



# Online Content Creator Crawford Collins Reaches Billions of Viewers Via Various Platforms

*The social media star collaborates and creates with and alongside famed celebs*

LOS ANGELES, USA, March 17, 2016 /EINPresswire.com/ -- Crawford Collins, an online content creator from Calgary, Canada, has successfully made a name for himself within the vast world of social media, reaching a continuously growing audience of over one billion viewers since early 2014. The eighteen year-olds work spans nearly every recognizable community site imaginable, his well-known handle 'CrawfordCollins' both active and popular over Vine, Instagram, YouTube, Facebook, and Twitter.

Collins posted his first Vine video to the public on February 20, 2014. Vine is a leading video-sharing app designed for the user to film short, separate clips that can be linked together to create a six second video. "My first video was of me jumping into the pool with my brother Chris chasing me. I just started out making videos for fun and it turned into something much more," Collins said. In a span of just five months thereafter, Collins accumulated over 750,000 followers.

The Vine phenomenon has collaborated with his older brother and Internet star, Christian Collins, on numerous comedic videos. In addition to Christian and his two sisters, Kirsten Collins and Karisma Collins, Collins has also collaborated with fellow Vine stars Brent Rivera, Jake Foushee and Matt Espinosa, as well as famous actors Dylan O'Brien ("The Maze Runner," "Teen Wolf" and "The First Time") and Katie Holmes ("Batman Begins," "Dawson's Creek" and "Ray Donovan").

Collins' videos feature many familiar pop culture references and expressions of his feelings pertaining to given situations. "It's a mix between random experiences and everyday stuff that happens in my life and what's currently trending at the time," Collins said, regarding his process of creation and development when it comes to producing such viral content.

With over one million followers on each of his social media platforms, aside from entertaining the public, Collins has invented a space to inform and educate his followers. Actor and social media star Rivera, who has a following of more than seven million people on Vine, said, "I met Crawford in the beginning of 2014 and have collaborated on different projects with him. Crawford's roles in #forgiveforpeace as a UN Youth Ambassador and #treatmentforall are leading and critical in helping get the message of hope out there to be heard by many through the large size of his social media platforms." These social media campaigns are aimed at inspiring peace in celebration of UN International Day of Peace, and becoming involved with a movement to stop the spread of HIV/AIDS recognizing World AIDS Day. "Just one post from Crawford can cause a hashtag to trend worldwide."

Along with his involvement with monumental campaigns, Collins' incredible marketing sensibility has allowed him the opportunity to work with brands such as Coca-Cola, Hollister, iTunes, Curve Sport, Elizabeth Arden and land gigs such as Badoo and DigiTours.

Representatives of said brands reached out to Collins to represent their projects, which were

then promoted via Collins' social media campaigns. With iTunes, Collins represented an A artist in concert. For Coca-Cola, he was involved with the Vine and Twitter promotion '#shareacoke.' Through Instagram, Collins promoted Hollister using one of the brand's jackets.

Influenced by some of the greats, Collins grew up watching Johnny Depp, Niga Higa, Teisto, and Robert Downey Jr., encouraged by their talents and success. These motivators inspired Collins' his own humorous, everyday kind of guy-type persona that people from all over have gravitated towards. "I would say it's more like a friendship rather than a celebrity thing," Collins explained of his fan base. "They feel they can connect with me."

The video length restrictions on Vine make for a true test of creativity when it comes up uploading content that others will enjoy, but that hasn't stopped Collins from acquiring an estimated, combined one billion viewers over the years. Outlining his road to fame and success, Collins stated, "The most important thing is being you because people connect with that. Just make what you want to make. Don't try to be anyone but yourself. It's all about creating the content you love."

Collins has made and released hundred's of videos, making the ordinary into the extraordinary in doing so. "I'm always, everyday, working on my craft and learning new ways to do it. It's my passion. I'm learning new ways to create content and find new platforms to place content on, ultimately evolving the way I create my content," Collins said.

For more information, visit: <http://www.crawfordcollins.com>

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