

Using Vine for Organizations

NJI Social Media POV

WHAT IS VINE?

Acquired by Twitter in October 2012 and launched in January 2013, Vine is a video-sharing mobile app and the most recent addition to social media marketers' toolboxes. The app has brought the power of video editing to a device kept in the average person's back pocket, causing some to dub it the "Instagram of video." Similar to the way Instagram made basic photo editing accessible to the masses, Vine's user interface is almost overly simplistic in its approach.

Many have seen Vine as a part of the animated GIF's recent resurgence in popularity in Internet culture. Vine clips have a maximum length of six seconds and can be viewed in Web browsers as well as Vine's mobile app. This creates a low-commitment medium where a long attention span is not needed (or rewarded). Creating and sharing a Vine is just as straightforward — tapping and holding the screen control recording, and completed Vines can instantly be embedded into Tweets.



ADOPTION & RECEPTION

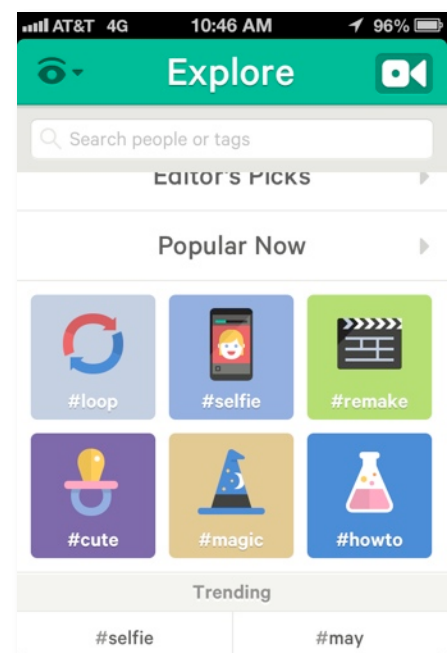
There is little data available on the number of users currently active on Vine. It is, however, the number one video-sharing app and, on April 9, reached the number-one spot for free apps in the iTunes App Store. Since then, it has remained in the top ten. Vine for Android was released on June 3.

Downloads are not a fully representative awareness metric for Vine, as a viewer is not required to have downloaded the Vine app to view the videos. More often than not, Vines are also posted on Twitter. To measure engagement with Vines, it is therefore important to look at Twitter along with the Vine app itself, as there might be a large gap between those creating the Vines and those engaging with them.

The use of Vine is still very much experimental in the marketing world. There are no brand "best practices," and novel uses of the app are still emerging. Analytics platform Simply Measured currently provides the only statistical tool targeted for measuring Vine performance. This tool only measures interactions with Vine-embedded Tweets, ignoring performance within the Vine app itself.

HOW DO I USE VINE?

To create a Vine, first download the app from the iTunes App Store. Once it is on your phone, open the app and create a username using your Twitter profile or email address. Next, tap the camera icon at the top right of the screen and press the screen to record short bursts of video or one continuous shot. Keep in mind that video should be vertical, and that once you've recorded, you cannot go back and edit parts out.

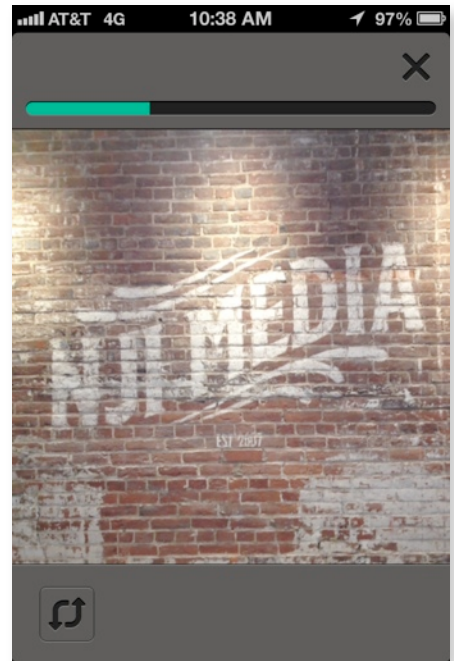


SOME TIPS FOR CREATING A VINE:

- Because of the six-second maximum length, Vines should tell one story.
- No more than three to four different shots should be included in a single Vine.
- Vines for business marketing should have higher production values than personal ones, as there will be a higher quality expectation.
- Use of a tripod is recommended to avoid jerky shots.

WHICH BRANDS ARE ON IT AND WHAT ARE THEY DOING?

