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### What is Vine?

A social media network that lets you create and share 6 second looping videos. Videos you post to Vine will appear on your Vine profile and the timelines of your Vine followers.

### Vine Milestones

- **Oct. 2012** – Twitter acquires Vine
- **Jan. 2013** – Twitter officially launches Vine publicly on iOS
- **June 3, 2013** – Vine amasses 13 million users; launches on Android
- **June 20, 2013** – major competitor Instagram launches video feature
- **August 20, 2013** – more than 40 million users registered
- **December 2013** – option to claim personal vanity URL; launches on Windows Phone 8

### Fit with other Social Media

- Falls into “video” category of Brian Solis’ Conversation Prism
- Posts can be shared on Twitter & Facebook
- Cross-promote Youtube/video channels

### Competition

- Short-video sharing platforms such as Keek, Mixbit (Youtube), Instagram, Lightt, and Vigi
- Twitter specific platforms: Telly, TwitC, Twitlens

### Top Brands on Vine:

Samsung, General Electric, Oreo and Urban Outfitters

### Use Vine to:

- Tell stories in short sequences
- Present content creatively
  - stop motion, humour, how-to tutorials, user-generated content
- Cross-promote channels as part of social media strategy
- Promote new products and/or features
- Show behind-the-scenes footage
- Show off user-generated content
- Host contests

### Strengths

- Ease of use
- Twitter & Facebook integration increases reach
- 6 sec limitation breeds creativity
- Mobile (Can be used almost anywhere)
- Novelty

### Weaknesses

- 6 sec limitation on content
- Difficult to create CTA
- Only available on mobile
- Platform limitations (limited features)
- Easy to saturate audience because of too many postings