

Google Photos



Google Photos is a cloud-based photo and video sharing service. It was originally a feature of the Google+ social network app. The new Google Photos includes unlimited photo and video storage, and apps for the Android and iOS and web browsers. Users back up their photos to the service via their phone or tablet, or from their hard drives. Any photos backed up to the service from any connected device become accessible to all connected devices.

The Photos service analyzes and organizes images into groups and can identify and sort photos by recognition, such as beaches, skylines, or other physical features. From the application's search window, users are shown potential searches for groups of photos in three major categories: People, Places, and Things. Google Photos can analyze photos for similar faces and groups them together into a category. It can also group faces as they age!

The Places category uses geotagging data but can also determine locations in older pictures by analyzing for major landmarks, like if it recognizes Mount Rushmore, or the Sphinx. The Things category processes photos for their subject matter: birthdays, buildings, cats, concerts, food, graduations, posters, screenshots, etc. Users can manually remove categorization errors.

If you share photos with others, they don't need the app to view. They can be easily downloaded or shared into social media, websites, blogs, email, or text from the mobile app. To share photos, the application generates web links that both Google Photos users and non-users can access

The unlimited storage supports images up to 16 megapixels and video resolutions up to 1080p the To upload larger files, you store them in Google Drive storage space. Larger resolution photographs typically taken digital SLR cameras, can be uploaded manually from the camera or hard drive through the Google Chrome web browser, or by using an app like **Syncdocs** which can directly transfer camera memory card photographs to Google Photos.

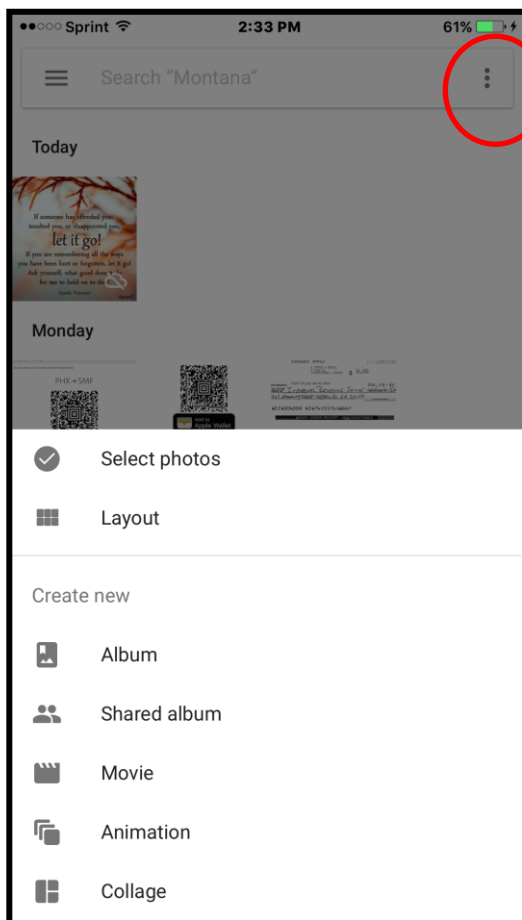
How To Create and Organize in Google Photos

Once you have installed the app on your smartphone and tablet, your photos stored on each device will begin to upload from the gallery into the Google Photos cloud account. They will be sorted and organized by date and any albums you may have already created. You will be able to edit, sort or delete photos from any connected device which will affect the same photo on all other connected devices.

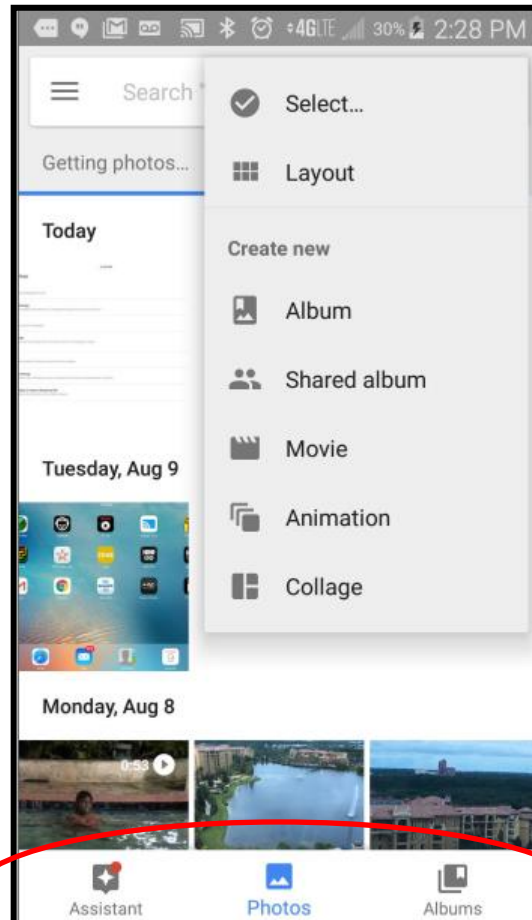
When you turn on sync, the recommended setting is to sync only when the device is connected to Wi-Fi, as to minimize your mobile data usage. If you have unlimited data on your smartphone you may upload from either, but know that Wi-Fi will be faster.

Tap the three vertical dots in the upper right corner to open the main menu. From here you can customize the settings. Here is how it displays on the most popular mobile devices:

Apple iPhone



Android



You can also sort photos and videos by individual files or by albums. The Assistant is always available to help organize, create movies or animations.

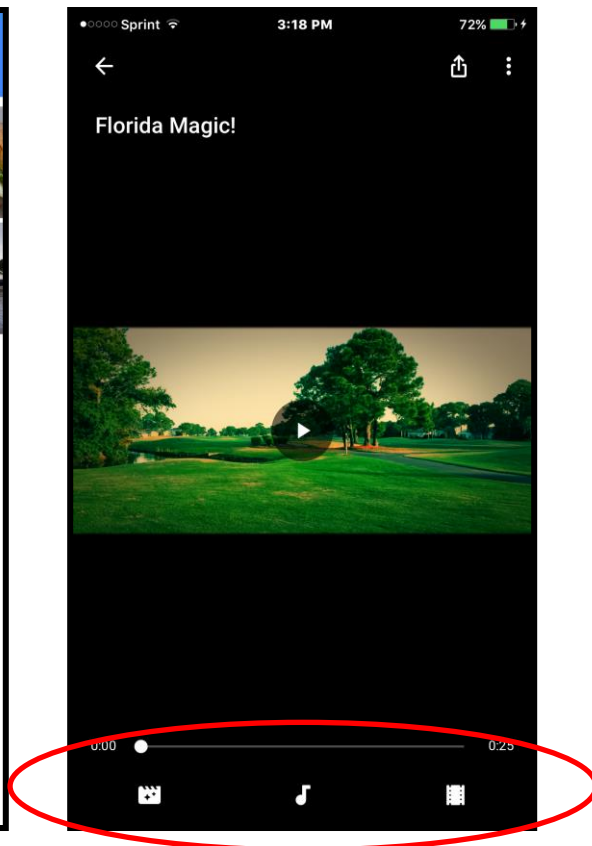
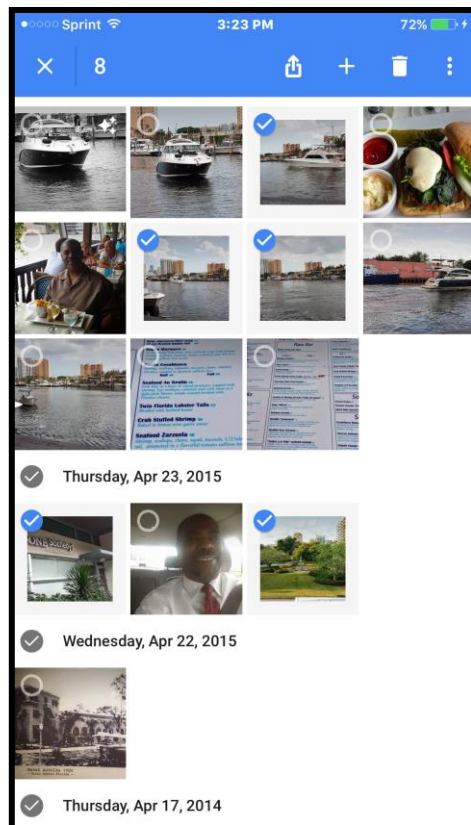
Tap **Select** to choose individual photos. Tapping the image will place a check on the images selected. Once you have chosen the images, you copy or move them to a collection (album) download or share to another person or social media.

