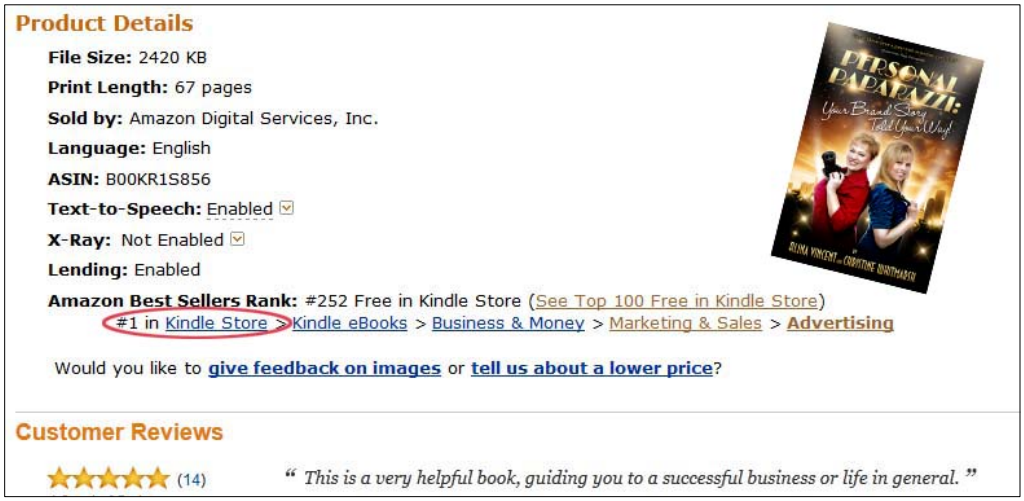
FB Traffic Driver #12: Screenshots

Daily Challenge: Take a screenshot (picture) of your computer or phone screen.



Why: Screenshots (or screen captures) serve as a visual proof of the stories you tell. People believe what they see much more than what they read. Images also stay with you longer, make a bigger impression, and are easier to recall. Screenshots give people the visual evidence that supports your story.

Screenshots also work great to accompany tips and other advice you post by illustrating the point visually, especially when you are describing the website or software.

How to take a screenshot:

You can take screenshot of your computer screen or the screen of your smart device. Screenshot functionality is already built into ALL current operating systems. Here is a great website that gives you details on how to do it on different platforms, including mobile devices.

http://www.take-a-screenshot.org/

You can also take a smart phone picture of your computer screen, but beware of the distortion and lines that can show up. I use it quite a bit to share sneak peeks of what I am working on.



For best results:

1. If the message you are sharing can be supported by visual evidence, don't miss a chance to do it - take a screenshot and post it alongside your story. Combining written words with pictures helps convey the right message, and has more impact than words alone.

2. If you are sharing screenshots of emails, texts or Facebook posts, make sure to either ask permission or block/blurry the names of other people.

3. Give your fans a chance to celebrate your big moments with you. When you get excited about an email you got, a special recognition you received or a milestone you reached – share your wins with your followers! Thank them for their support and invite them to celebrate with you.

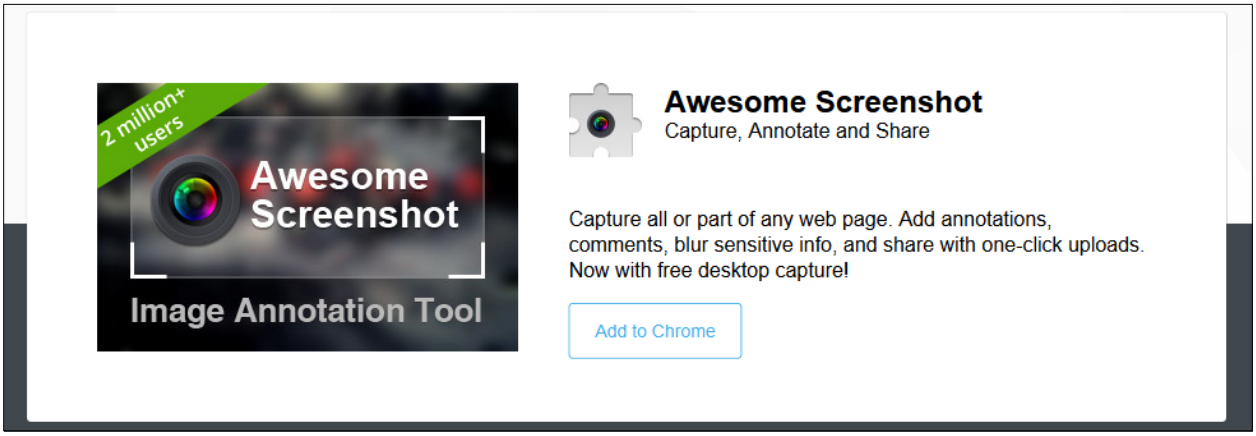
Take it to the next level:

Add emphasis to your screenshot by highlighting, pointing an arrow or circling the most important part of your post.



Design Tool: Awesome Screenshot

http://awesomescreenshot.com/

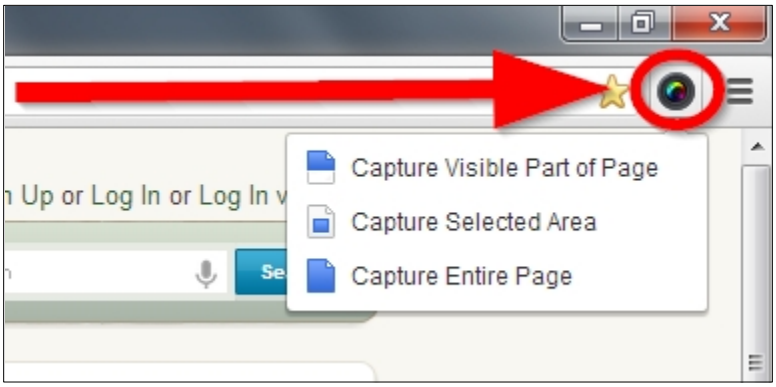


Awesome Screenshot is a FREE browser extension for Chrome (works from within the browser). Most free screenshot tools allow you to take a screenshot, but you have to use another application to crop, add text or add emphasis to your capture. Awesome Screenshot allows you to crop your image; add rectangles, circles, lines, arrows or text right away; as well as blur sensitive info (like phone numbers or names).

The only disadvantage of this tool is that it's a browser add on, and thus it can only take pictures of whatever is **in your browser window**.

To start using it:

1) Install Chrome browser extension
2) Go to the webpage you want to take a screenshot from
3) Look for colored lens icon in your toolbar. Click on it to begin.



4) Edit the screen shot by using the toolbar that shows up: crop, add text, or shapes.
5) Save your creation on your computer.

Note: Alternatively, you can use PicMonkey to add arrows and shapes (using geometric overlays) to your screen captures.