

Why struggle to find just the right thing to say in a comment when you can use a gif? Short loopable clips that everyone loves to laugh about. It can be a pain to find, copy and post gif's to Facebook, Twitter and include in a text message. I'm looking at Giphy, an app that's supposed to make it easy.

PRONUNCIATION NOTE:

the inventor of the GIF says you pronounce it like you do the peanut butter "JIF". The founder of the app "GIPHY", pronounces the app "GIPHY", like "gifty" without the t.

TRT 112
Std outcue

there is no standup

ANCHOR INTRO

IF YOU SPEND ANY TIME AT ALL ON SOCIAL MEDIA YOU'VE PROBABLY NOTICED SOME OF THE FUNNIEST COMMENTS ON POSTS, AREN'T COMMENTS AT ALL.

THEY'RE 'GIFS', OR 'JIFS'. 1 SECOND LOOPABLE VIDEO CLIPS. TONIGHT, OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER TAKES A LOOK AT A SMARTPHONE APP THAT CAN FIND JUST THE RIGHT 'GIF' FOR THE RIGHT MOMENT.

PACKAGE

If a picture paints a thousand words, a gif (or gif) says a lot more. The looping video clips, usually with a funny caption are everywhere. They're fun, but where do you find them? How do you share them? One of the best ways is through this app, Giphy.

Every day it shows trending gifs that are created by other users, or discovered online. It's also searchable and you can save your favorites and share them on Facebook, Twitter, other social networks and in text messages. Giphy is also a keyboard. If you haven't used alternate keyboards before, you'll need to download the keyboard app, go into settings and general. Then "add keyboard". They'll require you give them total access. That'll give some, like Giphy the ability to read what you type, even what you've typed. That can include bank information, passwords and credit card accounts.

Keep that in mind before installing a new keyboard with full access.

I've found Giphy easy to use and there are thousands upon thousands of gifs to choose from and more are added every day. Why try to think of something clever to respond to a text or comment on a post. Gif's are funnier than we'll ever be on our own.
I'm Jamey Tucker, and Giphy is the App of the day

ANCHOR TAG

AND IF YOU'RE WONDERING, THE CORRECT PRONUNCIATION OF THE VIDEO CLIPS IS "JIF", AS IN THE PEANUT BUTTER. THAT'S ACCORDING TO GIF INVENTOR ALEX CHUNG.

THE GIPHY APP IS AVAILABLE FOR IOS AND ANDROID DEVICES.

WEB STORY

If a picture paints a thousand words, a GIF says a lot more. The looping video clips, usually with a funny caption are posted everywhere. From Facebook to Imgr to Twitter to Reditt to text messages and websites, a carefully crafted GIF can say exactly what message you'd like to convey. They're fun, but where do you find them? How do you share them? One of the best ways is through the app, GIPHY.

Every day GIPHY shows trending GIFS that are created by other users or discovered online. It's also searchable and you can save your favorites and share them on Facebook, Twitter, other social networks and in text messages. GIPHY claims to be the largest GIF search engine in the world. The app is also a keyboard. Allowing users to search within a keyboard window for a keyword, phrase, movie, TV show or other categories for just the right GIF.

If you haven't used alternate keyboards before, you'll need to download the keyboard app, go into settings and general. Then "add keyboard". Keyboards require full access to the keyboard functions which will give some, like Giphy the ability to read what you type, even what you've typed. That can include bank information, passwords and credit card accounts. Keep that in mind before installing a new keyboard with full access.

GIPHY is a free app available in both app stores for Android and iOS devices.