Tapping **Layout** changes the interface by which your photos will be displayed. Choose between comfortable, which magnifies the photos a bit for easier viewing, or being organized by day, month or year.

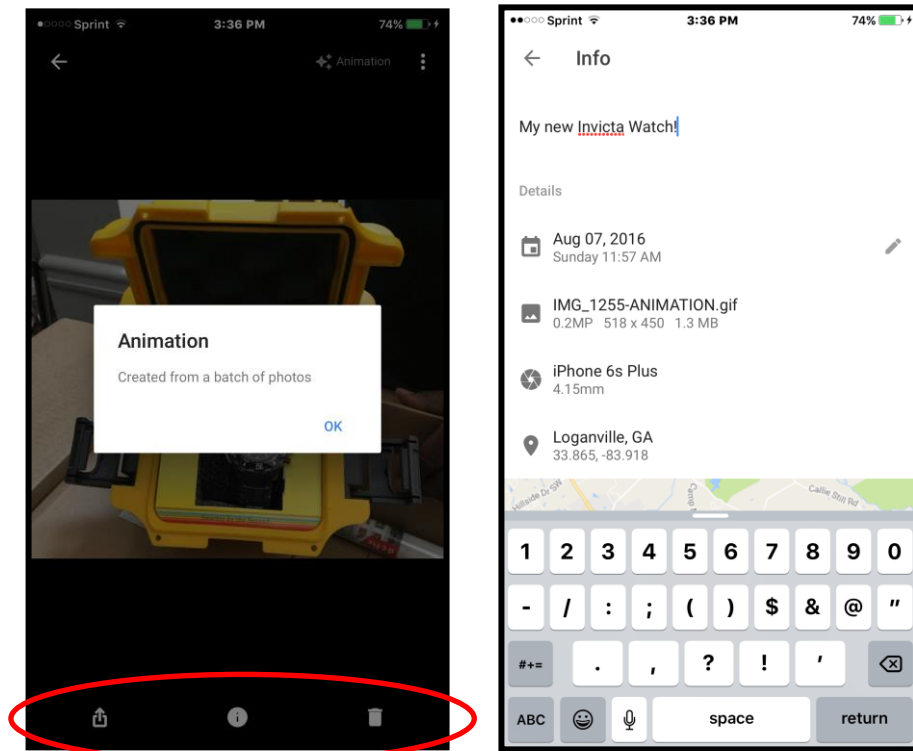
To create a new **Album**, simply make the selection, name the collection and select photos to place into the new album.

A **Shared Album** is one by which you have given permission to another user to see the album on their own Photos account. Any changes to the album will reflect on what they see as well.

Create a **Movie** by selecting up to 50 photos or videos, tap create and let the Assistant create a video slideshow of your photos. Once completed, at the bottom of the screen, select to add images, image filters, add music or edit out photos from the movie before you publish it by tapping the check in the upper right corner. Share your video by creating a link or using another mobile app by tapping the share icon at the top right of the apple iPhone or the lower left icon on the Android.

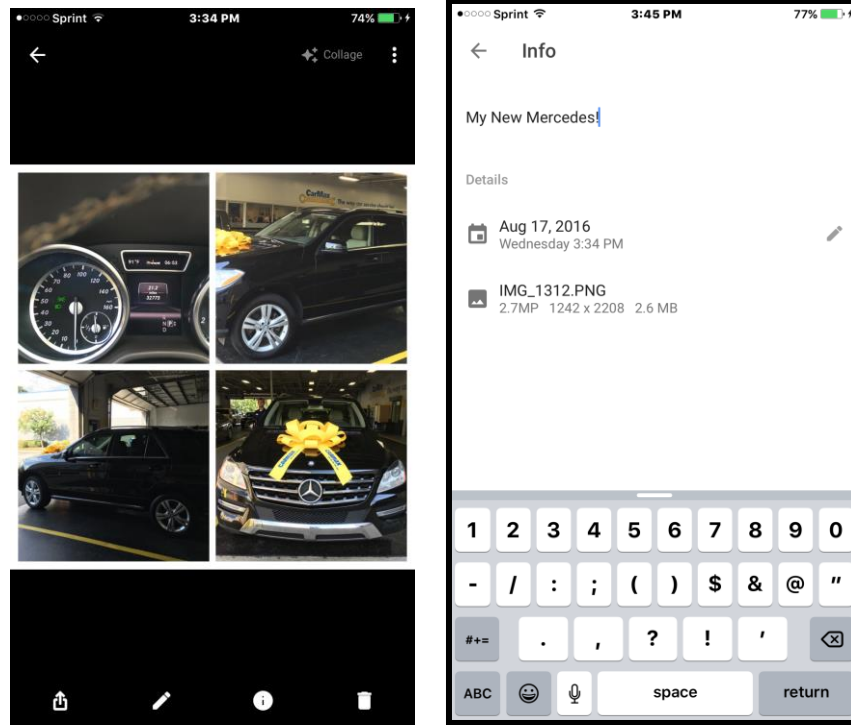


The **Animation** feature allows you to collect from 2-50 photos and display them in a more rapid succession than a slideshow. If you have a number of photos that illustrate a progression, such as a person diving into a pool you can create the sequence leading to the splash into the water. Simply select the photos in sequence, and select Animate.



Press the center icon to type in information about the photo sequence.

Finally, the Collage feature will organize related photos into a common frame. Simply select the photos, tap the + icon and select Collage. As with Animate, tap the center icon to name the collage photo.



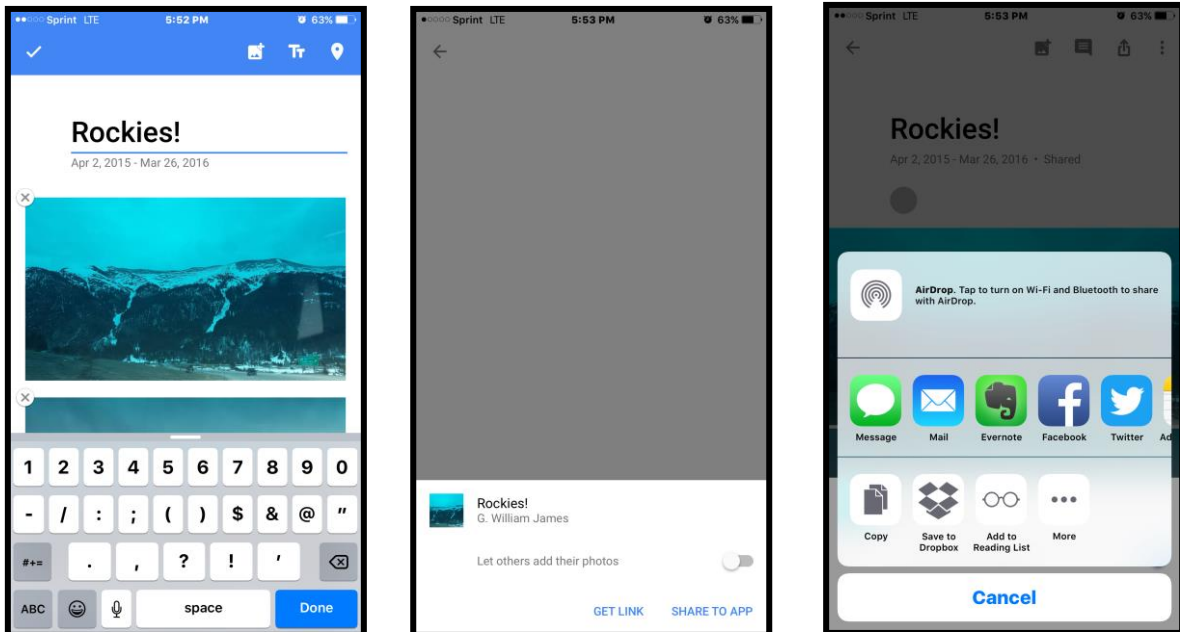
How To Share Photos, Movies and Albums in Google Photos

