



CREATIVELY



Design stories that answer the question: **Why would the audience care/share?**

Three common reasons—
Relatable, emotional, affirming.



Don't bury the lead.

You've got three seconds to hook viewers and introduce the brand in a clever way (no beauty shots or massive logos).



Ride the rollercoaster.

Your story arc should begin with the biggest thrill (the hook) and finish with one last big payoff.



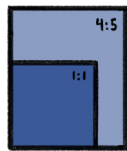
Drive the story visually.

85% of Facebook video is watched without sound, so introduce new frames, characters, and settings every 3-5 sec to move the story forward.



Include a Call-to-Action.

What does the brand want viewers to do after watching?



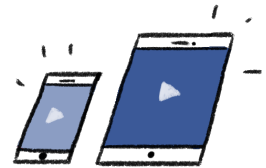
Shoot with 1:1 and vertical aspect ratios in mind.

Embrace the format, keep the action center screen.



Get coverage.

Your video may need to be recut for optimization and testing, so build alternate shot options into your production schedule.



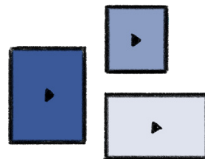
Review edits on mobile device.

Make sure the video looks good on the small screen because that's how the majority of viewers will experience it.

TECHNICALLY



MP4 and MOV are Facebook recommended formats, but most video file types are supported.



Resolution of most important aspect ratios: **1080x1080 (1:1)**, **1080x1920 (9:16)**, and **864x1080 (4:5)**.



Videos up to 240 minutes are supported in most cases, but **15-60 seconds** is the sweet spot (*in-stream videos 5-15 seconds).



4GB Max file size.

Bitrate: If your file is under 1GB and uses 2-pass encoding there is no bitrate limit. Otherwise, the limit is 8 megabits per second for 1080p and 4 megabits per second for 720p.