

GINGER PARRISH



GP GUIDE TO  
THE APPS  
THAT HELP  
YOU CREATE  
COMPELLING  
CONTENT  
THAT  
CONNECTS

# MY TOP 5 INSTAGRAM APPS

**SOCIAL MEDIA IS CHANGING THE WAY WE COMMUNICATE AND THE WAY WE ARE PERCEIVED, BOTH POSITIVELY AND NEGATIVELY. EVERY TIME YOU POST A PHOTO OR UPDATE YOUR STATUS, YOU ARE CONTRIBUTING TO YOUR OWN DIGITAL FOOTPRINT AND PERSONAL BRAND.**

Amy Jo Martin

**Instagram** is one of my favorite apps + such a fun, cool community. A place for friendship. Positivity. And a home for jotting down memories + a bit of fashionhealthtravellegobuildingvacuumdocumenting + a dash of everything else shoved between the cracks along the way.

+ with new apps for Instagram Stories popping up every day, it's easier than ever to express yourself + your POV in really creative ways without having to learn photoshop, master video editing, or spend hours creating GIFs.

You + your brand have more ways than ever to connect with followers + increase awareness of your profile/blog/brand.

You can create high-quality content just like the pros – you just need to step outside the Instagram app for some extra help! Outside apps can take your content next level + leave you with memorable content, just like a scrapbook - minus the ribbons, washi tape, and card stock.

## **Praise be.**

In this guide, I'm sharing my top 5 apps for Instagram Stories + your native feed that will help you create high-quality, cohesive content that will keep your audience coming back for more!

xx ginger





## 1] Unfold | Free | In-App Purchases

Dude, good things happen when an architect with a design degree from Parsons + an entrepreneur who owns a millennial-minded travel media company partner to create a photo layout app for IG.

Pure minimalist magic goodness.

This app is so rad. You've definitely seen this in my stories + probably those of your favorite Instagrammers.



Once you've uploaded your photos or videos, Unfold lets you preview your story with 'Story mode', giving you a chance to see how your stories will appear on Instagram before hitting 'post'.

If you're looking for a quick and easy way to give your Instagram Stories a more cohesive-look, Unfold is about to become your favorite app!

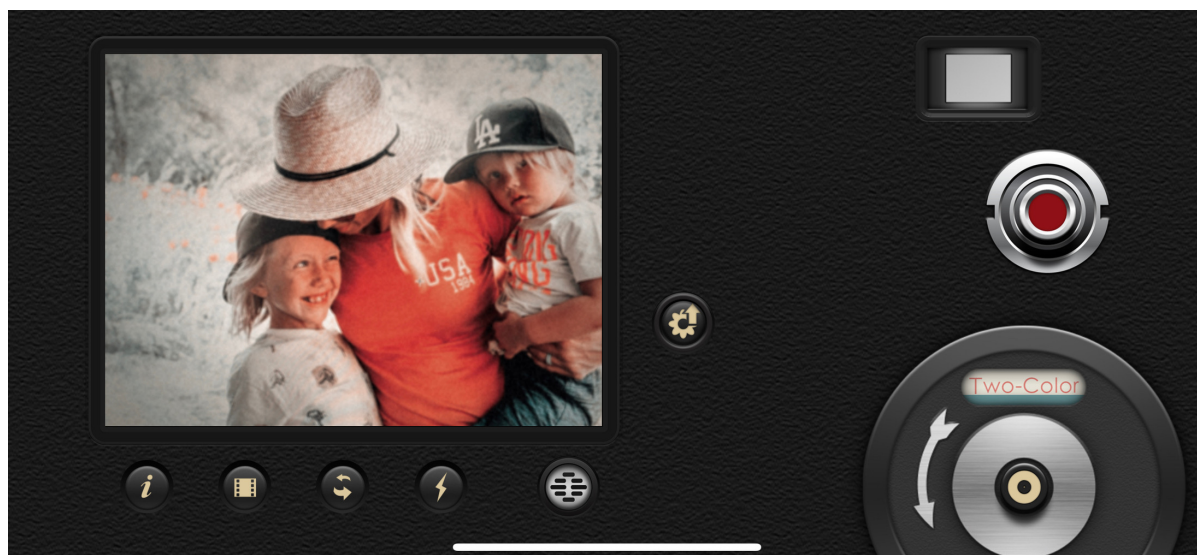




## 2] 8MM | Free

8mm is a killer app, easy to use, plenty of choices + was even used to shoot the entire movie 'Searching For Sugar Man'.