Sharing images in Google Photos is an easy, convenient and powerful way increase your brand presence, introduce your products or service, and provide prospects with all they need to choose you as their provider. Using images of your business in social media is essential in today's business landscape, because people respond to images. Recording short videos that people can access easily is a marvelous way to establish yourself as a source of knowledge in your industry, and will make you attractive as the go-to person when a need for your service has been established.



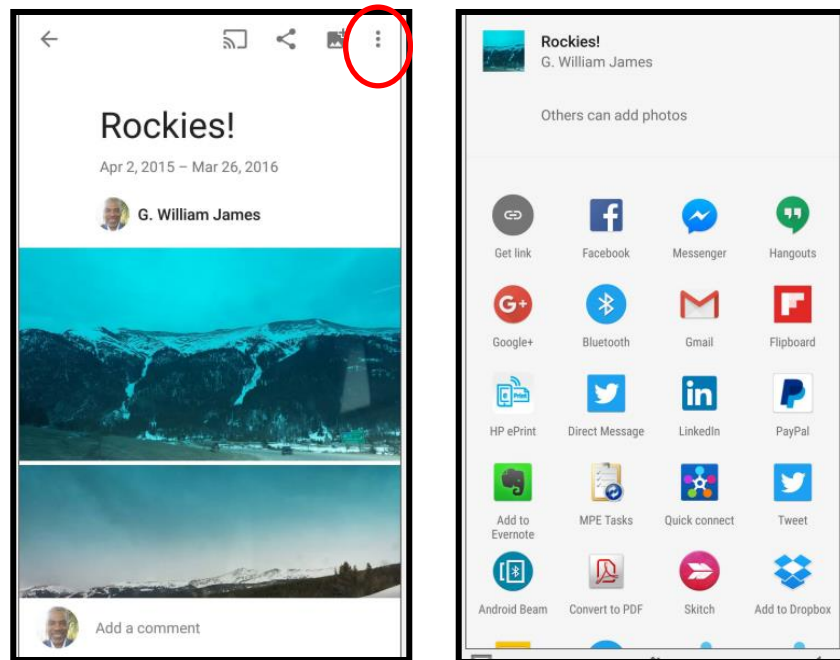
On the **Apple iPhone**, Select the photos, tap the + icon and select Create album. Now tap the Share icon and choose to create a link or share to an app. To create a link makes the album accessible by a URL that can be pasted anywhere on the Internet it can be opened, or by email or text. If you choose to share to an app, the menu window will open with the choices

to upload the photo album to, such as to Facebook or Twitter. What appears on this menu depends upon the current apps on your phone.



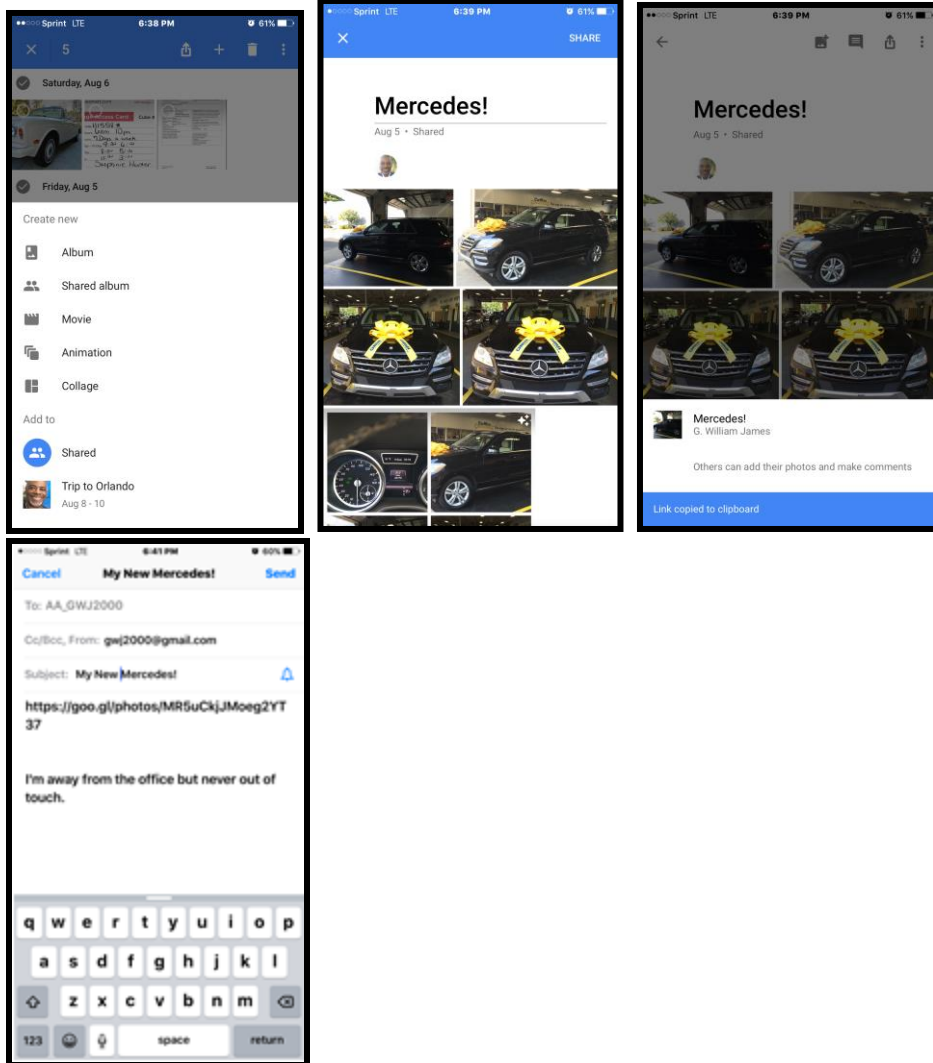
Apple iPhone Sequence

On the **Android phones**, Select the photos, and tap **create**. Now tap the Share icon and choose to create a link or to which app you choose to share the album, such as Gmail, Google Drive, Facebook or Twitter. Just as with the iPhone, what appears on this menu depends upon the current apps on your phone.



