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## **Say WOW Marketing - Smarter Online Marketing Podcast With Vickie Siculiano, Online Marketing Coach Episode 87 – Latest Facebook Update Supports Animated Gifs**

Hooray! You've joined me for another episode of the Smarter Online Marketing Podcast. I'm pretty excited to get started with today's episode with you, an exciting update on Facebook that's confirming that they're going to officially support GIFs. Now what is a GIF, or a GIF? There's a longstanding controversy on how it's pronounced, but pretty much I'm going to share it with you as a GIF. That's how I learned it. A GIF is an animated looping file that is not like a video because it automatically will play on these social media platforms and really give your eyeballs some candy to look at rather than just plain text like everything else that scrolls up in your news feed.

At the end of May of 2015, Facebook certified that they're going to support animated GIFs in your Facebook news feed. Now not everybody's going to see that functionality immediately, but it's still rolling out. People with personal accounts, personal Facebook profiles, not business pages yet, but they have announced that they are going to be rolling that out to pages and mobile very soon. It's pretty exciting because it gives us a chance to use visual marketing more than just plain videos and large sexy photos on Facebook. That will be a great opportunity for a lot of marketers and small business owners, even larger brands to get in front of eyeballs that are looking for exciting and engaging content. It's a great decision a lot of people are saying that Facebook has made to turn the news feed into something more interesting for its users.

Now Facebook, before they allowed GIFs, just pretty much focused on video. Now it's probably because they allow you to put video in your Facebook advertising, of course. They want to be more lively, they really need to introduce whatever is the latest craze. Twitter in 2014 announced that they were going to be having a feature where they would let GIFs autoplay on Twitter. Now this is 2014, right? Now we're in 2015. Now Facebook says okay, we're going to jump on the bandwagon and do it too. We're pretty excited about this. They are going to be introducing more and more functionality, but I just wanted to introduce this update to you because it really means a lot for your visual marketing.

Now rather than just tell you that they have this update, I wanted to share with you some tips and some ideas on how you can use this for your own marketing. Now whether you are looking to just build some brand awareness over the long-term on Facebook, and social media across the board, you want to maybe add some personality to your brand voice. You also want to create some more viral content. Hey, try out an animated GIF.

Here's a tip for you. You can add some personality to your brand and really help your customers see that you are real people too. Now if you're in customer service and you're using social media to really resolve your customer service issues, as you well should, and especially using Facebook Messenger now to have direct communication with your customers, then you can add some humor to it with animated GIFs.

One example that I want to give to you is Samsung Mobile. They had a GIF campaign where they took a Samsung Galaxy S6, it's a pretty sexy, slick smartphone, and they created an animated GIF with it. I'm going to give you link on my blog, the show notes for this episode at [saywowmarketing.com/episode87](http://saywowmarketing.com/episode87). You'll see that there was a tweet that was posted where a GIF autoplayed. It's pretty smart. It's a paid promotion. You're going to see how it could drum up some interest in products or features. Definitely using a GIF to feature your product is definitely a great way to go with some animated GIFs for your marketing.

You have customer service issues and you can just put some really smart emotional GIFs there. If you want to respond to a customer that is maybe mad or something, you can clear things up with the customer and put an emotionally happy scene from an entertainment video or something. I'm going to give you an example.

Hootsuite is really great at responding to customer service issues. I had a couple of problems with my iPad app on Hootsuite and it turned out it was because I didn't update the app. I had to update it and then it worked, but the customer service was definitely cleared up through social media. Because they're really onto their customer service using that platform, they used a GIF to really clear things up. Instead of just clearing things up and saying, "Okay, we fixed the issue," they put a very engaging and fun animated GIF. I'll give you the link for that, too. They ended things on a positive note with a more or less unhappy customer and they did it.

You really want to get people engaged with your content in social media and just using animated GIFs is going to give you a different way to do it, especially if you've always been

using video to do it. If you create a new type of content like an animated GIF, then you have another way to keep people engaged because they'll never know what's coming.

