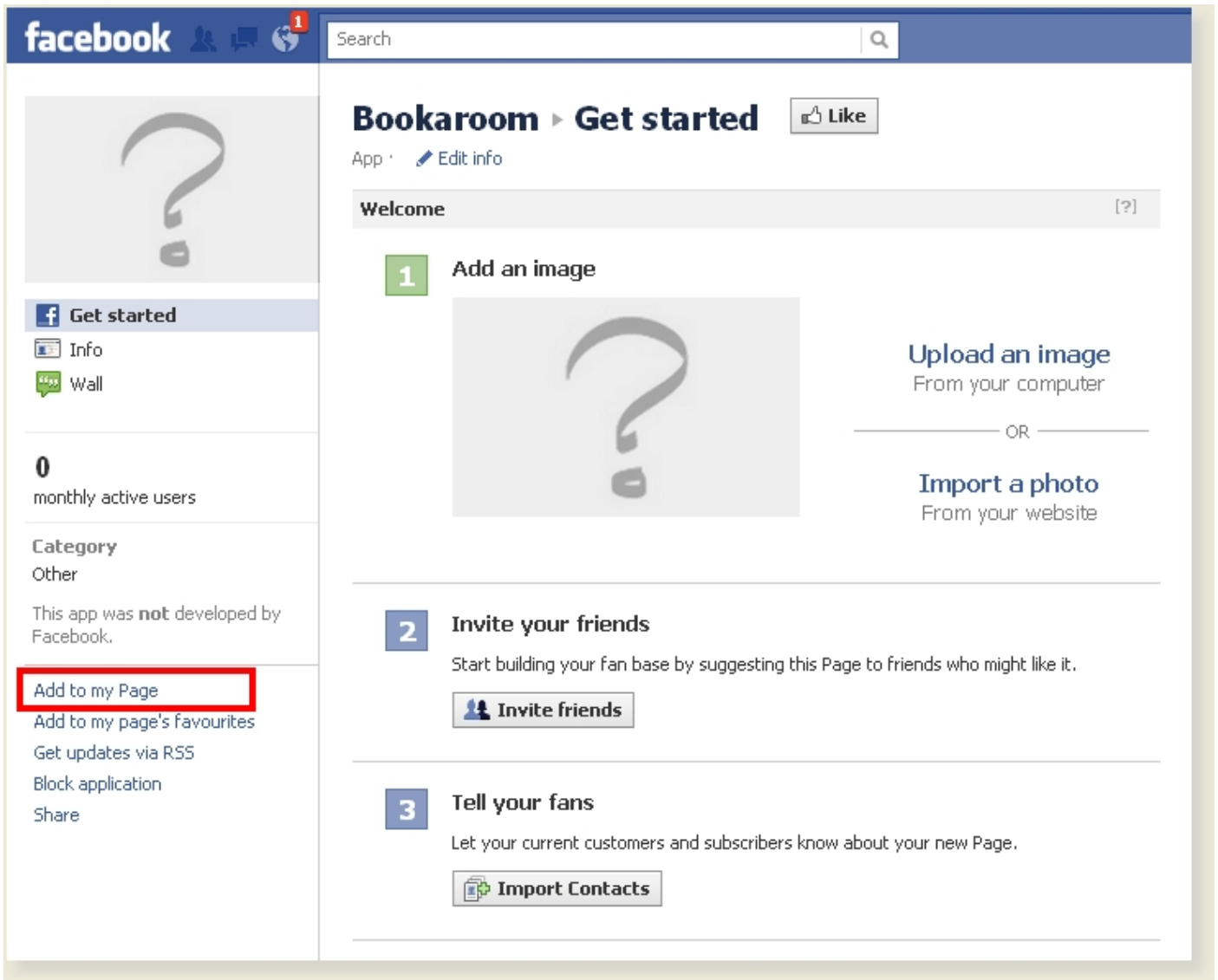
PLEASE TAKE CARE that the URL's that you enter should end with a '/'. Add also an additional folder './MyHotel1/' after the './Facebook' folder if you used it for uploading the index.html to your web hosting folder.

Click SAVE CHANGES and you're done !!

