

## **Appy Life, Happy Social Media**

*Free or low cost apps that make your social media posts standout*

As I discussed in a previous Social Media Best Practices article, the more photos and videos you include in your social media posts, the more people will be apt to check out your posts! I wanted to share some free or low cost apps that I use to improve the look of social media posts for @GolfHouseKY.

**LiveCollage+ (also known as PicCollage)** - This is a robust collection of various kinds of picture collage templates. It's great for displaying multiple award winners or groups of photos in one post. I did upgrade to the paid version of this app (only a few dollars as a one-time fee) to get even more options, because I use this app so often. The free version is just as nice.

**WordSwag** - This app is not free. I believe it is a one-time fee of about \$2.99. This allows you add text to a photo or jazzy background and it looks GREAT! I have also learned recently of an app called Overgram that works as a free version of this type of app. I like WordSwag for updating leaderboards and getting longer messages out in picture format.

**PicPlayPost** - I use the free version of this app and I LOVE it! This app allows you to make collages of photos and videos. I really like to use this to show head to head match ups, winning putts for championships and photos from golf courses and winners. Check it out!

**Ripl** - I also use the free version of this app. You can take photos and add animated text to it – making your photo look more like a “GIF.” There are some great options for really grabbing attention with photos and text!

**Flipagram** - I also use the free version of Flipagram. It simply creates a slideshow of various photos you choose. You can add text, sound and control the speed of these shows to accommodate the various social media platform's needs (note: basic Instagram videos can only be between about 4-15 seconds). I will admit I have not used Facebook's slideshow feature yet...but I plan to check that out in the near future and report back!

**Boomerang** - Boomerang accompanies Instagram. You can take a short video (say of someone's swing) and it replays the video on a loop – this is great for showing off really smooth golf swings (or maybe a swing that resembles Charles Barkley's if your customer is a good sport...) or that epic winning fist bump!

This is a short list of apps that you can use – feel free to explore! I always check out the posts of others to see what apps they are using (especially helpful to follow as many of your junior golfers as you can to keep things “fresh” 😊). I hope these help you out in growing awareness of your facility! If I can ever be of more assistance to you or your staff about Social Media, please do not hesitate to contact me anytime: [ehorn@kygolf.org](mailto:ehorn@kygolf.org) or 502-741-4444. Happy Posting!

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