

THE GIFS CHEATSHEET

The Rage on the internet right now are animated gifs that people are using to express themselves. Social networks from Tumblr to Facebook and even Twitter and LinkedIn are embracing this technology.

CINEMAGRAPHS are a variation of animated gifs where one tiny part of an image keeps moving in cycle, while the rest of the image stays still. It is perfect for short projects, social media, etc. It is an endless loop where the viewer is amazed like with an endless cup of coffee.

Learn the difference between GIFs and Cinemagraphs here:
[social ogilvy](#)

Check some samples:

[cinemagraphs.com](#) / [hongkiat](#) / [tripwire](#) / [reddit](#) / [annestreet studio](#) / [giphy](#) / [blazepress](#) / [all that is interesting](#) / [bypeople](#) / [creative market](#)

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How to create your own Cinemagraph with Mac
<https://fixel.com/products/mac/cinemagraph-pro/>

Second choice for Mac users (free with paid upgrades)
<https://itunes.apple.com/us/app/cinemagraph-pro/id777874532?mt=12>

How to create your own Cinemagraph with Windows PC
<https://www.cnet.com/news/free-microsoft-program-creates-cinemagraphs-easily/>

How to create gifs for free from videos or images
<https://giphy.com/>

How to post a gif on Facebook the right way
<http://www.pcadvisor.co.uk/how-to/social-networks/how-post-gif-facebook-upload-animated-images-facebook-2016-3618443/>

[lynda.com](#) / [blog.hotspot](#) / [hongkiat blog](#) / [petapixel](#) / [tutsplus](#) / [photojojo](#) / [spoongraphics](#) /

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[tip squirrel](#) / [adorama](#) / [bold content video](#) / [envira gallery](#) / [getty wheel](#) / [rocket stock](#) /
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Animated gifs are somewhat different as they can be taken from movies, drawings and regular graphics and the whole thing is animated like a mini movie, in a never-ending loop.

[best animations](#) (1,000s of gifs for holidays, birthdays, silliness and more. Even has Sci-fi with Robots, Star Trek, Star Wars and more...)

[animated gif](#) / [dribble.com](#) / [artie.com](#) / [best animations](#) (amazing fireworks) / [quick lol](#) /

[web designer depot](#) / [format magazine](#) / [digital synopsis](#)

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Add animated gifs to your email marketing

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[ometria](#) / [constant contact](#) / [my emma](#) /

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How to use animated gifs for social media. Twitter and Tumblr and others have accepted this format. Facebook will link to it but cannot embed it...yet...

[marketingland](#) / [hootsuite](#) / [social media examiner](#) / [entrepreneur.com](#) / [login radius](#) / [buffer social](#) / [earn money pro](#)

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How to make money from animated gifs

[Forbes](#) / [quora](#) / [adweek](#) / [medium](#) /

Thanks so much and see you soon,
Harlan Krissoff & Alessandro Zamboni