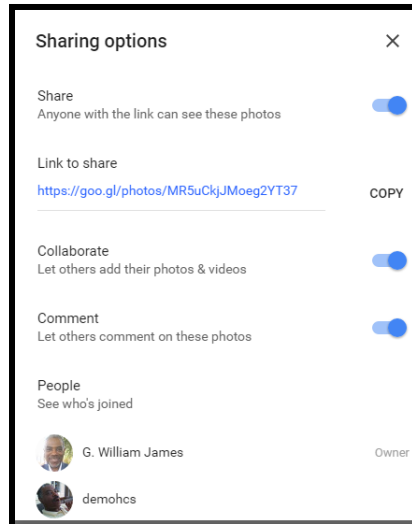
How To Share Photos, Movies and Albums To Other Users' Accounts

If you are working with a team and need to have the same photo albums available wherever you are, this is a great way to do so. As the owner of the photo album, you have the ability to share the contents with other Google Photos accounts, and will update with the latest changes you make to the album to all with whom you have shared it. Here's the Sequence:



Create The Album Select Shared Album Copy Link To Clipboard Send by Email or Text

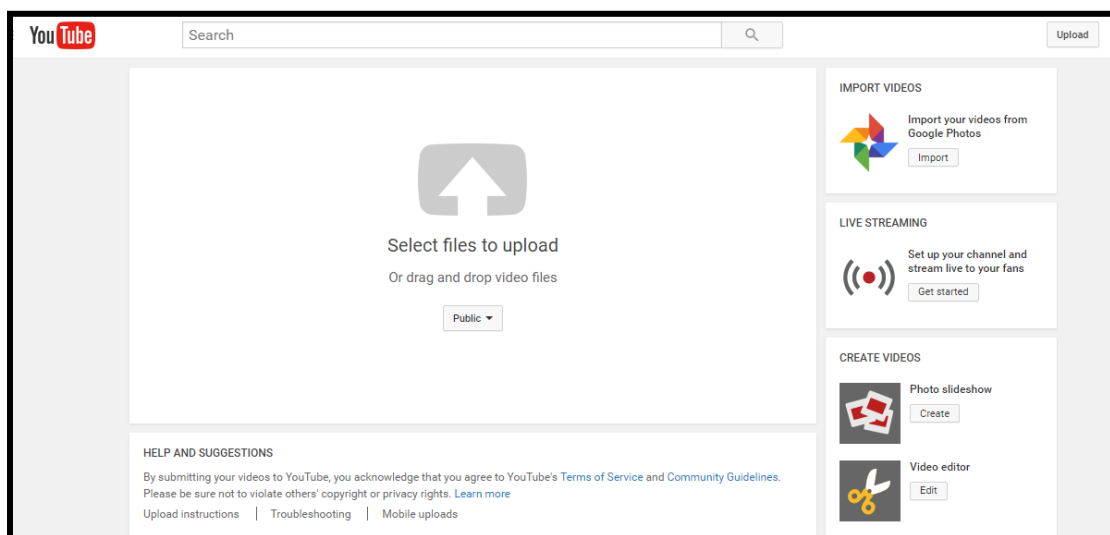
Once you have selected the album as one to be shared, create a link or share to an app. When the recipients receive the invitation to join the photo album and opens the link, based upon the settings you made in Sharing Options, they may have the option to collaborate, meaning they can add photos of their own to the collection. You will see them as soon as the account updates. Another option is to allow comments to photos.



The Sharing Options

Photos Tip: Create a photo slideshow in YouTube

In YouTube, one of the upload options is to create a YouTube video using Google photos. Starting in Google Photos, select all the images and download them to a folder on your computer. Open YouTube, select **Upload**, choose **Create Slideshow**. Select the downloaded photos, and YouTube will convert the slideshow into a video that you may set to music, annotate, or make other useful edits as explained in the previous chapter on YouTube.



Useful favorite Apps for Android and Apple

●**SMS Backup** If you can't find this in Google Play, go here on your computer using Chrome where you are signed into your Google account and install from there:

<http://www.apk4fun.com/apps/tv.studer.smssync/>

If it doesn't work after signing into the app on your device, or if it says you must update your IMAP settings in Gmail, you may have to change the security settings to allow other apps to have access. Do that here: <https://www.google.com/settings/security/lesssecureapps>

Allowing less secure apps to access your account

Google may block sign-in attempts from some apps or devices that do not use modern security standards. Since these apps and devices are easier to break into, blocking them helps keep your account safe.

Some examples of apps that do not support the latest security standards include:

- The Mail app on your iPhone or iPad with iOS 6 or below
- The Mail app on your Windows phone preceding the 8.1 release
- Some Desktop mail clients like Microsoft Outlook and Mozilla Thunderbird

Change account access for less secure apps

To help keep Google Apps users' accounts secure, we may block less secure apps from accessing Google Apps accounts. As a Google Apps user, you will see a "Password incorrect" error when trying to sign in. If this is the case, you have two options:

Option 1: Upgrade to a more secure app that uses the most up to date security measures. All Google products, like Gmail, use the latest security measures.

Option 2: Change your settings to allow less secure apps to access your account. We don't recommend this option because it might make it easier for someone to break into your account. If you want to allow access anyway, follow these steps:

Go to the "Less secure apps" section in My Account.

Next to "Access for less secure apps," select **Turn on**. (**Note to Google Apps users:** This setting is hidden if your administrator has locked less secure app account access.)

If you still can't sign into your account, the "password incorrect" error might be caused by a different reason.

YouTube



YouTube is Google's video-sharing Web application by which since 2006, users can upload, share, and view videos.

With your Google account, you can upload a lot of videos, with some quite good and useful editing features. Unregistered users can watch the videos only.

What we will cover in this chapter:

- **Setting up your YouTube Channel**
- **Customizing your personal look**
- **How to create playlists of YouTube Video**
- **How to upload your video**
- **How to Use the Creator Studio**
- **How to edit, tag and post your video**

YouTube offers mobile professionals, particularly those in sales a unique opportunity to market their business for free, and to potentially billions of YouTube users worldwide. The secret to getting users to view your content is to (1) create compelling videos that will generate buzz and a viral following, and (2) creating a YouTube Channel by which you may organize videos into playlists and direct your marketplace to view your videos by invitation or by subscription.

The popularity of video tools like Periscope, Blab and Facebook Live have given a new meaning to how we can reach out and communicate with customers and network with colleagues alike, by video streaming live through social media. YouTube has joined in as well, and offers you the opportunity to communicate in real time with people too, and to save them as YouTube videos that you can embed into your website, blog page or social media accounts. Get your followers to subscribe to your Channel and they will be notified when you are live onscreen.

Sign in with your Google account username and password:

<http://www.youtube.com/>

Step number one; you don't need to be signed in to read the terms of service. Understand what types of video you may or may not upload, to make sure you don't violate copyright laws or FTC rules. You also cannot take someone else's video and claim it as your own. This is all about how your video content is copyrighted.

