

# Tech Talk

## Vine — The Art of Storytelling in Six Seconds

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In case you missed it, Twitter introduced Vine to the world of social media, on Jan. 24, a mobile service that lets you capture and share short looping videos. If you were or are obsessed with Instagram then Vine is for you. Why is Vine so special? Twitter has simply codified the art of storytelling with the latest video sharing platform.

You see, what Instagram does for photographs Vine does for video. All of the basic elements of successful social networks are there. Vine has its own platform, a simple and easy to use design and adds value to the traditional idea of video. Only having six seconds to record puts a special kind of creative strain on the user, too.

Users have to share something insightful or funny in a short amount of time. Like Instagram, Vine offers a straightforward approach to video production. Your only method of creating a video is by tapping or holding the screen. Whatever comes out after you've recorded the six seconds is how it will appear as a final product. Write a

quick caption and you're done. Easy. Fun. Simple.

Vine is only available for iPhone users at the moment. Hang in there Droid fans. Back in April, Twitter said they'll have a version for Android in the Google Play store "soon."

The most recent Vine updates for iPhone include Facebook and Twitter shareability, report or block users, tag other users, embed Vine loops on the Web and various bug fixes.

Vine certainly raises the bar for video creation, especially for the mobile platform, and has received great support from its users. Even businesses are experimenting with Vine. Of course, there are plenty of cat video uploads here, too.

