

Fast, Fun, Easy, & Cheap: How to Create Engaging, Effective Social Media Content With Your Mobile Device

Pics, Images, and Photo Hacking

*Fearless creativity is your best friend here! Photos are major **ENGAGEMENT** boosters on all social channels! (Recommended: No swearing, no nudity. ☺)*

- ✓ WordSwag
- ✓ Canva
- ✓ ShareAsImage
- ✓ InstaQuote
- ✓ DipTic
- ✓ PhotoFunia

Short Video

*Content is more fleeting and/or disposable than ever before. The willingness to PLAY puts you leaps and bounds ahead of your "One Polished Video Per Year" competition. In the short video game, **done is better than perfect!***

- ✓ Instagram
- ✓ Twitter
- ✓ Vine
- ✓ Snapchat
- ✓ Flipagram
- ✓ Hyperlapse
- ✓ Action Movie FX
- ✓ Animoto
- ✓ Splice
- ✓ PicPlayPost
- ✓ iMovie
- ✓ SloMo

Livestream

*Daring and addictive. **Taps into FOMO in a big way.** The quality of the livestreamed content doesn't often have to be anything groundbreaking. You'll be shocked and amazed at how mundane and/or casual some of the most popular livestreams are!*

- ✓ Periscope (24-hour replays)
- ✓ Meerkat
- ✓ YouNow