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## VINE VS. INSTAGRAM: WHAT'S THE DIFFERENCE?

Written by Rachel Campbell on 16 September 2013. Posted in [Campbell's Condensed](#)

Smartphone users, we used to live in a world where our app choices were done without question. Want to share a picture of that epic sandwich you're about to devour? Instagram. Want to share a video clip of your cat being so adorable you just can't stand it? Vine.

Then [June 20, 2013](#) happened, and our clear choice was shaken by Instagram's addition of video to the once purely photo sharing app. Read on for the differences between the two social media moguls to help with your decision from here on out.

### The Numbers

Instagram began as an iPhone only app on October 6, 2010, and was not available for Android users until [April 3, 2012](#) – 30 million users deep already. This addition came a week before [Facebook came to an agreement](#) to purchase the rights to Instagram for \$1 billion. Nowadays, Instagram has 130 million users on top of Facebook's more than 1 billion. Vine was founded in June 2012 and [acquired by Twitter](#), a social media unit with 5 billion users, in October 2012. Despite this, the app was not launched until January 24, 2013, and [has acquired 40 million users](#) between then and

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August 20. Vine's usage may have dropped off after Instagram added video in June and the latter may have more unique user numbers compared to Vine's, but their respective owners' user numbers throw a wrench into the clear decision of which is the more popular app.

## Video Length and Shooting

Vine kicked off the current social media video revolution with a mere 6-second clip to be shared with followers, and then Instagram swooped in with 15-seconds. While Instagram allows you to have a longer video, its reaction time during capture mode is much slower, and therefore does not allow for that stop motion effect you can achieve with Vine. Vine amps up the stop motion ability with its newly added grid, focus and ghost options. When turned on, the latter of the three shows a faded image of what you just captured allowing you to line up the next one based on that for a seamless transition.

## Camera Roll and Drafts

When it comes to Vine, you have to capture the video on the spot. You can only work with what's currently going on in front of you. Instagram allows you to use your camera roll to upload past videos you captured with your smartphone's camera, which also allows for Instagram users' beloved Throwback Thursday (or #tbt) in video form. Capturing your videos outside of an app and uploading them to Instagram later would allow for you to work on your posts as you please, but neither Instagram nor Vine have a real draft feature. If you want to make sure your captured moments get posted, it would be best to send them through immediately and not close the app with hopes of it still being there to be added to later.

## Sharing and Selfies

Selfies, or a photo you take of your own face and upload to the Internet, appear to be a prime use of apps like Instagram. There's the unspoken #selfiesunday, which could arguably be considered an excuse to post photos of your face without remorse. (Just ask Meredith Grey.) Luckily, for people who embrace the hashtag daily, but are too lazy to make a YouTube account for vlogging purposes, both Instagram and Vine have a front-facing camera option for video capturing. After you've successfully documented your rant, lipsync pretending to be Katy Perry or any other desired object, you can choose to add a location so others can see where you took it. The next step of posting on both apps allows you to share it to other apps outside of its host. Instagram can be posted directly to Facebook, Twitter, Tumblr and Foursquare as well as the ability to email it to friends. Vine only connects to Twitter and Facebook directly, but it has also incorporated something that Instagram does not have: revining.

	Vine	Instagram
FORMAT	Video	Photo, Video
LENGTH	6 seconds	15 seconds
CAPTURE	Tap Screen	Tap Button
FOCUS	Auto or Switch to Option	Tap Screen
SHARING	Twitter, Facebook, Revine	Facebook, Twitter, Tumblr, Foursquare, Email
FRONT FACING CAMERA	Yes	Yes
LOCATION CHECK-IN	Yes	Yes
REVIEW BEFORE POSTING	Yes	Yes
HASH TAGS	Yes	Yes
DRAFTS	No	No
CAMERA ROLL UPLOAD	No	Yes
CHOOSE COVER FRAME	No (Auto Select)	Yes
CHANNELS	Yes	No
IMAGE FILTERS	No	Yes
RATING	Age 17+	Age 12+

Photo by Leah Perrino

## App Exclusives

Although both Instagram and Vine have several similarities and crossovers, each app also has its own perks exclusive to it. Revining, as mentioned above, is a Vine only feature. Much like retweeting on Twitter and reblogging on Tumblr, revining allows you to share someone else's creation on your own timeline for all of your followers to see. Along with revining came channels, which allow Vine users to upload to and search specific categories (such as comedy, cats, dogs, food, nature and music) for clips that fall under that. While Instagram is channel-less and has yet to add a "regramming" feature for photos or videos, they will always have their famous filters and photos in addition to videos. Instagram also allows you to choose your cover frame, or the image that appears before the video starts playing in timelines, unlike Vine who uses the first thing captured for a still frame.

