



Level 3 Media



Vertical Limit

Shooting Vertical Videos for Social
Media



Tuesday 22nd March



Aims and Objectives



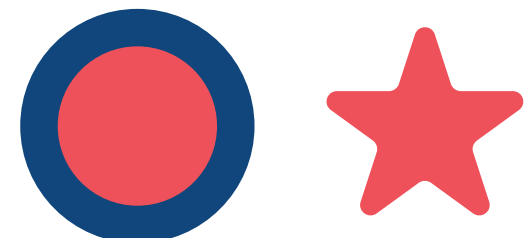
- To understand the importance and function of vertical video making
- To analyse trends and popular utilisation
- To create our own vertical video using our phone





**Go on to Instagram/TikTok/Youtube
and just make note of the first
reel/short/video you see**





MentiMeter

Go to mentimeter and enter the
number code
Answer the questions but serious
answers only please!
Let's discuss the answers
together!





What is vertical video?

What is the difference between vertical and landscape?

What do we need to consider when creating content in a vertical aspect ratio?

Where are we seeing it?

What platforms are commonly using vertical video?

Why is it becoming more popular?

Vertical Vids





Vertical Video 101



Mona Lisa

Vertical video is a specific video presentation style using portrait orientation instead of landscape.



Street vs Vert

To put this into context, Youtube videos are typically shot and edited in landscape orientation, while Tik Tok videos and Instagram stories use portrait orientation.



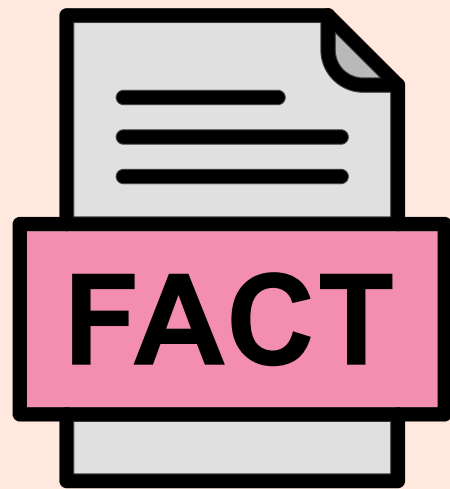
Snap Tok

Vertical video has become popular over the last few years due to apps like Snapchat, Tik Tok and Insta... but why?





Why focus on vertical videos?



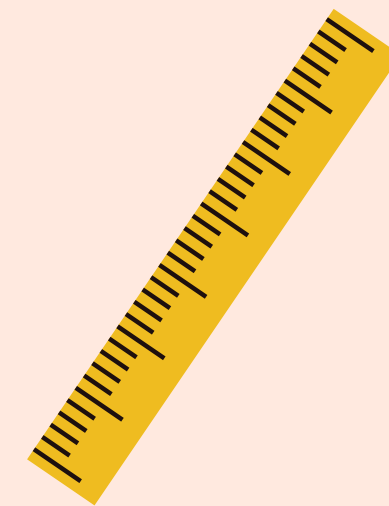
The facts don't lie

In a recent study, video was reported as the #1 type of content that consumers want to see from brands on social media. The report also found that 57% of millennial consumers watch more video ads on social media than on TV.



ZAAAMN!

- Over 1 billion hours of videos are watched on YouTube every day.
- Facebook reported that people spend 5x more time on videos than static posts (and videos receive 59% more engagement than other post types).
- 500 million users use Stories every day on Instagram, with an ~80% increase in the creation of video posts, year-over-year.



It's not the size that counts...

On Twitter, tweets with videos attract 10x as much engagement than those without videos. Clarity Guerra, Creative Media Manager & Producer at the University of Iowa, recommends keeping Twitter videos short — around 15 seconds for maximum engagement.



What do you want ME to do about that?



Get with the times!

With the dramatic increase of content viewing on mobile devices versus desktop, vertical videos on social media are becoming the new normal.

Think about it and it makes sense. With this new focus on vertical videos, social media video marketing is simply adapting to the way that we create and consume content.





What do you want ME to do about that?



The future is now, old man!

Smartphones are typically held and used vertically and smartphone videos are often shot vertically. Even YouTube has enabled a fullscreen playback feature for vertical videos, to address this.

According to MOVR's Mobile Overview Report, smartphone users hold their phones vertically about 94% of the time. Furthermore, according to AdNews, 70% of millennials don't bother flipping their mobile devices horizontally when watching videos on mobile.