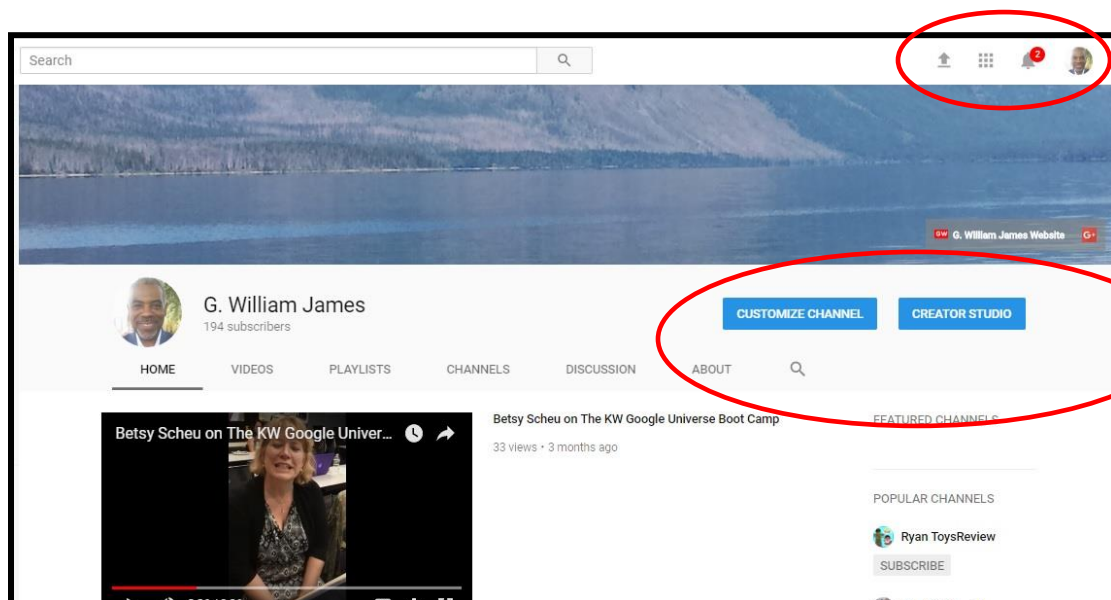
<https://www.youtube.com/watch?v=Cp1Jn4Q0j6E>

Once signed in, click the drop-down menu (horizontal lines) to the left next to the YouTube logo and select **My Channel**. On this page is where you will find all things YouTube can be organized for you. Let's begin with a tour of My Channel:

The left panel is where you will find your **Playlists** (videos you have saved and organized) as well as **Subscriptions** (YouTube users you follow). Click onto **Browse Channels** to see recommended YouTube Channels to subscribe if you like, and if you save lots of subscriptions, the **Manage Subscriptions** button may be of help.

Across the top above your photos you will find the YouTube Search engine, your number of current subscribers, the Video Manager, an Upload button, a notification bell and your profile photo which holds its own secrets we will soon reveal.

The YouTube Search engine is second only to Google search itself as the most used search engine per day with an average of over 3.5 billion searches per day in 2015.



Every time a user **subscribes** to your Channel you will see the meter grow. As you add content, subscribers are notified through their Channel or sometimes in Gmail. Just to the right will be a meter of how many total views your videos are getting.

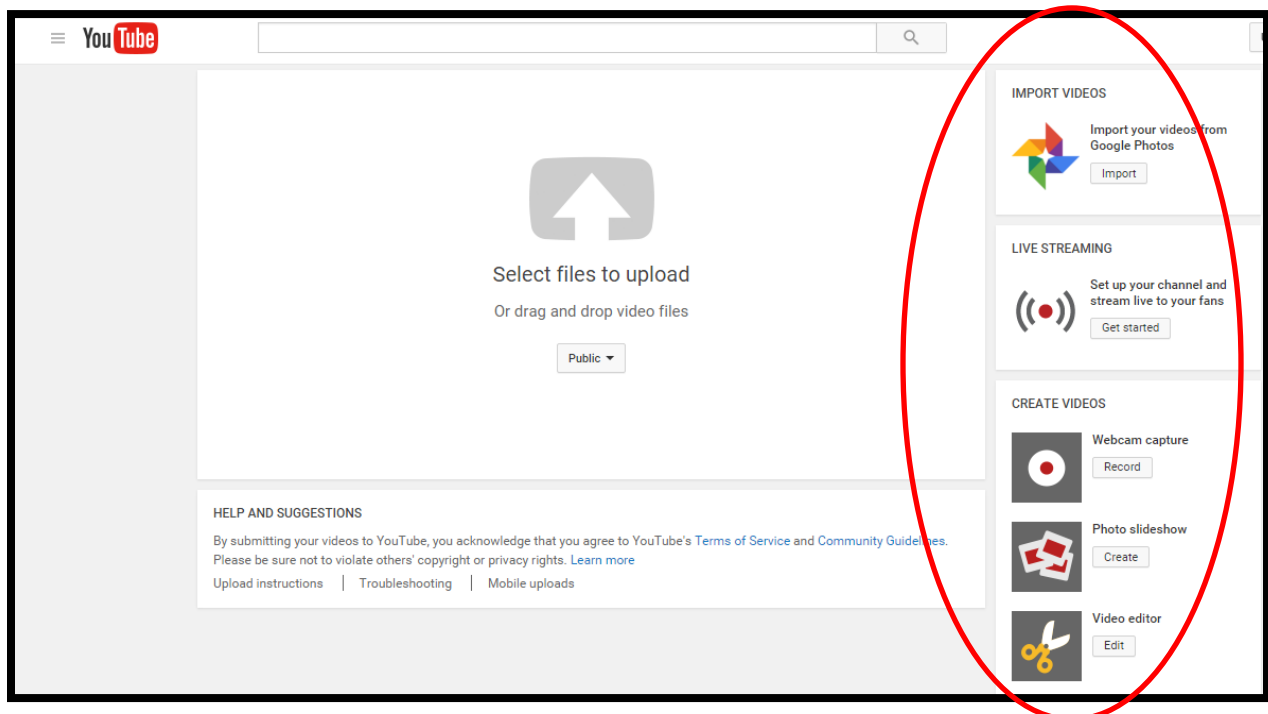
Use The **Customize Channel** button to add a personal background photo, your welcome video and any playlists you want to give public access to. All of the videos in playlists don't have to be yours, but they do have to be public on YouTube. The **Creator Studio** takes you behind the curtains, to where your own videos have been uploaded for your use. Lots of details to discover here, which we will go to in a moment.

There are a few ways you can **Upload** video content into YouTube, from your computer hard drive, mobile device, smartphone or tablet, a video recorder or a camcorder. From your PC, if you have a webcam installed you can record directly to YouTube and save it.

Select **Creator Studio**. You can also access this menu from the Video Manager. Here you will see the **Dashboard** with an overview of your channel's activity, the **Video Manager** to see the list of your uploaded videos, editing tools and analytic reports about each video. **Live Streaming** can be set up from this page as well as custom **Settings** (see the gear next to Creator Studio on the right?) for who will see your video, choose playback settings, and connecting YouTube to social media accounts. Select Channel to customize uploading features and defaults, monetizing videos, etc.

Uploading A Video

Adding a video to your dashboard is simple. From your channel page, click **Upload**.



Import Videos from your Google Photos. This link will direct to your Google Photos App that is connected to the same Gmail address.

