

long video format
1:30 - 5 min
1920px X 1080px

1

post



2



link

3



tips

plan ahead: get scripts and voice overs approved ahead of time
order voice overs using same talent
cutting down script:
keep your main ideas, remove fluff, then edit the video down

1 min

4

YouTube
:30 sec
skippable in-stream ad

:15 sec

5

homepage video
approx. 1300px X 540px
under 2mb

6



feed post

approx. 1080px X 1080px

format

mp4

file size

under 10mb

sound

good idea

voice over

good idea

tips

create A & B versions to test creative against different copy, imagery, text and colors. Run them at the same time for a couple weeks and you should determine a winner!

8



ads

square specs
resolution
1080px X 1080px

format

mp4

file size

under 10mb

sound

good idea

voice over

good idea

tips

difficultly getting vertical assets? cut down your :30 sec square video stack frames on top of each other to create a vertical story format.
have a part of your video that doesn't have much text on it to pass the social 20% text allowance

10



stories

vertical specs
resolution
1080px X 1920px

format

mp4

file size

under 4mb

sound

optional

voice over

nope

tips

difficultly getting vertical assets? cut down your :30 sec square video stack frames on top of each other to create a vertical story format.
have a part of your video that doesn't have much text on it to pass the social 20% text allowance

12

carousel static specs

resolution
1080px X 1080px

format

image

file size

under 2mb each

sound

nope

voice over

nope

13

carousel video specs

resolution
1080px X 1080px

format

mp4

file size

under 2mb each

sound

optional

voice over

nope

14



15



16



17



18



tips

use :30 sec and/or :15 sec videos and take the same content but break it out to 5 images/videos.
create another A & B test against static images and video.
can use each individual image/video and post separately to social channels or make GIFs and use in email campaigns