**Claims:**

1. A method comprising:

receiving selection of a video content item previously uploaded to a social media platform (SMP) server application corresponding to a SMP client application;

presenting a graphical user interface (GUI) for receiving one or more derivative attributes for generating a derivative video sticker from the video content item;

generating the derivative video sticker from the video content item based on the one or more derivative attributes;

adding the derivative video sticker to a library of stickers provided by the SMP server application to a plurality of SMP client applications; and

presenting the derivative video sticker within a communication interface associated with the SMP server application.

2. The method of claim 1, wherein the one or more derivative attributes include at least one of:

a sticker effect to apply to the video content item within the derivative video sticker;

a caption to include within the derivative video sticker;

an overlay sticker to include within the derivative video sticker; or

trimming information identifying a portion of the video content item to include in the derivative video sticker.

3. The method of claim 1, wherein the communication interface is a direct messaging interface for communicating with a SMP client application on another device.

4. The method of claim 1, wherein presenting the derivative video sticker comprises presenting a plurality of stickers for selection for use within the SMP client application, the plurality of stickers including the derivative video sticker.

5. The method of claim 1, further comprising:

receiving selection of the derivative video sticker within sticker selection interface of the SMP client application; and

displaying derivation information associated with the derivative video sticker based upon the selection, the derivation information including an account of a creator of the derivative video sticker.

6. The method of claim 1, further comprising:

receiving selection of the derivative video sticker within sticker selection interface of the SMP client application; and

adding the derivative video sticker to a collection of favorited stickers based upon the selection.

7. The method of claim 1, further comprising:

receiving flag information from the SMP server application, the flag information identifying the video content item and/or the derivative video sticker; and

preventing access to the derivative video sticker via the SMP client application based upon the flag information.

8. The method of claim 1, further comprising:

acquiring source information of the derivative video sticker, the source information corresponding to the video content item; and

displaying the video content item in response to selection of a control associated with the source information.

9. A non-transitory computer-readable device having instructions thereon that, when executed by at least one computing device, causes the at least one computing device to perform operations comprising:

receiving selection of video content item previously uploaded to a social media platform (SMP) server application corresponding to a SMP client application;

presenting a graphical user interface (GUI) for receiving one or more derivative attributes for generating a derivative video sticker from the video content item;

generating the derivative video sticker from the video content item based on the one or more derivative attributes;

adding the derivative video sticker to a library of stickers provided by the SMP server application to a plurality of SMP client applications; and

presenting the derivative video sticker within a communication interface associated with the SMP server application.

10. The non-transitory computer-readable device of claim 9, wherein the one or more derivative attributes include at least one of:

a sticker effect to apply to the video content item within the derivative video sticker;

a caption to include within the derivative video sticker;

an overlay sticker to include within the derivative video sticker; or

trimming information identifying a portion of the video content item to include in the derivative video sticker.

11. The non-transitory computer-readable device of claim 9, wherein the communication interface is a direct messaging interface for communicating with a SMP client application on another device.

12. The non-transitory computer-readable device of claim 9, wherein presenting the derivative video sticker comprises presenting a plurality of stickers for selection for use within SMP client application, the plurality of stickers including the derivative video sticker.

13. The non-transitory computer-readable device of claim 9, wherein the instructions cause the at least one computing device to perform operations further comprising:

receiving selection of the derivative video sticker within sticker selection interface of the SMP client application; and

displaying derivation information associated with the derivative video sticker based upon the selection, the derivation information including an account of a creator of the derivative video sticker.

14. The non-transitory computer-readable device of claim 9, wherein the instructions cause the at least one computing device to perform operations further comprising:

receiving selection of the derivative video sticker within sticker selection interface of the SMP client application; and

adding the derivative video sticker to a collection of favorited stickers based upon the selection.

15. The non-transitory computer-readable device of claim 9, wherein the instructions cause the at least one computing device to perform operations further comprising:

acquiring source information of the derivative video sticker, the source information corresponding to the video content item; and

displaying the video content item in response to selection of a control associated with the source information.

16. A system comprising:

a memory storing instructions thereon; and

at least one processor coupled with the memory and configured by the instructions to:

transmit a video content item to a first social media platform (SMP) client application;

receive, from the first SMP client application, one or more derivative attributes for generating a derivative video sticker based on the video content item;

generate the derivative video sticker based on the video content item and the one or more derivative attributes;

add the derivative video sticker to a collection of stickers provided to a plurality of SMP client applications; and

present the derivative video sticker within a communication interface of a second SMP client application.

17. The system of claim 16, wherein to present the derivative video sticker, the at least one processor is further configured by the instructions to:

receive a request for one or more stickers from the second SMP client application; and

transmit the derivative video sticker to the second SMP client application in response to the request.

18. The system of claim 16, wherein the at least one processor is further configured by the instructions to:

receive flag information identifying the video content item; and

remove the derivative video sticker from the collection of stickers based on the flag information.

19. The system of claim 16, wherein the at least one processor is further configured by the instructions to:

receive flag information identifying the video content item; and

remove the derivative video sticker from the communication interface based on the flag information.

20. The system of claim 16, wherein the one or more derivative attributes include at least one of:

a sticker effect to apply to the video content item within the derivative video sticker;

a caption to include within the derivative video sticker;

an overlay sticker to include within the derivative video sticker; or

trimming information identifying a portion of the video content item to include in the derivative video sticker.