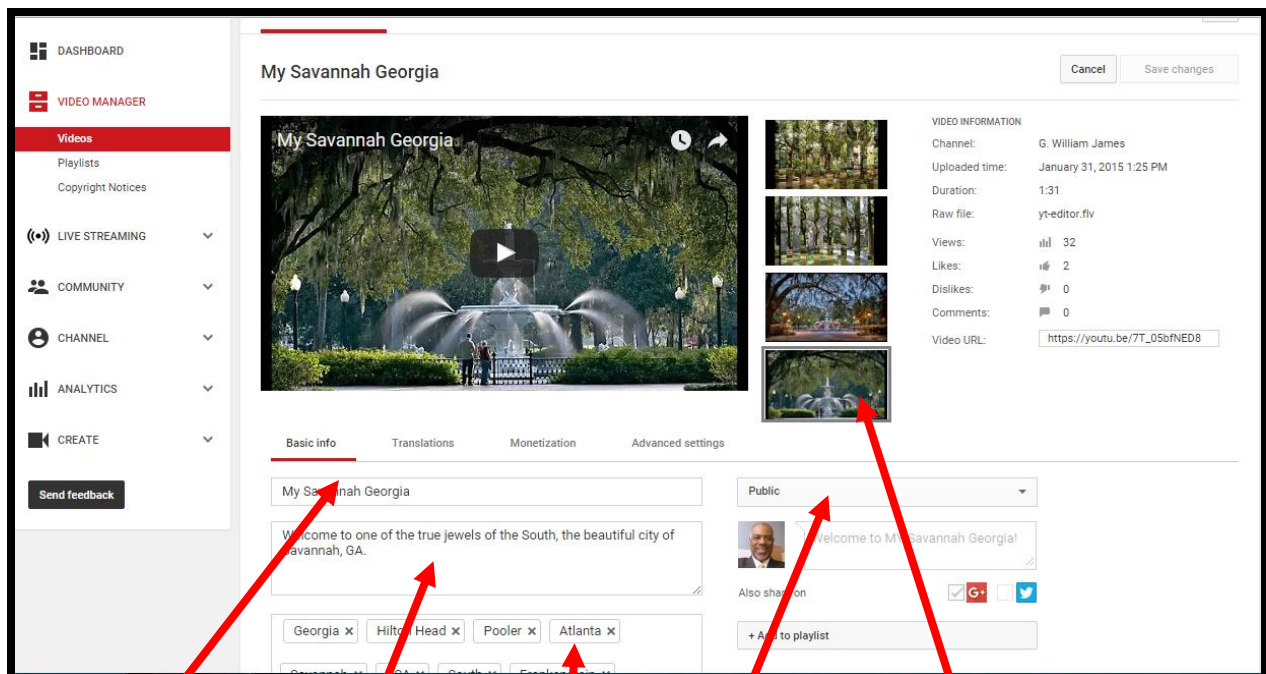
Live Streaming allows you to create live video streams that others can view you through YouTube. It will also record the video so you can embed to your website, share on social media or on your YouTube channel.

Webcam Capture will turn on your webcam installed on your PC or laptop. Simply look at the lens and talk. The video will save on your dashboard.

Photo Slideshow Take a photo slideshow you have saved in Google Photos convert it to a YouTube Video. The feature allows you to set the duration of each image, transitions or even set the slideshow to music.

The **Video Editor** has great features for enhancing your uploaded videos, create a new video from multiple video clips and photos, add music, annotations and more.

Select a file from your hard drive or recorder or upload directly from your smartphone or tablet (you must have the YouTube app installed). It may take a while to upload and process based on video length and your upload speed. Once uploaded, you can now select Edit from the Video Manager and customize your video settings, preparing it for viewing and sharing.



Title your video here

Add a Description

Search Tags

Privacy Setting

Choose a Thumbnail

In **Info and Settings**, create a **Title** for your video a name that will be easy to identify and will return high on the list of search results. Provide a **description** of the video, using words that will help your video be discovered in a search. Provide a list of **Tags**, or keywords that the search engine will use to bring up your video in the search results when similar keywords are used to search for related video. In most programs, tags require a hashtag # before the keyword (like #butterflies if you wanted your video to be discovered when someone searches for anything butterflies) even if it is not part of the title or description.

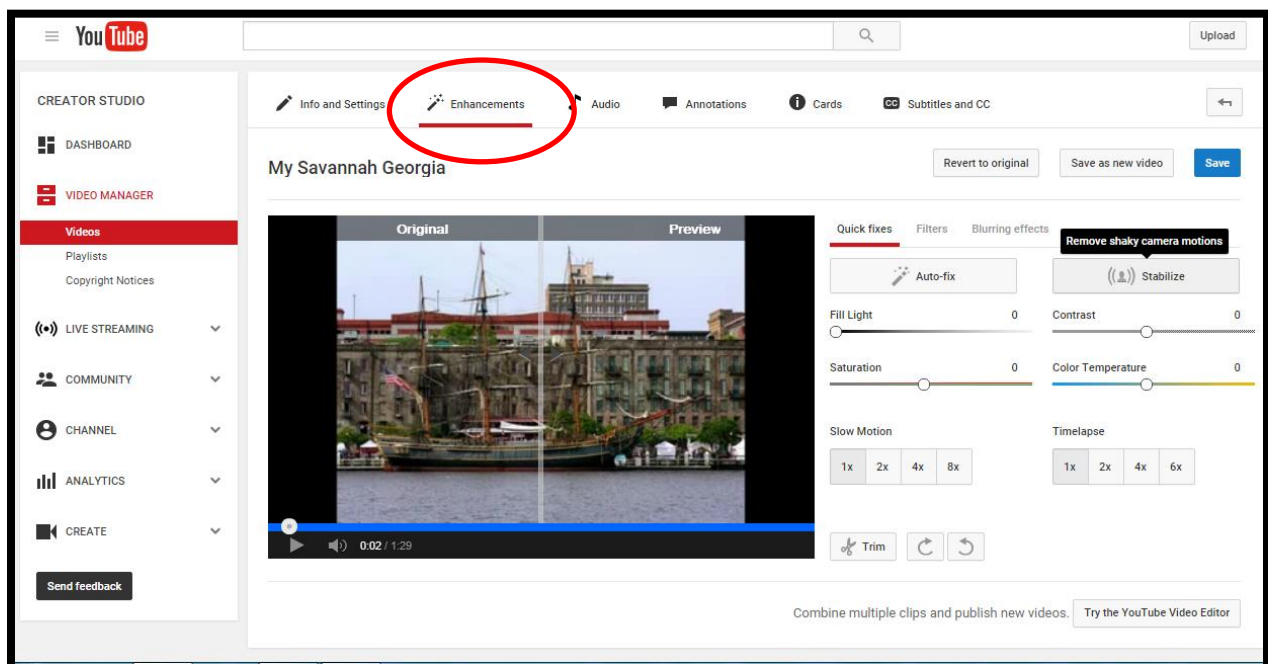
Choose a **Privacy** setting to determine how your video will be accessed by others.

- Private – Only those you specifically select to access the video by email invitation can view.
- Unlisted- The video is available to anyone with the video URL, but is not publicly searchable.
- Public- Anyone can view at any time, and is part of the YouTube search engine.

Choosing a **thumbnail** from the three choices or upload your own. This image is what will show on the screen with the Play button.

Remember to save any changes before closing the page.

Now Click to **Enhancements**:

