

# Vine



CW

## What is it?

Vine is a free, app-based short-form video sharing social network owned by Twitter.

## How does it work?

The service allows users to record, edit and share six-second long looping video clips. Vine gives users the option to write a short caption underneath the video where you can tag people, include links and hashtags. Vine has a strong social component; users can follow the photostreams of others, interacting by liking and/or leaving comments on individual videos or 'revining' – sharing videos posted by others with their own followers. Users can also search Vine by keyword or hashtag and view the most looped new videos.



## How do people use it?

Vine users typically use the network to share humorous moments, their artistic creations and to comment on or share various kinds of news. As users continue to record and publish life-changing events on Vine, the platform will become an even bigger window looking out on the world we live in.

In recent months, new features that enable users to edit and add filters have been introduced. The new features allow people to be more creative than ever. Users can now create stop motion animations or short videos from series of stills. Users often create videos with a smooth transition between beginning and end, creating an eternal loop.

Vine has more than 40 million registered users, 57% are female. The largest age group among Vine users is 18-20 year olds. There are five Vines tweeted every second.



## What's the opportunity for brands?

Branded vines receive 400% more shares than branded videos.

More and more businesses are incorporating video marketing into their online marketing strategies, boosting brand awareness, educating audiences and driving sales. We live in a visual world. People digest information at a fast rate and this is where Vine works in your favour. Businesses can use short videos to advertise new product lines, promote discounts or sales and show how their products work.

As well as these benefits, sharing Vine content on other platforms can increase reach and improve your website's search ranking (using related keywords in the content you are posting). Vine offers brands the opportunity to create and post low cost videos. Low production values are overlooked in favour of relevancy and timeliness.





## Best practice: 5 top tips

1. **Make them laugh** – It tends to be the case that Vine videos containing humorous elements are most widely shared
2. **Teach them something** – Educational videos, particularly those offering quick how-to's, are also go down well with Viners
3. **More is more** – Most campaigns work so well because they are campaigns (not one-offs). Each short video is part of a series, driving further user engagement and telling a story that goes beyond the six-second piece itself. With short-form content, the whole is greater than the sum of its parts
4. **Humanise your brand** – Companies should come across as social on social media, so find a way to make your brand more human, more relatable
5. **Introduce your followers to your brand** – Any company can use Vine to showcase their company. Whether you're giving an office tour, interviewing employees, or showing what it is like being in the office, viewers will appreciate the chance to get to know you better.



## Learn the lingo

Vine Terms	Vine Meanings
Vine	A short six-second video made with the Vine app
Viner	The user of the app
Vining	The activity of creating, watching or sharing Vine videos
Looping	Making videos play in a repeating motion
Tag	Other users can be tagged in Vine videos. The person tagged will get a notification
Re-Vine	When one user shares another user's Vine video
SuperVine	When lots of people get together to make a Vine video
Remake	When you make a parody of a popular video
"Do It For The Vine"	To do something that others are doing just for the Vine audience. A lot of falling or acting ridiculous is done "for the Vine"



PINTEREST

**SOCIAL SITE  
THAT IS ALL ABOUT  
DISCOVERY**

**LARGEST  
OPPORTUNITIES**



**USERS ARE:**

**32% MALE**  
**68% FEMALE**

**70  
MILLION  
ACTIVE USERS**



TWITTER

**MICRO BLOGGING  
SOCIAL SITE  
THAT LIMITS EACH  
POST TO 140  
CHARACTERS**

**LARGEST  
PENETRATION**



**BUT SPREADING  
SLOWLY AND STEADILY**

**5,700 TWEETS  
HAPPEN  
EVERY  
SECOND**

**560  
MILLION  
ACTIVE USERS**



FACEBOOK

**SOCIAL SHARING  
SITE THAT HAS  
1 BILLION  
USERS WORLDWIDE**

**LARGEST  
OPPORTUNITIES**



**COMMUNICATING WITH  
CONSUMERS  
IN A NON-OBTRUSIVE WAY**

**USERS SHARE  
2.5 BILLION  
PIECES OF CONTENT EACH DAY**

**1  
BILLION  
ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING  
SITE ALL AROUND  
PICTURES  
AND NOW 15 SECOND  
VIDEOS**

**MANY BRANDS  
ARE PARTICIPATING  
THROUGH THE USE OF  
# HASHTAGS**

**AND POSTING  
PICTURES  
CONSUMERS  
CAN RELATE TO**

**MOST FOLLOWED  
BRAND IS**

**150  
MILLION  
ACTIVE USERS**



GOOGLE+

**SOCIAL NETWORK  
BUILT BY GOOGLE  
THAT ALLOWS FOR  
BRANDS  
AND USERS  
TO BUILD CIRCLES**

**NOT AS MANY  
BRANDS  
ACTIVE,  
BUT THE ONES THAT ARE  
TEND TO BE A  
GOOD FIT WITH A  
GREAT FOLLOWING**

**GROWING RAPIDLY  
WITH 925,000  
NEW USERS  
EVERY DAY**

**400  
MILLION  
ACTIVE USERS**



LINKEDIN

**BUSINESS  
ORIENTED  
SOCIAL NETWORKING SITE**

**BRANDS THAT ARE  
PARTICIPATING  
ARE CORPORATE  
BRANDS  
GIVING POTENTIAL AND  
CURRENT ASSOCIATES  
A PLACE TO NETWORK  
& CONNECT**



**79% OF USERS  
ARE 35  
OR OLDER**

**240  
MILLION  
ACTIVE USERS**

Designed by: Leverage - leverageagmedia.com



# Vine

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