



social video cheat sheet

Platform Overview

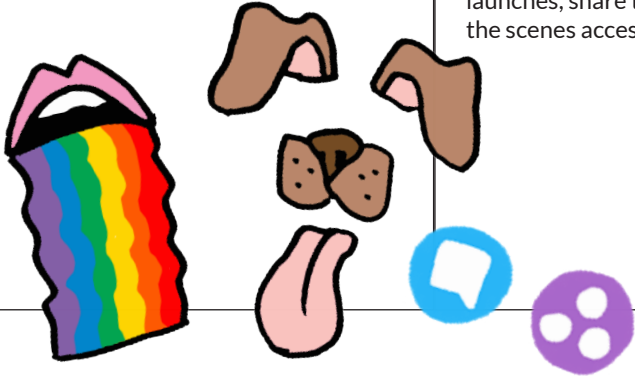
	 Snapchat	 Instagram	 Facebook	 YouTube
Average Video Length	10 seconds	15–60 seconds	30–60 seconds	4:20
Largest Demo	18–24 Fastest growing demo: 25+	18–34	18–44	25–44 Fastest growing demo: 35+
Default Sound	Sound on	Sound on	Sound on (videos will still be muted by default, if phone is set to silent)	Sound on
Type of Content	• Emphasis on content that feels real/raw • Temporary expiring content • All content plays full screen	• Stories and Live focus on unedited, temporary content • The Feed is reserved for polished and lasting content	• Accommodates short form video, long form video, live video, 360 video • Videos have short newsfeed shelf life	• Great for short form content, live video, 360 video, full-length episodes and feature films • Content is heavily searchable
Objective	One to one engagement	• Awareness • Reach • Engagement	• Awareness • Reach • Engagement	• Reach • Engagement
Key KPIs	• Open rate • Engagement • Completion rate	The Feed: • Engagement • Followers Stories: • Open rate • Engagement • Completion rate  	• Reach • Engagement • Completion rate • Conversions   	• Reach • Watch time • Completion rate • Engagement

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Creative Best Practices

 Snapchat	 Instagram	 Facebook	 YouTube
• Videos should be vertical • Tailor content to Millennials and GenZ • Use native editing tools to make content more fun, not to improve quality • Tell multi-part stories, using a mix of pictures, filtered videos, music and sound • Use text and graphics to ensure your narrative translates when sound is off • Use highly visual content to capture your audience in the first 2 seconds • Don't open with your logo—audiences will swipe past overt branding • Content should feel like it's being shared in real time 	The Feed: • Videos should be vertical • Create an ownable aesthetic and be consistent, focusing on a defined color palette, composition and video style across all content • Insert your brand into your content—overt branding is okay on Instagram • Share visually stunning images and videos • Focus on categories that see success on Instagram (food, travel, fashion) and create content that allows your brand to seamlessly slot in Stories: • Leverage stories to support product launches, share tutorials and give behind the scenes access	• News Feed videos should be vertical • Link ads should be square • Design for sound off, delight with sound on • Optimize for the mobile feed by keeping videos under 15 seconds • Design for a specific audience and target your content accordingly • Use on-screen graphics, title cards and end cards to help tell your story • Capture your audience in the first 3 seconds by leading with your hook or using tight face shots that show emotion • Never lead with a large logo • Place a burn-in logo in a corner of your video • Take as long as you need to tell your story—but not longer	• Videos should be horizontal • Capture your audience in the first 5 seconds with music, interesting visuals and charismatic characters that talk to the audience directly • Leverage graphics but use on-screen text sparingly • Ensure content is easily discoverable by creating content around things people are searching for: major events, trends and evergreen themes • Think bigger than a single video and develop an ownable series with a consistent set of characters • Review and respond to comments, leveraging fan ideas to inform future content creation • Use poll cards to ask your viewers what they want to see