

Facebook Video Tips & Tools

You don't have to follow any of these suggestions – they're just tips to help you if needed

FACEBOOK FORMAT FOR VIDEO

- Use “square” or 1:1 format. Studies show 1:1 outperforms landscape videos by 30-35%
- Add captions to your video! 85% of videos are viewed on Facebook without sound
- Make the first 3 seconds count. Facebook's Autoplay will count 3 seconds as a “view”
- Use high-resolution 720p or 1080p HD. 720p format has a resolution of 1280 x 720 or an aspect ratio of 16:9 and 1080p format has a resolution of 1920 x 1080 or an aspect ratio of 16:9
- Export your video in the format and resolution in which it was filmed
- Write a compelling headline for your Facebook Live sessions to attract more viewers

VIDEO CREATION ESSENTIALS: HARDWARE

There are a lot of things that go into a great video like lighting, staging, scripting, acting and more! But for the purpose of social video, it's important to focus on two key components, picture quality and sound.

1. iPhone 5 (or newer): If you are trying to keep cost down, you might not even need to buy a camera – an iPhone can create some amazing footage. [iPhone 6](#) even shoots 4K video which is excellent quality by many standards.
2. Android: If you prefer Android devices there are a ton of great phone options with incredible video shooting capabilities. This [article via AndroidPit](#) provides rundown of the top Android phone cameras for 2016.

To see original article, go to: <https://buffer.com/library/video-marketing>

3. Camcorders: For marketers that want to take their social video creation game up one step while still staying on-budget, a camcorder is your next best option.
4. Phone Camera Tripod: Video marketers filming with phones or camcorders may quickly realize that it's quite tough to keep the camera stable. That's where mini phone and camcorder tripods come in and they work like a charm.
5. Microphone: Also known as [lavalier microphones](#), these inexpensive, yet powerful mic options will improve the sounds quality of your videos dramatically.

VIDEO EDITING ESSENTIALS: DESKTOP APPS

Sweet! Your epic social video content is recorded and now it's ready to be edited. Here are a few of our favorite [video editing products](#) that are inexpensive and have a relatively shallow learning curve.

1. Apple iMovie (Mac): Apple's [iMovie application](#) is available free with all new iPhones, iPads and Mac computers. It's a user-friendly tool that will allow you to perform basic edits to your video including captioning, adding music, enhancing the quality, reducing background noise, and more.
2. Windows Movie Maker (Windows): Similar to iMovie, [Windows Movie Maker](#) is another easy-to-use video editor capable of creating fresh social videos without all the extra (sometimes complicated) features that come with programs such as Final Cut Pro or Adobe Premiere Pro.
3. Lightworks (Windows/Mac): Looking for an Emmy and Academy award winning video editing software program that has been used to produce everything from LA Confidential to Pulp Fiction? Look no further than [Lightworks](#) which offers both free and paid tools for marketers.

Remember that as much of [85% of video views](#) on Facebook and other social media platforms occur with the sound off.

Getting good at one or two of the social video editing tools above will allow you to caption your videos with ease – increasing “watch retention rate” and overall shares.

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VIDEO EDITING ESSENTIALS: MOBILE APPS

There are also a bunch of cheap (even free!) mobile apps that come with powerful video editing features. These are great for on-the-go video creation, which may fit a lot of your social strategy and workflows.

1. **iMovie App (Apple):** Similar to the Mac desktop application, the [iMovie app](#) for mobile devices comes with a ton of powerful features that allows you to splice together footage as well as add titles, captions, music, and more!
2. **PowerDirector (Android):** This nifty [video editing app](#) for Android is a user-friendly yet powerful editor. Clips can quickly be arranged and trimmed, titles can be added, and you get access to a solid set of transition options.
3. **Pinnacle Studio (Apple / Android):** While iMovie and PowerDirector are user-friendly mobile video marketing tools, [Pinnacle Studio](#) offers a lot more features including speed control, transitions, picture-in-picture, audio edits and robust title options. This great tool has been around since the '90s.
(Peters, 2018)

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