There are a large number of brands already using Vine, the majority of which are fashion and consumer packaged goods brands rather than non-profit or service industry brands. Below are some examples of how some groups are using the app.



ADVERTISEMENT

Some brands used the app to share traditional advertisements. For example, the team behind upcoming film The Wolverine posted a six-second trailer on Vine.

BEHIND THE SCENES

Many of the first Vines were from marketers taking the app for a test drive around their office. Using Vine to show off the office's personalities, such as this one from Hubspot, or a peek at the production line, like this one from Threadless, is an easy and interesting way to use the app.

CALLS TO ACTION

On Earth Day, a website called HooplaHa asked people to submit Vines of themselves doing Earth-friendly acts. The New York Humane Society also found a use for the platform by posting Vines of adoptable animals to help them find a new home.

CONTESTS

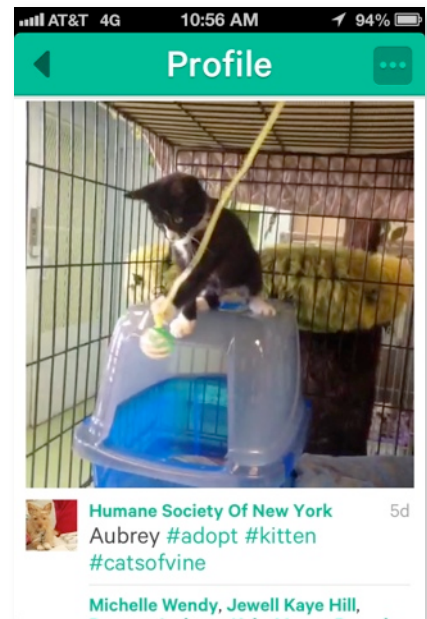
More often, brands use Vine to conduct contests. Doritos used the platform's oft-forgotten audio capabilities to have a "name that tune" of a song performed by a mariachi band. Clothing retailer ASOS prompts followers to send them Vines of them unboxing orders from them to win free products.

COUPONS

Peanut Butter & Co., a small CPG firm, posted a Vine with a coupon on National Peanut Butter & Jelly Day. The Vine had 300,000 impressions and over 6,000 coupon downloads.

CUSTOM CONTENT

Sony Playstation's MLB 13, a video game, used Vine to create custom baseball cards for their followers. The team used



followers' Twitter avatars to create a version of them in the game, and the videos featured footage of their players in the game.

How-Tos

Bacardi has a series of Vines titled [#SixSecondCocktail](#) where they post videos on how to make cocktails with Bacardi liquors. Lowe's also has a series, called [#Lowe'sFixinSix](#), that features stop-motion animations with home improvement tips.

LIFESTYLE & FUN

Some firms' Vines don't relate to their goods and services at all, but instead serve to entertain and build a brand identity. Most of [Urban Outfitter's](#) fit into this category—many of their posts are irrelevant to the company's products, but the off-the-wall approach is meant to promote its youthful, playful identity. [GE's animation](#) about Thomas Edison's birthday, while still brand-related, shares trivia with followers and educates about his connection to the company's history.

PRODUCT SHOWCASE

Consumer-facing firms like [Nintendo](#) have used Vine to get consumers excited for upcoming product releases. Rolling Stone magazine did something similar when they [posted](#) a partially concealed cover of an upcoming issue, prompting followers to guess the cover model.

NEWS

Though not an example of a brand, the very first recordings of the Boston Marathon explosion were captured and released via Vine by eyewitnesses. It can be expected that future major events like this could be recorded and shared via the platform, and perhaps utilized by news outlets.

SHOULD MY ORGANIZATION BE ON VINE?

DO YOU HAVE SOMETHING TO COMMUNICATE THAT IS BEST CONVEYED WITH VINE?

Different messages necessitate different mediums of communication. Vines require careful planning and not everything translates well to video. For example, sharing moments from a crowded, bustling convention might yield chaotic, confusing Vines while photos can capture them at a spur of the moment.

WHO (AND WHERE) IS YOUR AUDIENCE?

If your audience isn't Twitter or smartphone-savvy, Vine will not be the best platform to reach them. Research and determine which platforms your audience uses most often.

DO YOU HAVE THE RESOURCES?

Creating a high-quality Vine requires an iPhone, preferably a tripod, someone skilled with video recording and editing and creative ideas.

DOES YOUR COMMUNICATION PROCESS ALLOW FOR A PLATFORM LIKE VINE?

Some firms have extensive approval processes for their communications that might not adapt well with Vine's short, non-editable nature. Examine the process to ensure the two are compatible first.