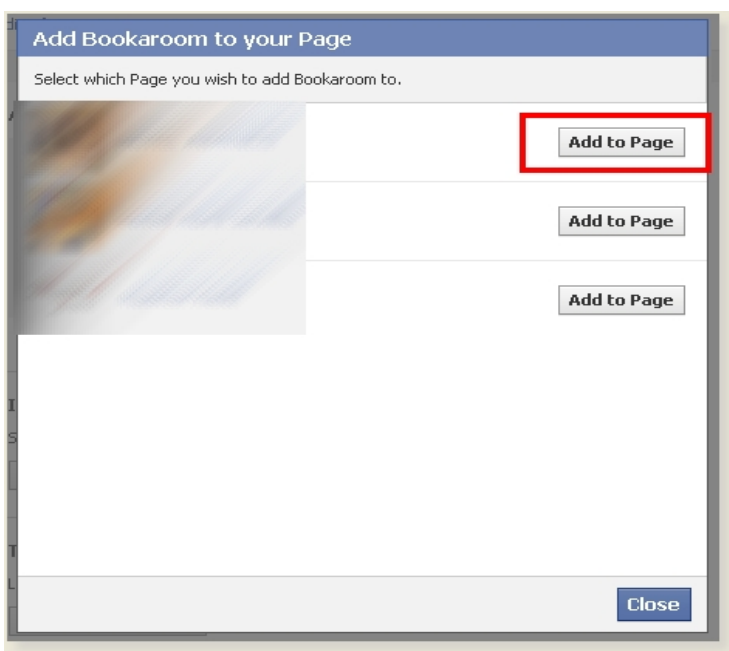
Once your Facebook app has been created, you will need to add it to your own Facebook site. To do that, you need to click on the VIEW APP PROFILE PAGE option that is shown on the left side of your screen :

The screenshot shows the Facebook Developers interface for an app named 'Bookaroom'. The top navigation bar includes 'facebook DEVELOPERS', 'Documentation', 'Support', 'Blog', and 'Apps'. The left sidebar contains a 'Settings' menu with options like 'Basic', 'Auth Dialog', 'Advanced', 'Open Graph', 'Roles', 'Credits', and 'Insights'. Under 'Basic', there are 'Related links' such as 'Use Debug Tool', 'Use Graph API Explorer', 'See App Timeline View', 'Promote with an Ad', 'Translate your App', and 'View App Profile Page' (which is highlighted with a red box). The main content area is titled 'Apps > Bookaroom > Basic' and displays the app's icon, name, ID (281439341894172), and secret (aa647f3cdedd025b8138d6ccae9b5332). Below this is a 'Basic info' section with input fields for 'App Display Name' (Bookaroom), 'App Namespace', 'Contact Email', 'App Domain', and 'Category' (Other). A 'Cloud Services' section is also visible at the bottom.

After clicking on that option, you should obtain :

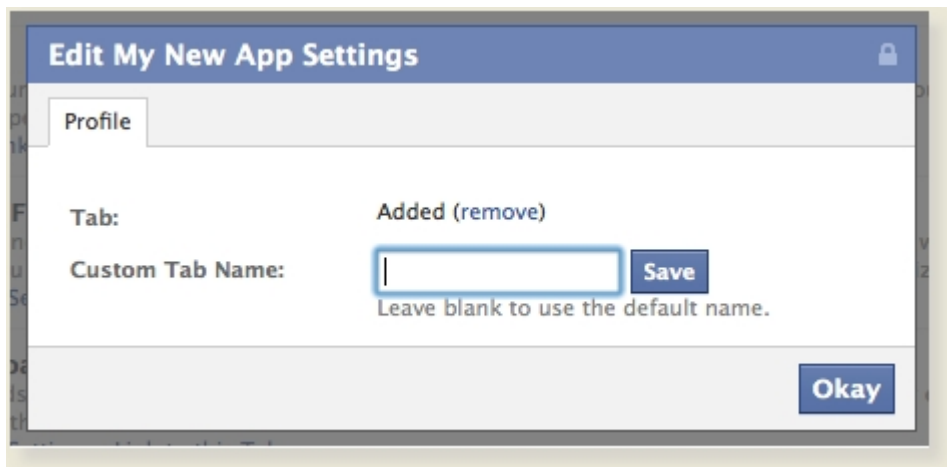


Select the ADD TO MY PAGE option, and select the your Facebook page to which you want to add the tab with the app that we just created.



The button will then change to ADDED TO PAGE.

Your new iFrame app should now appear on your Fan Page. If you don't see it there right away, you may need to adjust your PAGE SETTINGS. From your Fan Page, click on the EDIT PAGE button in the top right corner of your page. Then click on ,APPS' and find the application that you just added. Click on the ,Edit Settings' and you'll get this popup dialog :



TAB : If it says ,Available (Add)', click add to add it to your navigation; if it says ,Added (remove)', you're set.

CUSTOM TAB NAME : You can override the default tab name by entering a new name in this field and then click ,Save'.

Finally click ,Okay' to save your changes.

GREAT !!

If everything has gone fine, then you should see the WuBook booking engine widget into your own Facebook site !!



And you can have your customers, friends and facebook visitors to book directly from your Facebook Site !!

THAT's ALL FOLKS !!!