



Social Media Video Guidelines

Format

- **Mobile First**

80%+ of Facebook reach occurs on mobile. On Twitter this is over 90%, while Instagram is virtually exclusively a mobile platform.

It is therefore important to optimise video for mobile feeds – most obviously by filming square or vertical video. This enables your content to take up more space on the feed, and make it more likely your audience will engage with your video.

- **Video Length and View rates**

Although there is a growing demand for longer-form, more complex video content, the vast majority of video views remain very low.

The estimated average dwell time per post on mobile is 1.7 seconds on mobile within Facebook, and the average video view is 4-6 seconds. Our video content must aim to give us the best opportunity to earn a longer video view.

In general, as best practice we recommend keeping video length to around 20-50 seconds, however this is not always possible with a more complex message.

- **Finding a hook**

We use several ways to try and get our audience's attention in feed.

- **Legacy Titles**

A standard practice across political and non political social media video, legacy titles can offer a way of giving clear, strong messaging to grab attention:

- **Video Post Copy**

By far the most effective way we have found to drive greater engagement with organic social media posts, video and otherwise, is to include punchier, more engagement copy in the actual post.

- **Strong Introduction**

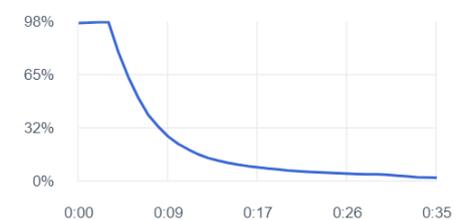
Given the audience retention rates of video viewers, it is important to try and frontload your video with an exciting or punchy first 3-4 seconds.

The graph to the right is a standard shape for audience retention – once all viewers are included we have around 99% audience retention at 3 seconds viewing, but then this drops dramatically.



0:35 video length - 0:04 video average watch time

Audience retention



- **Subtitling**

Subtitling should now be the norm. We upload our videos into YouTube, where under the YouTube Studio you can access the subtitles section. YouTube will auto subtitle videos in this panel, where you can then download these subtitles as a .srt file to layer on top of your video.



- **Framing**

With pieces to camera, ensure you're not shooting into light, and if possible frame the shot from shoulder height or waist height and above.

Software

Adobe Suite

- HQ almost exclusively used the Adobe Suite for video editing. We trim, edit and subtitle videos using Adobe Premiere Pro, and then reduce the file size down via Adobe Encoder.
- Premiere Pro can also allow you to introduce fairly simple animation effects and overlays. For more complex animation work, we use Adobe After Effects.