What do you want ME to do about that?



Lose the "THE"... just FaceBook

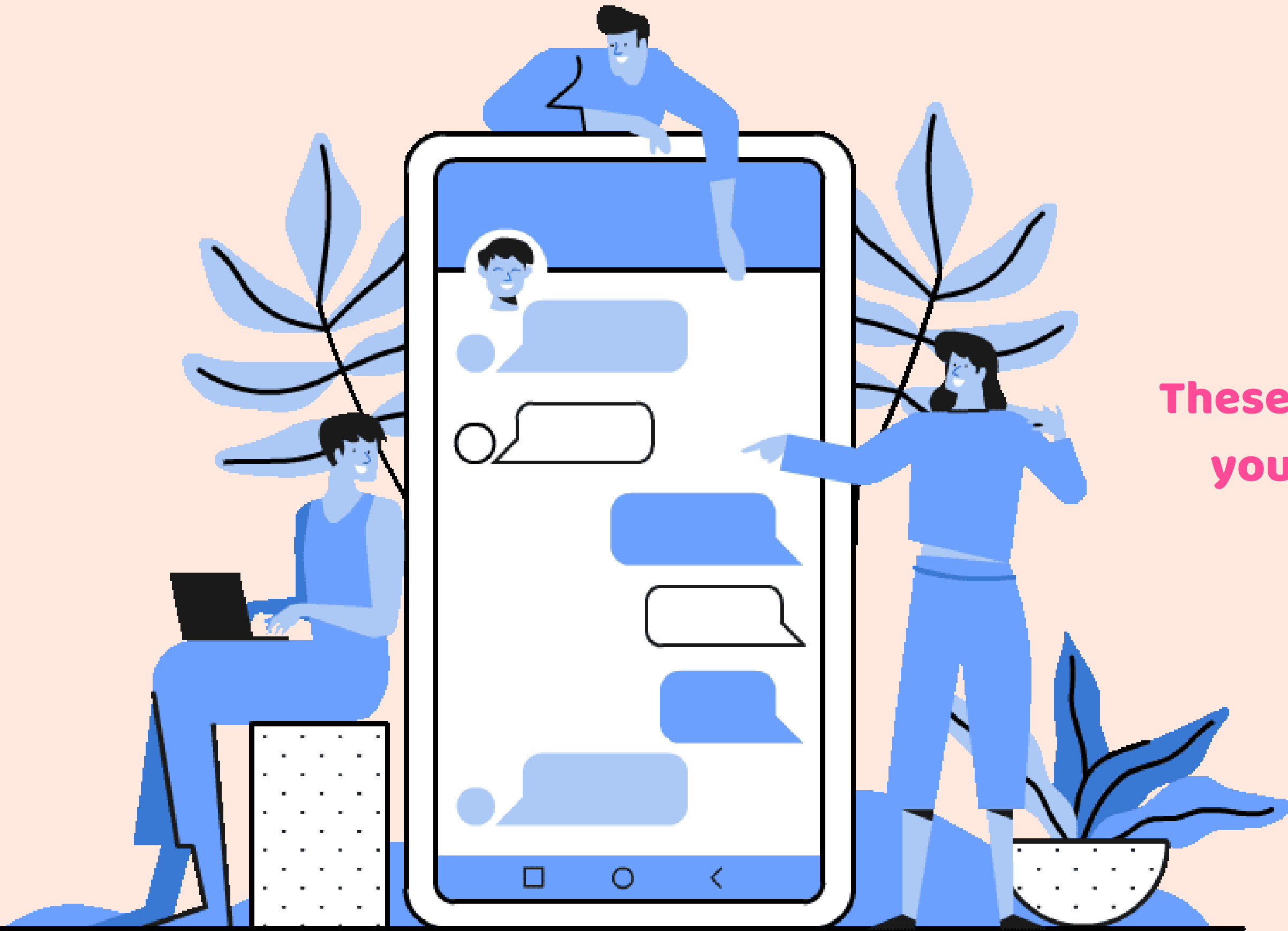
On Instagram and Facebook, Stories are often viewed vertically and one-third of the most-viewed Instagram Stories are from businesses.

Snapchat found that vertical video ads on the platform are watched all the way nine times more than videos with the traditional horizontal format.

This is supported by Mediabrix's research confirming that vertical videos have 90% higher completion rates than horizontal videos.



