

Work "Smarter" Using your Smart Phone
March 15, 2017 2:00-3:00pm

Please keep in mind that we are Android users. Many of these apps are available for both Android and Apple users, but some of the less well-known apps will be Android specific, and you may need to search the internet to find a comparable app for your iPhone. Feel free to contact us with additional questions at campingfun@lacampground.com or (920) 295-3000

- Mobile Hot Spot
 - Keep in mind many cell phone plans allow you to “tether” or use your phone as a Mobile Hot Spot.
 - Most likely you wouldn’t want to use this option to provide internet to customers, because they could eat up a lot of data
 - If you have web-based reservations, you can tether your cell phone to your laptop and take reservations anywhere you have cell phone reception.
 - Also works as a back-up source of internet in your office in case your DSL or cable connection is temporarily interrupted.
 - Availability of this feature varies a lot based on your cell phone plan and your model of cell phone.
- Business Apps:
 - Keepass- Free Password manager
 - The app is a bit clunky, but you can use it across mobile devices and desktops. Experts strongly recommend you have a unique password for each and every online login. Keepass allows you to keep track of these passwords, and you will only need to memorize the password to get you into Keepass. I keep the file that contains all the passwords (which is only openable by Keepass) in Dropbox, so it’s updated in real time and available across all my devices.
 - Amazon (with Prime account).
 - Free 2-Day shipping for many items when you buy a Prime subscription.
 - Saves us many drives to Walmart (which is 1 hour round trip for us).
 - POS System- Cash Register
 - A very simple POS system
 - We use it to track how much money we make in a shift at concessions

- Allows you to program prices and adds up for a total
 - Calculates change
 - Doesn't track inventory over the season
- Communication and Collaboration Apps
 - Dropbox
 - This is a "Cloud" app- meaning a digital storage space on the internet
 - You can install it on mobile devices and pcs so you can access important files anywhere
 - Evernote
 - This is a note organization app
 - Allows you several tiers of organization and cross-referencing
 - Allows easy sharing with others who have an Evernote account
 - Wunderlist
 - List App
 - Allows you to make different lists, and choose who to share them with
 - You can assign tasks, and staff can add notes or comments to keep you up to date on their progress on projects
 - Group Me
 - Group messaging app
 - Could be used to communicate with staff, digitally distribute schedules, etc.
- Social Media Phone- One way to keep your social media up to date and fresh would be to have a Social media phone that you can allow your staff to use to take photos, videos, and even post them in real time. Here's a list of apps you may want to have on such a phone:
 - App Lock
 - If you have content on the social media phone that you don't necessarily want your staff to access, this app allows you to set a password to protect whatever apps you choose to protect, while allowing them to use unprotected apps on the phone.
 - So your staff could use the camera, but they wouldn't be able to use your email or read your Evernote account.
 - Camera and video app- Obviously you will need these but your phone will come with them pre-loaded.
 - Spotify
 - Music app- has a huge selection of songs

- You can choose what song to listen to and make custom playlists (as opposed to radio apps where you simply pick a genre)
 - Free version has commercials- we use paid version for \$10/month to play background music (Remember, legally you need a music license to play any music in your park, and ARVC has the best deal around for that).
 - Snapseed
 - Great photo editing app on phones
 - You can use filters and even add your logo as a layer on your photos before posting
 - Pic Collage
 - Good app for making collages of photos
 - Social Media apps
 - Twitter/Instagram/Facebook Pages Manager/Pinterest
- Facebook:
 - Facebook Pages Manager
 - Hopefully, your campground's page is a Business page and not a personal page. There are many advantages to having a Business page, not least of which is that Facebook has, at times, deleted personal pages that were created for businesses.
 - You can't use the regular Facebook app on your phone to post to your Business Page.
 - Download Pages Manager to work with your Business Page on Facebook
 - Live Stream Events
 - This is the newest Facebook feature that's been pretty popular
 - When you live stream, people on Facebook can watch you video as it happens- they're watching it happen "LIVE"
 - People can like and comment as they watch a livestream, and that actually moves across the video as they submit it
 - After you live stream, the video is saved and posted on your page, so people can watch it later. Likes and comments will show up on the video when they were posted, so the video is identical to the Live Stream version
 - Might be useful for activities and events, speeches at a Camper Appreciation Party, Notable Wildlife sightings, etc.
 - How do I do it? > on a Mobile Device: Posts/ Go Live
 - Job postings

- How do I do it? > on a PC: Left Hand Column of your Business Page/ Job Postings
- Request Time
 - It's an up and coming App you can add to your business Facebook Page
 - Customers can use it to Schedule appointments with you
 - Could be used to set up Seasonal Site Showings, a time for you to call them back, etc.
 - How do I do it? > on a PC: Settings/ Left Hand Column of your Business Page/ Partner Apps and Services
- Facebook Bluetooth Beacon
 - Facebook Bluetooth® beacons help people see more information about your business whenever they use Facebook during their visit
 - Using Bluetooth® technology, these beacons send a one-way signal to the Facebook app on your customers' phones to help us show them the right information about your business during their visit. They don't collect any information from people or their phones or change the kind of location information Facebook receives.
 - Can be used to prompt customers to like your Page and Check-in
 - Gives priority to posts from your Facebook Page while they are connected to your Wifi
 - You do have to request the beacon- but they are free. We haven't done so yet, so we don't know what happens for set-up, etc.
 - How do I do it? > on a PC: Settings/ Left Column/ Place Tips/ Request a Beacon