Plus, when you're in the app, you totally feel like you're using an actual 8MM camera. Effects are applied in real time so you can see exactly what you are getting. In addition to the 8mm effect, you can apply several other vintage looks to your footage to vary the look + feel of your videos - 'two-color' is my personal favorite.



To get started, just open the app, swipe through the filters and start recording! Once you're finished, the video will be automatically uploaded to your camera roll and ready to add to your story.

This is the video app I use the most outside of Instagram + will help you capture that 70's, tall socks, short terry cloth shorts look that we all know + love.





### 3) Uniconsole | Free | In-App Purchases

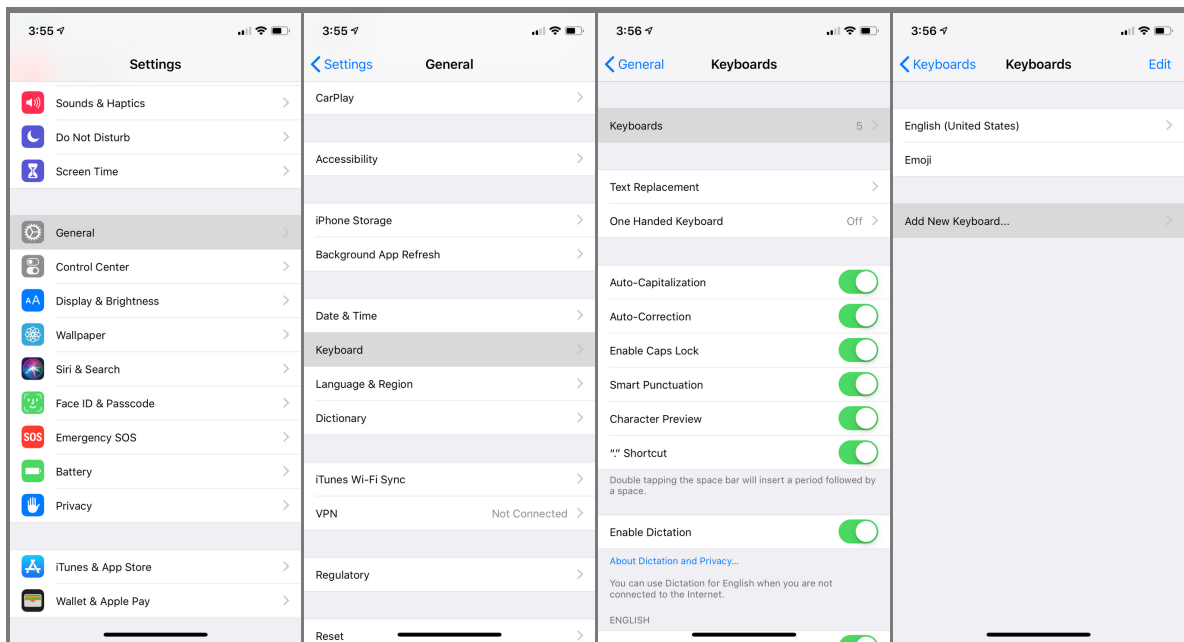
I love the unconventional + all the fun symbols/emojis but they are tough to search for at times!

Ain't nobody got time for that.

With Uniconsole, you're getting an entire deck of rad symbols + emojis at your fingertips to personalize your captions, e-mails, + stickers on your videos that are readable on any device.

We aren't talking 5-10 symbols. Pages + pages of symbols that you simply touch to add to your clipboard, exit the app, then add to whatever video or photo you're working on.