Top 6 tips to remember



**These are 6 things to remember when
you are researching and creating
vertical videos**

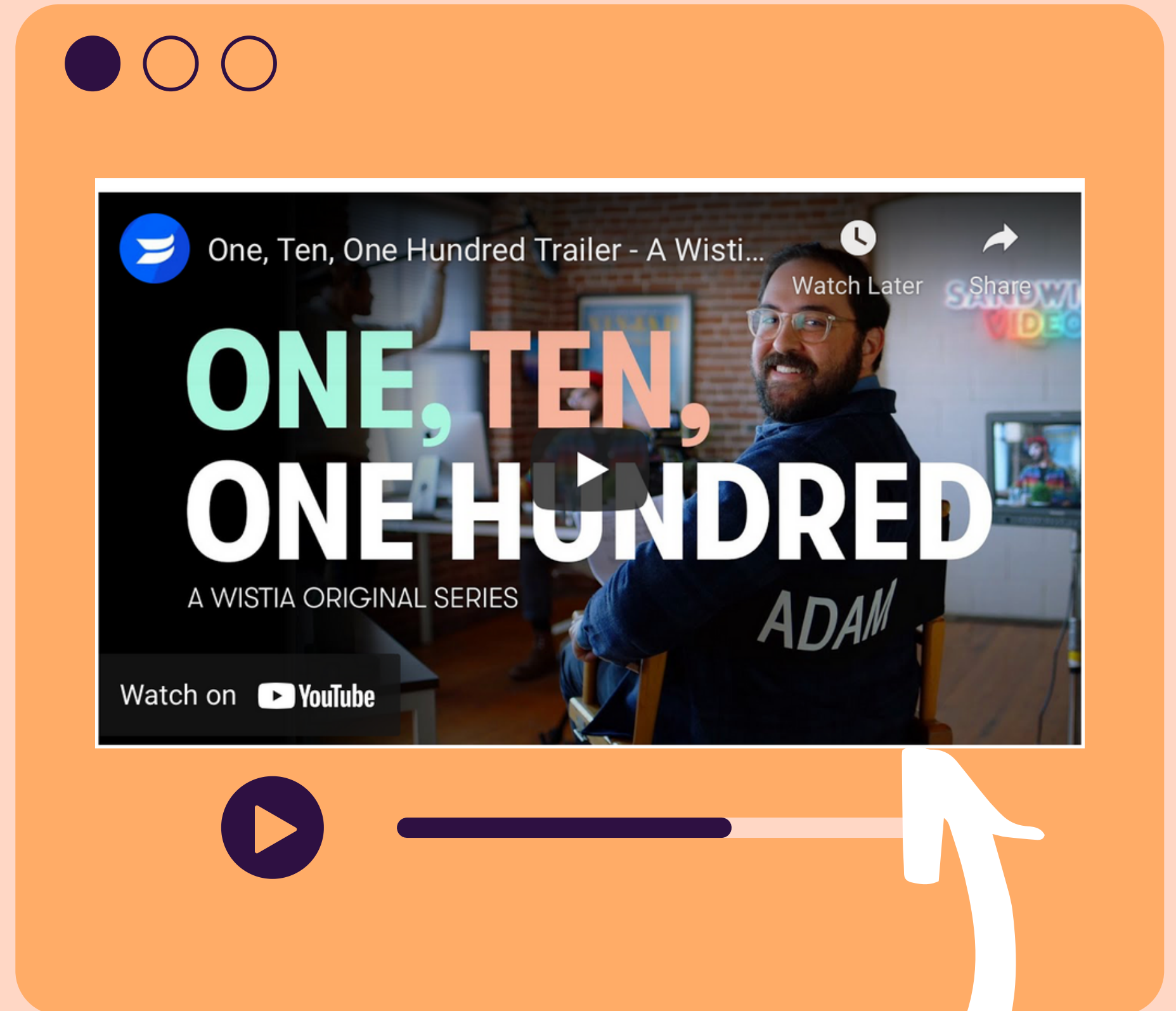
#1

Quality is not king?

In a collaboration experiment between Smarties and Animoto, it was found that highly-produced 'polished' videos don't necessarily equal top marketing results. The experiment involved testing a DIY video against one with a high production value.

Here's the TL;DR according to their research:

There was no statistical difference in performance between these two very different types of videos.



