

# Socialcam

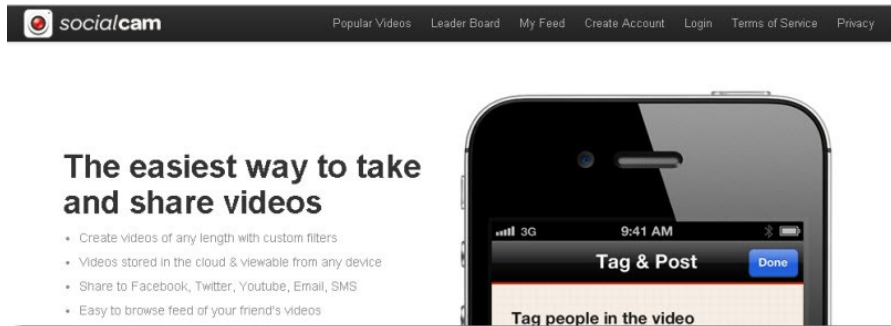
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# Socialcam



Shared content on the web isn't limited to written words or YouTube videos. Now thanks to the arrival of several mobile apps like Socialcam, (<https://socialcam.com>), everyone with an Android or iPhone can now create and share short videos. Socialcam is a free smartphone application that makes sharing videos with friends easy.

## Features

Socialcam offers unlimited video length and storage of your videos in the cloud. Exclusive video filters and fast upload that works in the background. Socialcam allows you to have private accounts and private videos. Videos can be shared on Facebook, Twitter, YouTube or through Email.

## Getting Started

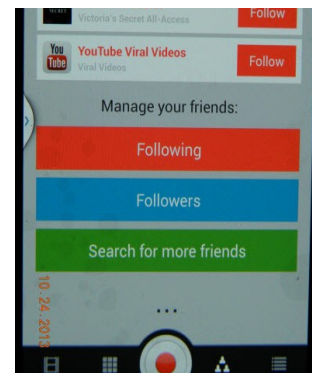
Begin by downloading the Socialcam mobile app by clicking on the iPhone or Android button. Once the app is installed on your phone, registration is simple. You can register through Facebook, Twitter or through your email. If you choose Facebook, you can set the privacy controls to control what is shared.

Immediately after registering your account you can begin following others. You can choose to follow through your personal network and the featured users or simply hit the Follow All to get started quickly.

## Videos

The videos tab works sort of like a news feed. This is where you navigate all the features of Socialcam. Some of the tasks you can do are sort through your friend feed, control your profile settings, switch between manage social settings and manage your general settings.

Your personal profile page shows your own video feed as well as who you are following and who is following you. You can also see comments left on your videos and tags.



## Tabs

The Popular tab displays videos that are gaining in popularity. These are based on views and likes. Use the popular tab to see what other users are into.

Trends, similar to Twitter, lets you see what the trending topics are.

The Friends tab is basically what it says it is. Use this tab to see who is following you and who you are following.

The Friends tab lets you invite friends from your phone.

The Activity tab is similar to the Facebook activity log. Here you can see a list of your actions including comments, likes and views.

## Camera Mode



The big red button in the bottom center of your screen is the most important part of Socailcam. This is the camera. Tap the button to access the camera.

If you want to upload a video you've already recorded on your phone, tap the Library button to browse for it.

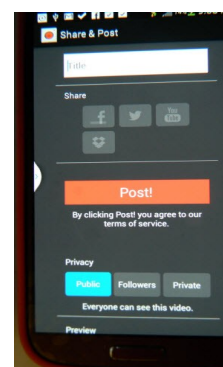
## Touchscreen Commands

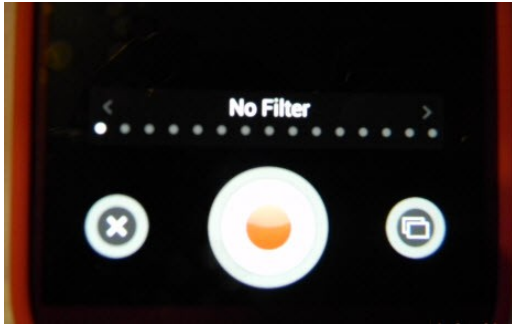
Use your finger to move around in the camera to create a video. Swipe your finger left or right to choose a filter. To focus, tap on a section of the screen. To zoom in or out pinch the screen.

## Filters

Socialcam's filters are a lot like Instagram.

The filters include Grunge, Kodak, Sepia, Watercolor, Action, Negative, Mono, Blackboard and several others as well as the No Filter option.





## Titling and Privacy Settings

Tap the record button again to stop recording. You're taken to the title page where you can put a name to your project. On this page you can choose who you want the video to be visible to. You can share it with all Socialcam users, to your friends or keep it private.

## Preview

Click on the preview button to view the video before you publish it.

## FAQs

There is no limit on the length of your Socialcam video.

Socialcam works on iOS 5.0 and above, as well as most Android phones.

Videos can be deleted if you no longer need or want them. To delete one, click on the more button under the video. Click the gear icon at the top and then click delete.

You can @mention/reply to a user by tapping the @button on your keyboard along with the user's name when writing your comment.

## Tips

Post often. With the app's easy to use interface, it's easy to keep a continuous flow of video content on your blog or social media outlets. You can make simple and interesting videos and post often, preferably two or three a week. With Socialcam's activity news feed, the more you post the more you keep your business brand in front of users.

Repurpose existing content by using ads you've already created. Change the video by using a different filter or soundtrack from the original one. Easily create ads with limited resources.

Encourage interaction with your market. Use probing questions in your videos while inviting followers to answer in their own videos. Creating buzz around your videos brings in those who aren't familiar with your business.

Don't start a conversation on one video only to abandon it when the next video comes out. Moderate comments and give answers to questions.

Socialcam is a free video sharing application for most smartphones. Its ability to create quick videos and let you share and interact easily makes it a good choice for marketing.

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