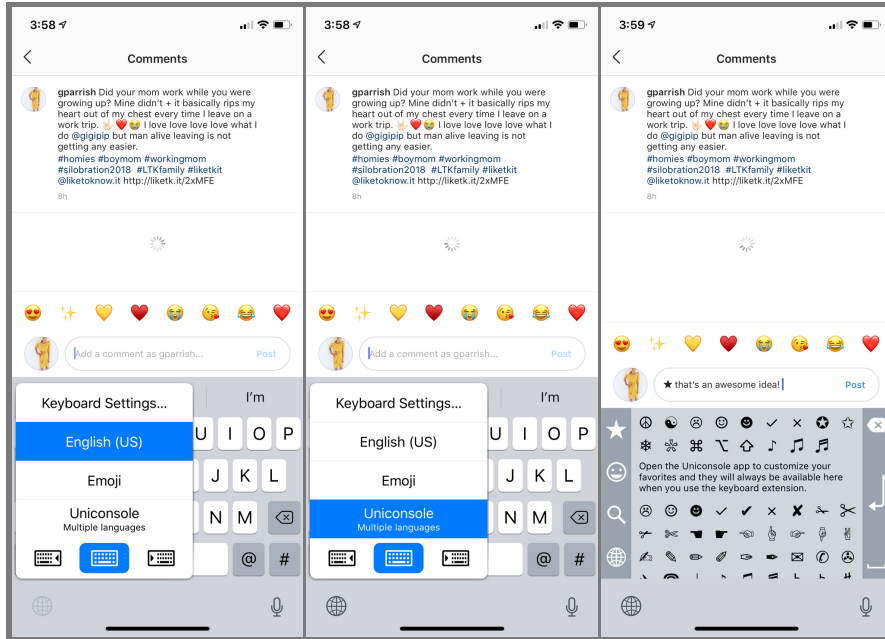
Or, install the app, then add it to your choices of permanent keyboards by following the steps below:



Continued...



This allows you to pull up the keyboard in any platform:



Another quick shortcut is to select your most-used symbols + add them your favorites. They'll show up at the top of your keyboard every time you access it!



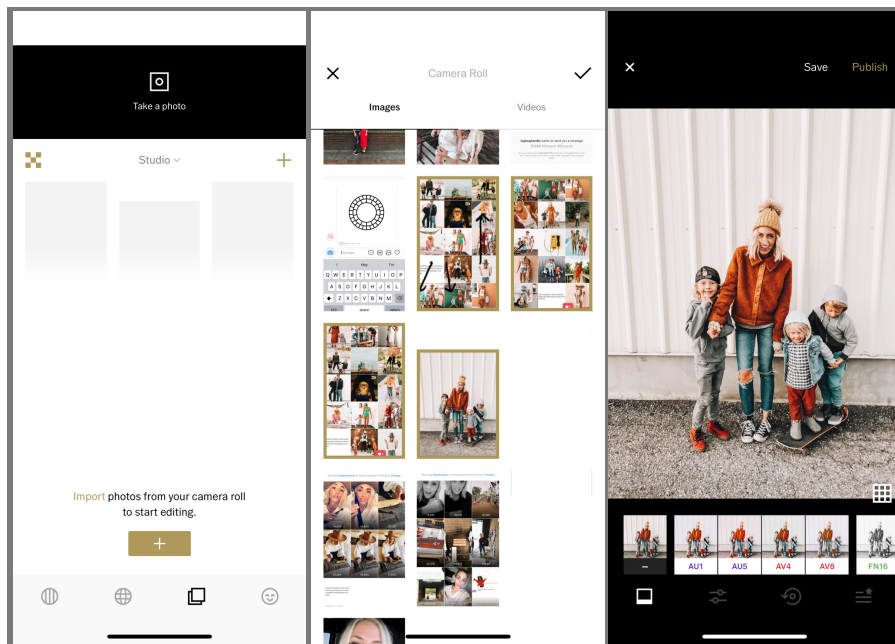


## 4) VSCO CAM | Free | In-App Purchases

This is my go to editing app + helps me look like the legit photographer I'm not. You can shoot pictures in-app + edit all in one, or import existing photos/videos from your phone albums.