CLICK HERE FOR A VIDEO

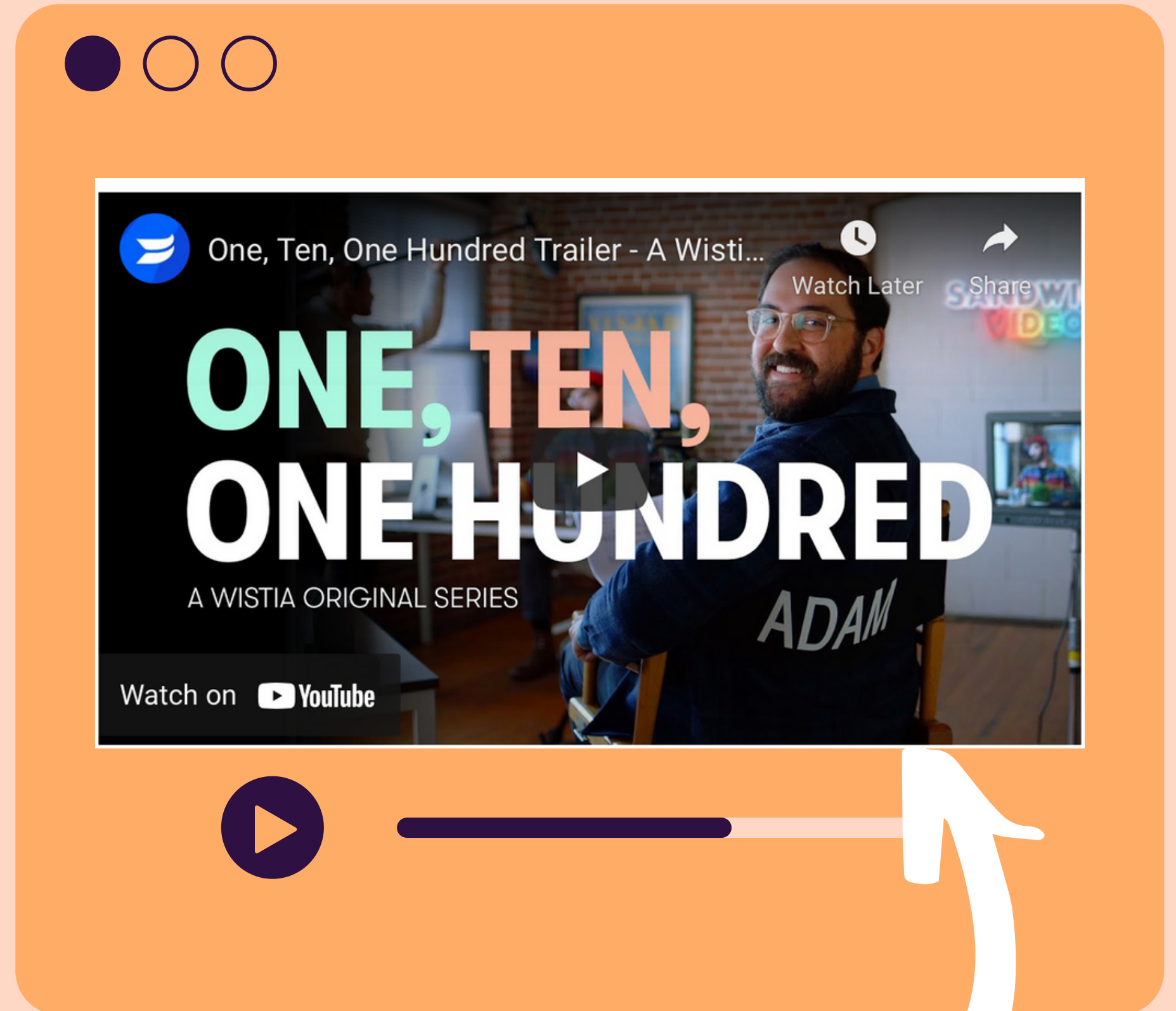
EXAMPLE

#1

Quality is not king?

Smarties and Animoto determined that it's more important to be constantly experimenting with different video formats and topics over dedicating a large budget to a promotional video.

Don't be afraid to get started with a DIY budget. You can always create more flashy videos after you prove their effectiveness (although a larger budget may prove unnecessary!).