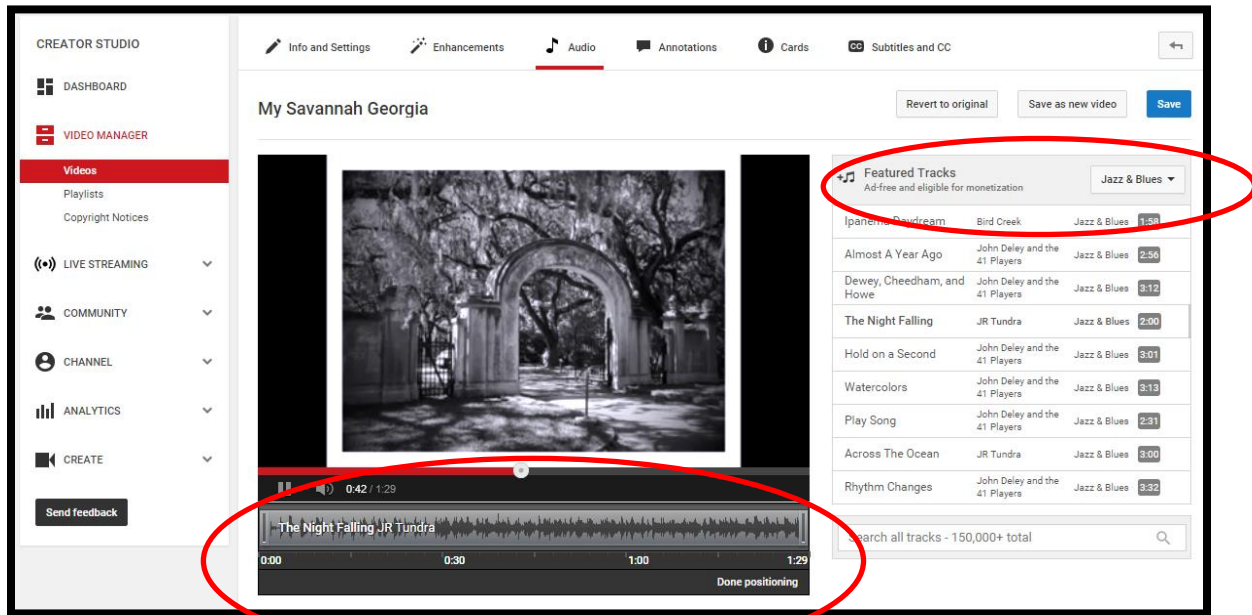


The Enhancements tab is where you will find how to make some basic changes to color, contrast and brightness of your video. Practice, Practice, Practice is my recommendation if

you are unfamiliar with using these tools with images and video. Feel free to test out different enhancements and settings here because you can always **revert back to the**

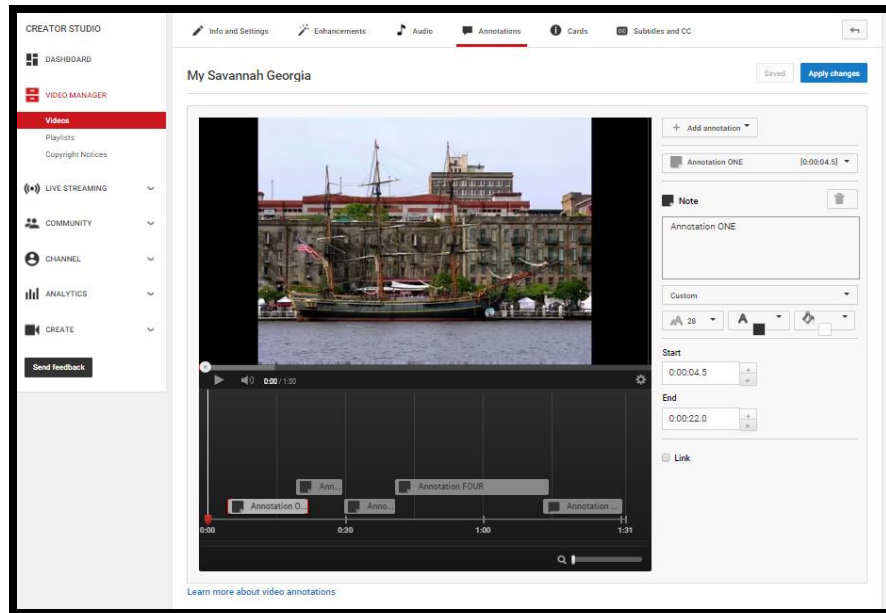
original settings as long as you do not save your changes first, or **save as a new video** and keep the original intact.

If you do like the changes you made here, save them and move on to the next tab, **Audio**.



In the Audio settings tab, you may choose from over 150,000 license-free tracks, from a number of genres to add to your video. Once you select a song, you may position when the song begins and ends on the video. **It is best to choose a song that equals or is longer than your video. The music feature does not loop songs or add a second track at this time.** If you have a voice track on your video, you can use the slider to favor the original (voice) track, equal voice and music, or put the music behind the voice track, sliding left to right. At the date of this writing, this feature, while quite cool, has not been working well, even in Chrome. I hope Google is hard at work on a fix.

Keep your original or save your changes and click the tab **Annotations**.



A unique way of adding your written message to a video is to add annotations, They are especially effective with photo slide shows and videos without a voice track, but you have added music.

Click on the Annotations tab, and your video will begin to play. Locate the exact place in the timeline you want to add the annotation and then pause the video.

Click “**+ Add Annotation**”) to choose between speech bubble, add note, or spotlight. Add the desired text, set the text and background colors, or add a web link

Use the **timeline tabs** (see figure 2) to adjust begin and end times that the annotation will display.

With each additional annotation, an editing widget will appear in the panel to the right. Edit the text, or refine the display times down to the exact frame.

Feel free to experiment here as you like to get your timing and transitions right. You can always edit, even delete your annotations anytime from your Video Manager.

NEW! The **Cards** tab

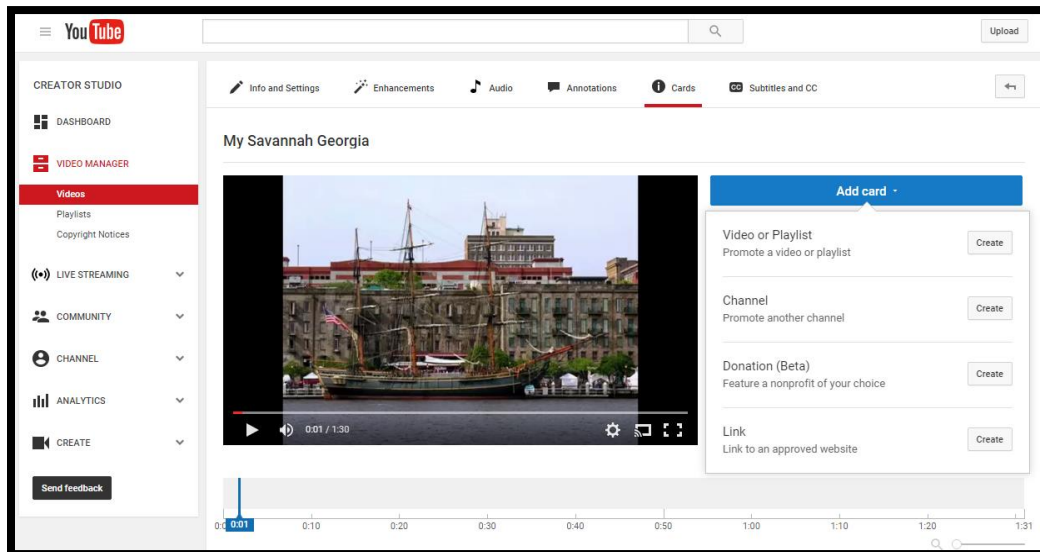
You can use cards to add interactivity to your videos. Cards can direct viewers to a specific web address (from a list of eligible sites) and show custom images, titles, and calls to action, depending on the card type you choose.

