

## ABC TV & iVIEW SOCIAL STRATEGY

### **FOR ALL SOCIAL VIDEOS:**

Codec: H.264

File type: mp4, .mov

Please provide an accurate transcript for captioning.

### **FACEBOOK:**

- Preferred ratio: landscape 16:9 (1920 x 1080). ABC social team will letterbox and caption.
- Alternative aspect ratio: square 1:1 (1080 x 1080)
- Ideal duration: 3-7mins.
- No opening titles.
- Keep any end credits VERY short (3-5sec max). Completion rate is important for driving reach – long credits lead to poor completion rate, which affects performance.
- First 3sec needs dialogue or something visually attention-grabbing.
- Minimal talking heads.
- Remember 85% of people watch without sound, so consider using text/supers in the storytelling (most relevant for factual content).
- Each episode should be able to stand alone – people will not see all episodes, or they may see them in their News Feed out of order.
- Provide a layered PSD with title design elements, as well as fonts, to be used by ABC social team to create thumbnails.

### **YOUTUBE:**

- Preferred ratio: landscape 16:9 (1920 x 1080)
- Ideal duration: 5-10mins (can go up to 60mins if the content warrants it).
- Any opening titles should be very short (3sec) and should appear 15-30sec into the video – AFTER you have hooked the viewer in.
- Keep any end credits VERY short (3-5sec max). Completion rate is important for driving reach – long credits lead to poor completion rate, which affects performance.
- Provide a layered PSD with title design elements, as well as fonts, to be used by ABC social team to create thumbnails.
- Serial or standalone episodes acceptable.

### **IGTV:**

- Preferred ratio: vertical 9:16 (1080 x 1920) with a 4:5 safe zone.
- Ideal duration: 1-10mins.
- No opening titles.
- Keep any end credits VERY short (3-5sec max). Completion rate is important for driving reach – long credits lead to poor completion rate, which affects performance.
- First 3sec needs dialogue or something visually attention-grabbing. The old adage 'Arrive late, leave early' is particularly applicable to social media.
- Make sure something interesting is happening at the 15sec mark. This is the point at which the preview in the Feed stops and the viewer has to opt in to continue viewing on IGTV.

- Each episode should be able to stand alone – people will not see all episodes, or they may see them in their News Feed out of order.
- Provide a layered PSD with design elements, as well as fonts, to be used by ABC social team to create thumbnails.