CLICK HERE FOR A VIDEO

EXAMPLE

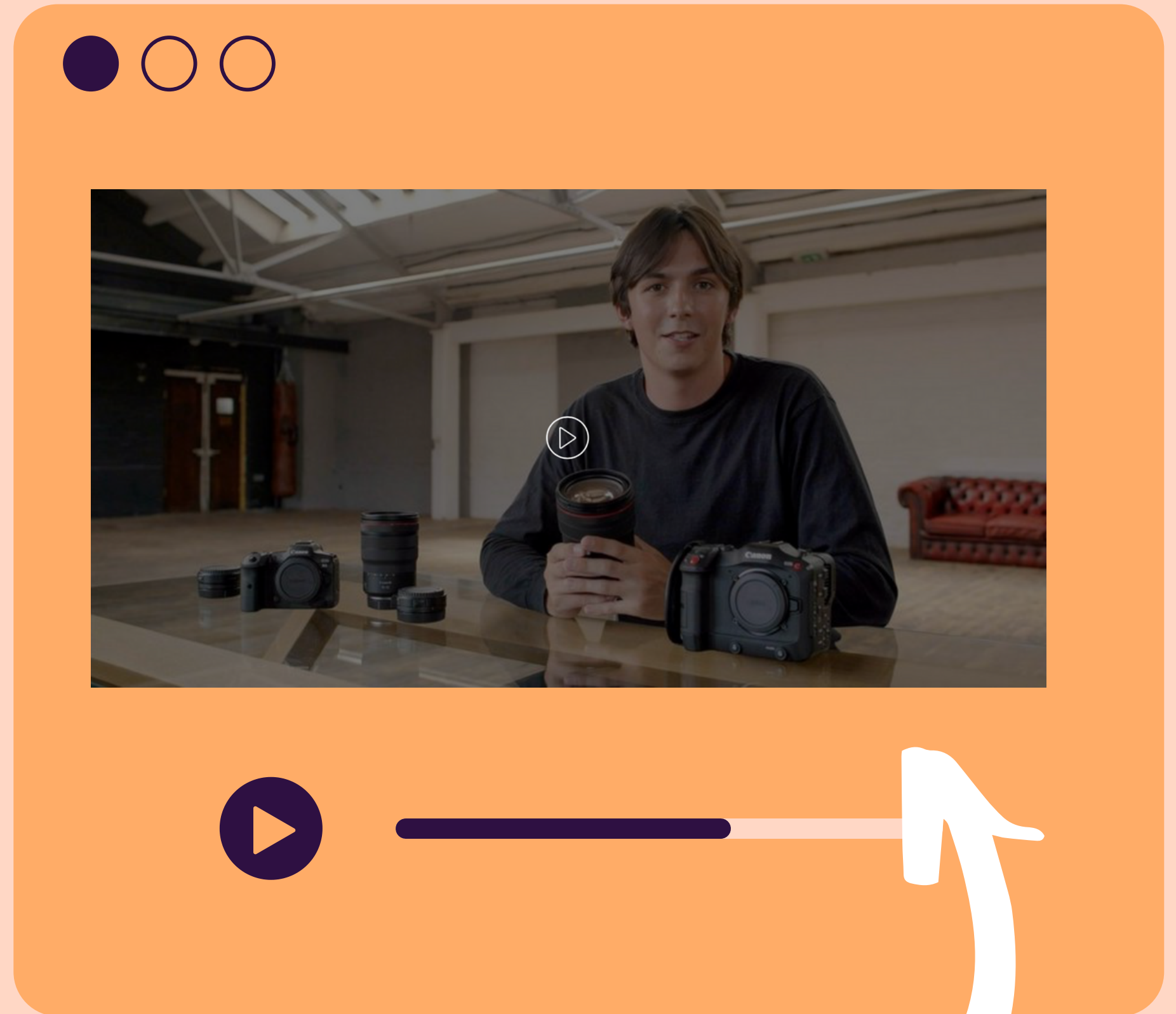
#2

4th Dimension

Facebook recommends creating a video with mobile in mind from the start if you're using it to target people on mobile devices. Fair enough, right?

So... what does that actually look like, in terms of video export dimensions?

In general, square or vertical formatting increases the visibility of a video on mobile devices (because they take up more screen space), compared to horizontal formatting.



