

# London's Air Ambulance

## How to use a GIF



### What is a GIF?

*GIF stands for Graphic Interchange Format. A GIF is essentially a compressed video, meaning it takes up less room on your computer. It also plays continuously, where as a video comes to an end.*

### Download GIF

1. Download GIF from the London's Air Ambulance webpage. This should appear in the download bar at the bottom of the screen or in your Downloads folder.
2. Open the GIF and save somewhere where you will easily find it.

### How to use on Facebook

1. Head to the 'create post' section.
2. Choose the add photo/video option (green photo icon).
3. Select GIF from where you have saved it on your computer.
4. Once loaded the GIF will appear as a video icon.
5. Add text to your post and most importantly, don't forget to add your fundraising page link.

### How to use on Twitter

1. Head to the 'compose new tweet' section.
2. Choose the add photo/video option.
3. Select GIF from where you have saved it on your computer.
4. Once loaded the GIF will appear below the text section.
5. Add text to your tweet and most importantly, don't forget to add your fundraising page link.