Here's a really, really interesting way and one of the most easy ways that I can think to share with you. That even if you're not shooting video or you're really not sure where to go, if you have photos of your products or service, even your staff behind the scenes, anything that you shoot a video of, even if it's with your smartphone, I'm a big proponent of that, creating content that's unique and all yours, if you have photos you can simply make a very quick slideshow. Make an animated GIF using photos that your employees take. Maybe string them together and add something all behind the scenes, your point of view. Just show people what your company culture is like and take people behind the scenes and really draw them into what you stand for.

If you create a video with a slideshow it will give you an awesome piece of content that you can use for your blog. You can even use it for a SlideShare presentation. I've shared with you how to repurpose your content. Don't just create something once but use it over and over again. If you create content and a lot of photos, make a GIF. Make an animated GIF and put it up on the web.

Now I want to tell you this. Facebook is confirming that they're updating their platform to allow the support of GIFs. But you, for now, will not be able to upload your GIFs to Facebook. It's just the way it is. The way to do it is to use this search engine called Giphy that will create a shortened URL for you for sharing your GIFs. You have to go to [Giphy](http://Giphy.com), G-I-P-H-Y.com. Giphy is this new GIF search engine. It's founded in 2013 to allow you to get reaction GIFs.

Now that's what I want to share with you. Think of sharing an emotion. Rather than just putting any old GIF on the web, you're trying to evoke an emotion. Every time you put up a post on Facebook you're trying to get a like, trying to get a comment, a share, whatever it is. If you can search for a particular emotion like using a tag like sad, or bored, or something in the search bar on the top of the homepage, G-I-P-H-Y.com, you're going to be able to search for animated GIFs on the web.

You can easily share, search, and discover GIFs on the internet and use this to share in your Facebook news feed. Now I highly recommend you go out and check that out. Pretty easy. You might have seen GIFs already integrated with Google Plus, but now I want you to

know that you're going to start seeing them more and more as they're rolling out, support for animated GIFs in the news feed on Facebook. They're saying, and I quote: "This is so you can share more fun, expressive things with your friends on Facebook." Remember, if you can get people to get a reaction to you and to really respond and engage with your content, then you're way ahead of the game and you're always going to be on top when it comes to brand awareness.

I hope that helps you. Just wanted to share that quick update that I found with you. There's a lot of buzz about it on the internet. I highly recommend that you check it out and just test out an easy animated GIF. I gave you a couple of tips on how to create your own. Start with your own content. Just make an easy slideshow, something that you can easily share on your blog, you can easily make into an animated GIF. Now I hadn't spoken about this before so I wanted to share this with you now because of the Facebook update.

Pretty exciting news. With that said, I want to share with you this. I want to start getting back in gear doing some interviews on this podcast. I've been holding off because I'm still kind of recovering from having a baby last month. I'm still recovering a little bit so I'm really not ready to get right on the video just yet, but I will be starting up my video and cranking out those videos for you on YouTube. We'll start out doing some interviews on video.

For now, I really want to get the show started again with some interviews to get some other perspectives on social media marketing, SEO, and visual marketing. More than just my own perspective and giving you updates and sharing news. I always love to share other people's perspectives and opinions to give you a well rounded view of online marketing and how you can approach it smarter, and work smarter, not harder.

I'm looking to gear that up again. I know that some people have been reaching out to me, and I appreciate your emails. I totally do, but I haven't been able to get the scheduled rolling just yet. I hear you and I'm looking forward to getting those voices heard on this podcast very much, but we're just going to be holding off probably until mid-July. Don't hold me to that. We're going to get started with that very soon. If you have any ideas on somebody that you might like to see on this podcast, you might like to hear about, a topic of interest to you, please let me know. Because I am working out the schedule to get that rolling for the second half of this year, 2015. This will be my second year with this podcast. I look forward to hearing from you.

# Transcript

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