

FACEBOOK VIDEO

Key stat: 8 billion video views per day*

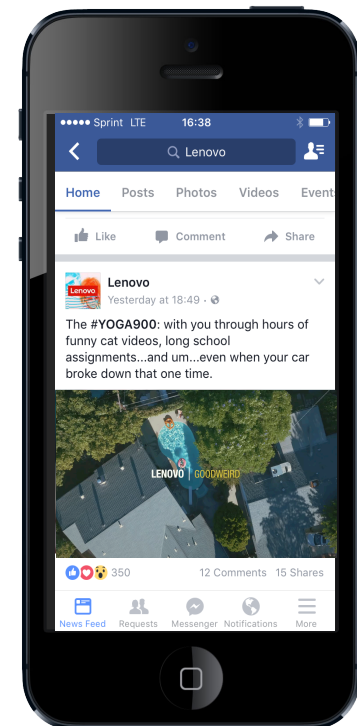
Tell visually engaging stories– Use text graphics and move the story forward with the addition of new frames, characters and settings

Don't bury the lead** – 74% of value is delivered in the first 10 seconds. Frontload branding cleverly – avoid beauty shots

Use text to drive your narrative– 85% *** of Facebook video is watched without sound

Manage text correctly - Facebook will not accept the submission if more than 20% of the thumbnail frame is covered in text

Use a call-to-action - Invite people to visit a website or follow a hashtag



Ad Type: Newsfeed
Aspect Ratio: 2:3, 1:1, 16:9
Video Length: Depends on content

*Source: Facebook Q3 earnings report 2015

** Source: <http://www.facebook.com/business/news-value-of-video>

***Source: <http://digiday.com/platforms/silent-world-facebook-video/>