For now, this feature is only available to viewers on computers, Android devices running version 10.09 and up, as well as iOS versions 10.07 and higher. Other viewers

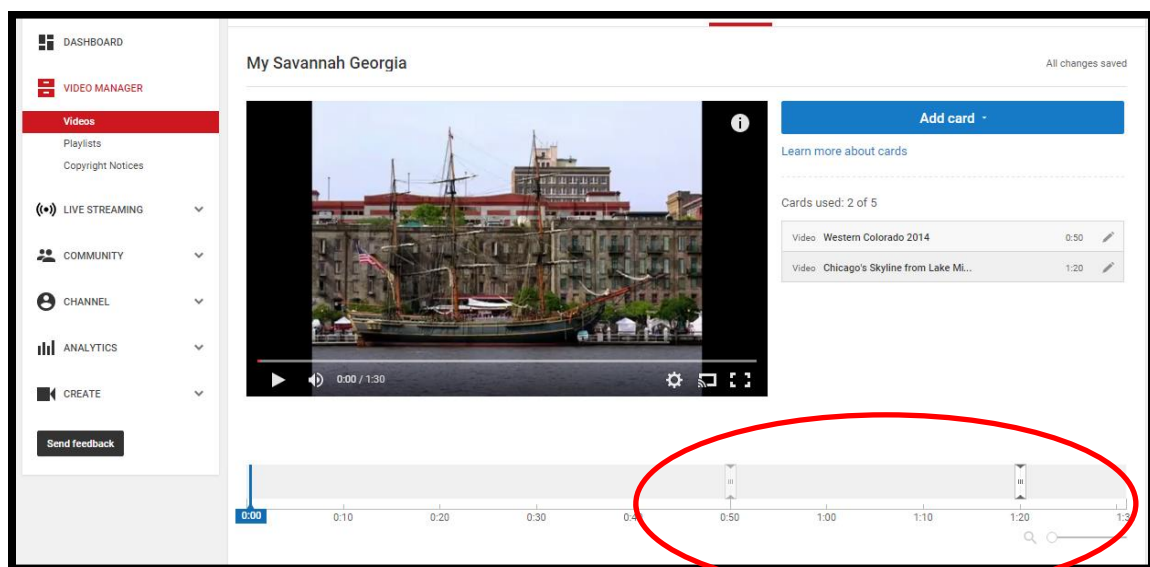
of your video will not see the Cards notification appear. You will also need to grow a viewership before you can completely use the feature.

Let's click on Cards, and then select Add Card in the blue box to the right:

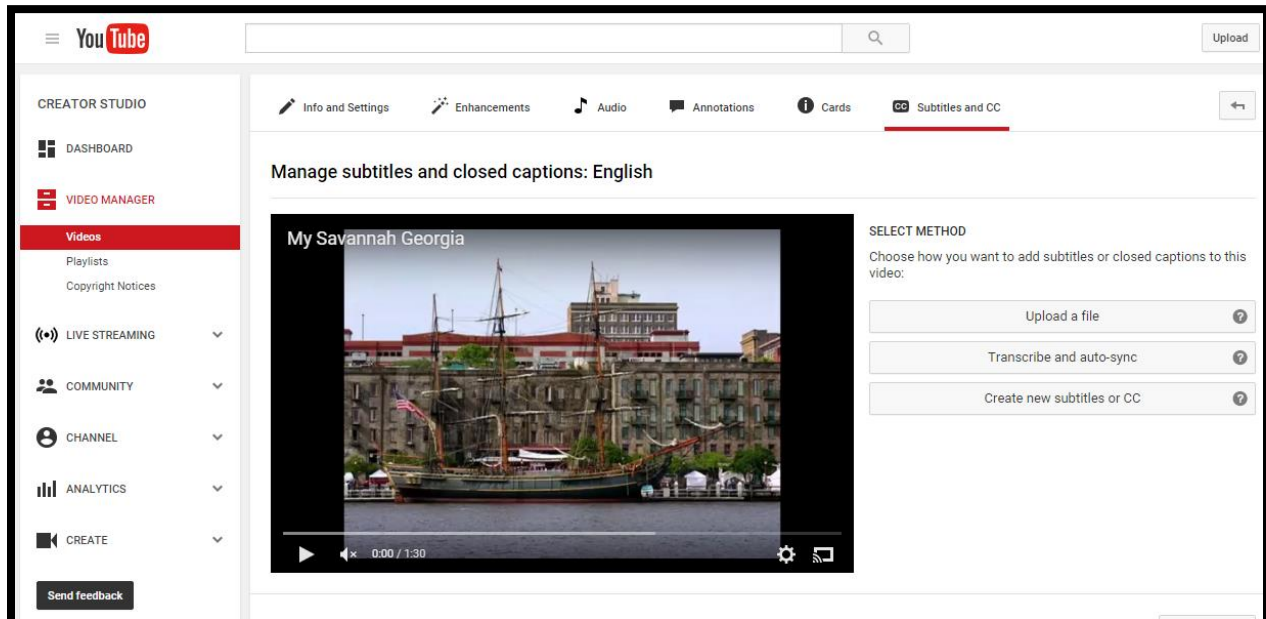
From the dropdown list, choose the type of card you want to add to your video. Below we will select to add a video by clicking **Create**.



I chose two videos from my list of available files, and moved the slider for cards at :50 and then 1:20



Managing Subtitles and Closed Captioning



From the YouTube help site:

You can create new subtitles or closed captions from scratch or edit drafts in progress. Check out [our video on creating subtitles and closed captions](#) or follow these instructions:

Choose the language for the subtitles or closed captions you want to create. Use the search bar to find languages that don't automatically show in the list. If you've already started working on a language, you can select it from **My drafts**.

In the draft for the language you want to work on, play the video. If your fans have added updates since your last version, you'll see a "Your fans submitted an update" notice at the top of that language draft's screen.

When you get to the part where you want to add something, type your content into the box. Don't forget to add text describing other sounds happening in the video. For example, you can add sounds like applause or thunder as **[applause]** or **[thunder]** so viewers know what's going on in the video.

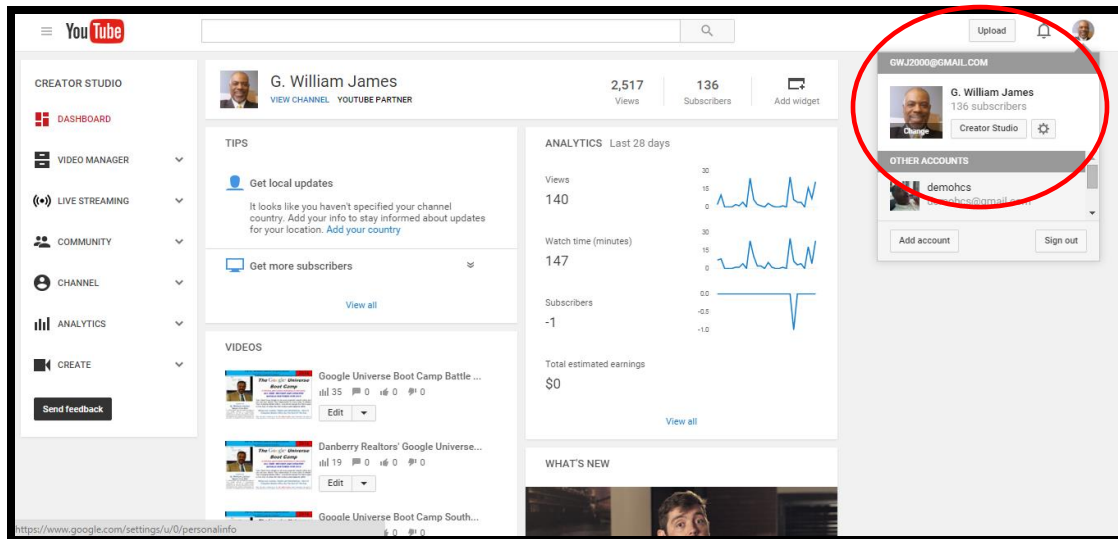
If you need to, adjust when the caption starts and ends by dragging the borders around the text under the video.

Repeat this process for all the spoken words in the video. If you don't have time to finish the whole video, your changes will be saved in your drafts and you can pick up again later.

When you're done, select **Publish**.

To speed up your work, you can also use these keyboard shortcuts:

- **Enter:** Add the subtitle.
- **Shift + space:** Pause or play the video.
- **Shift + left arrow:** Seek back five seconds.



YouTube Tip: Place your featured listing video on your website or blog page

Once you have completed editing and publishing your video, and adding it to your channel, embed the video to the welcome page of your website. Set the control so that the video plays whenever the web page is opened.