It's worth it, IMO, to pay the extra (\$19.99 a year) to be able to edit your videos with the same filters you use on your photos.

The first step to editing in VSCO is choosing your preset. There are soooo many to choose from!



Most people have one preset that is their 'go to' for all of their photos (I definitely have my favorites!). The reason people do this is to give their photos a consistent look because each filter has its own style. If you're always using different filters, your feed will not feel cohesive + your editing style will be inconsistent.

Continued...





You can also alter existing filters to create your own unique filter that can then be saved to use on all of your photos.

VSCO CAM can also be used to color-correct, brighten, crop, adjust sharpness + temperature...your options are only as limited as your imagination.

Give me contrast that doesn't feel too heavy-handed + leaves me with the perfect burnt orange shade, natural tans, and white whites. I dig a black that is slightly faded, but I don't like them to be too grey, so I will tone down the filter if it causes the blacks to look too light or the highlights in the skin to look blown out. No clown masks here.

Download it.

Play around in it.

Find your voice.





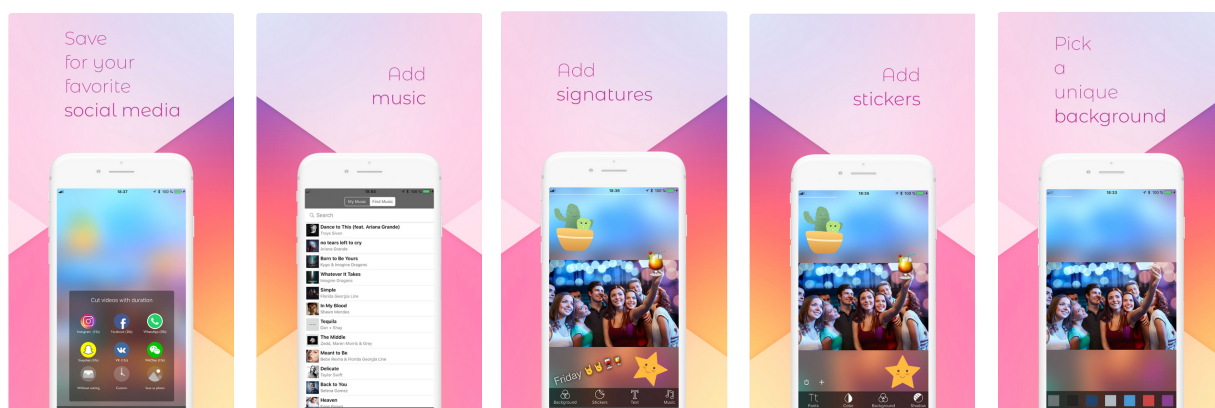
## 5) CutStory | Free | In-App Purchases

There are very few things that really bug me but stories that cut off too soon because they can only be 15 seconds long is one of them!

Or you forget where you were in your story when recording stopped so you end up repeating half of what you said in the previous video.

Nobody wins with 15-second videos.

But CutStory solves this issue!



Have something important to share in your storytelling journey? Record any length video you want and then load it into the app, add music or stickers if you want, + then select which social media platform you'd like to edit it for.

Select Instagram + you'll get your video in neat little continuous 15-second clips. Snapchat? 10-second clips. Or maybe you need a custom option - it's got you covered.

Continued...



Your video clips are even exported in chronological order so there's no confusion when it's time to post. This app for Instagram Stories also allows you to add backgrounds or create slideshows with your videos if you're looking for a quick edit before hitting 'Export'

This is the app that keeps your message concise + helps you look like a master editor.

---

There are so many different photo and video editing apps for Instagram Stories to choose from + but the most important thing is to have fun + put content out there that best represents you.

xx ginger



GINGER PARRISH



TELL YOUR STORY.