

RECOMMENDED	FOR INSTAGRAM ONLY	SHOOTING WITH TABLET OR PHONE	FILE TRANSFER
<p>Video Format: .MP4 and .MOV</p> <p>Video Dimensions: HD = 1920 x 1080 (1080p), 4K = 3840 x 2160 (2160p)</p> <p>Aspect Ratio: 16:9</p> <p>Frame Rate: 30fps</p>	<p>Max Length = 60 Seconds</p> <p>If your video is longer than 60 seconds you can either edit the video down or specify which 60 seconds you would like us to edit.</p>	<p>Shoot in landscape mode (sideways).</p> <p>If not your video may have black bars added on the sides when uploaded to social media.</p>	<p>Dropbox, Google Drive or similar services.</p>

SUCCESSFUL VIDEOS HAVE INCLUDED:

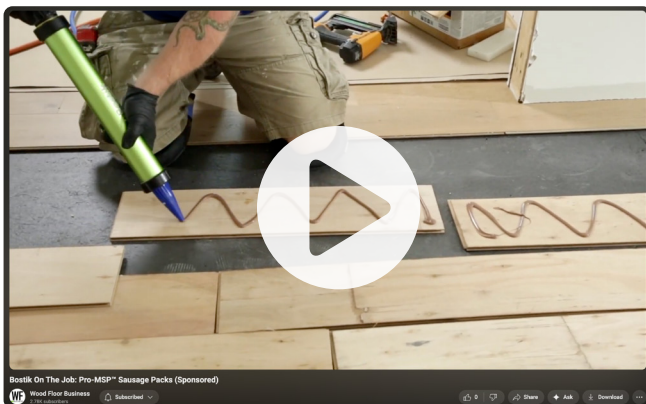
- Profiles of interesting installations where products were used.
- Technical demonstrations/tips for using products.
- Stories directly from customers.
- People talking to the camera instead of a voice-over.
- Keep it fun. Entertaining, funny or novel content generates the most engagement.

LESS SUCCESSFUL VIDEOS HAVE INCLUDED:

- General company overviews.
- Anything that sounds like a commercial.
- A length more than 1 minute long.

ADDITIONAL TIPS:

- The first frame of the video should be a compelling image (not your logo).
- Include a hook in first 3 seconds. FB auto-plays video as people scroll through their newsfeed—give a reason to stop and watch.
- Focus on one clear message and craft an attention-getting title.
- Include a clear call-to-action (e.g., "Visit our website," "Comment," "Click URL in description for more info").
- Keep it short. 60 seconds is great, 45 seconds is even better.



QUESTIONS? CONTACT:

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