CLICK HERE FOR A VIDEO

EXAMPLE

Correct dimensions for social media



16:9

Full Landscape/Horizontal



1:2

News Feed



1:1

Square



4:5

Vertical

(Instagram and Facebook)



2:3

Vertical

(Facebook only)



9:16

Full Portrait/Vertical

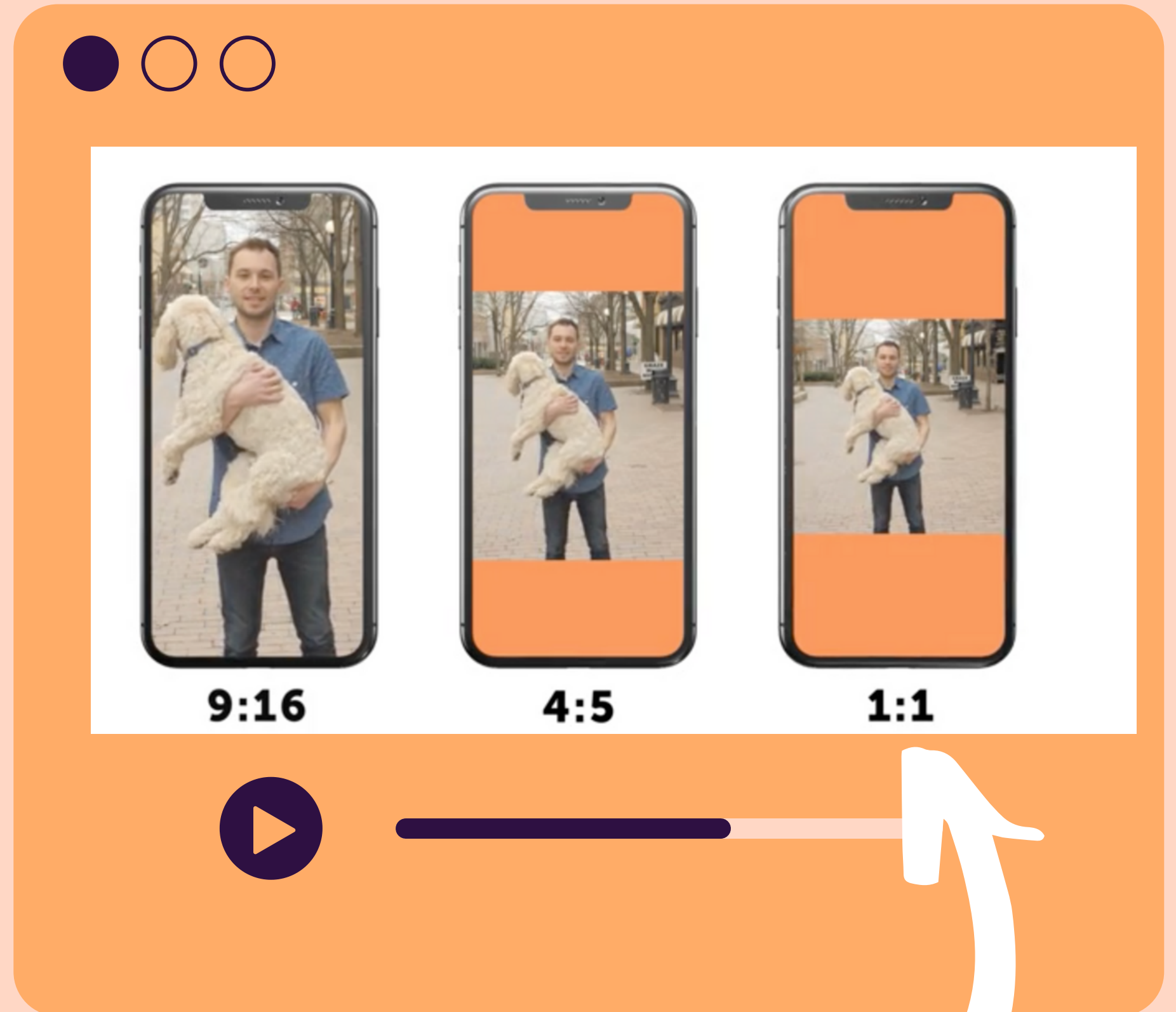
#2

4th Dimension

Recommendations for Facebook & Instagram Aspect Ratios

- For Facebook and Instagram feeds: Use 4:5 aspect ratio, or 1:1.
- For Facebook and Instagram Stories: Capture the full screen with a 9:16 video, or 4:5.
- For video carousel format: Use 1:1 aspect ratios for all videos in a carousel.

Overall, the ideal aspect ratio for pure-play vertical videos is 9:16 and the ideal resolution is at least 720p (best with 1080p or even 4K) for exporting high-quality videos from whatever tool you use to create them.



CLICK HERE FOR A VIDEO

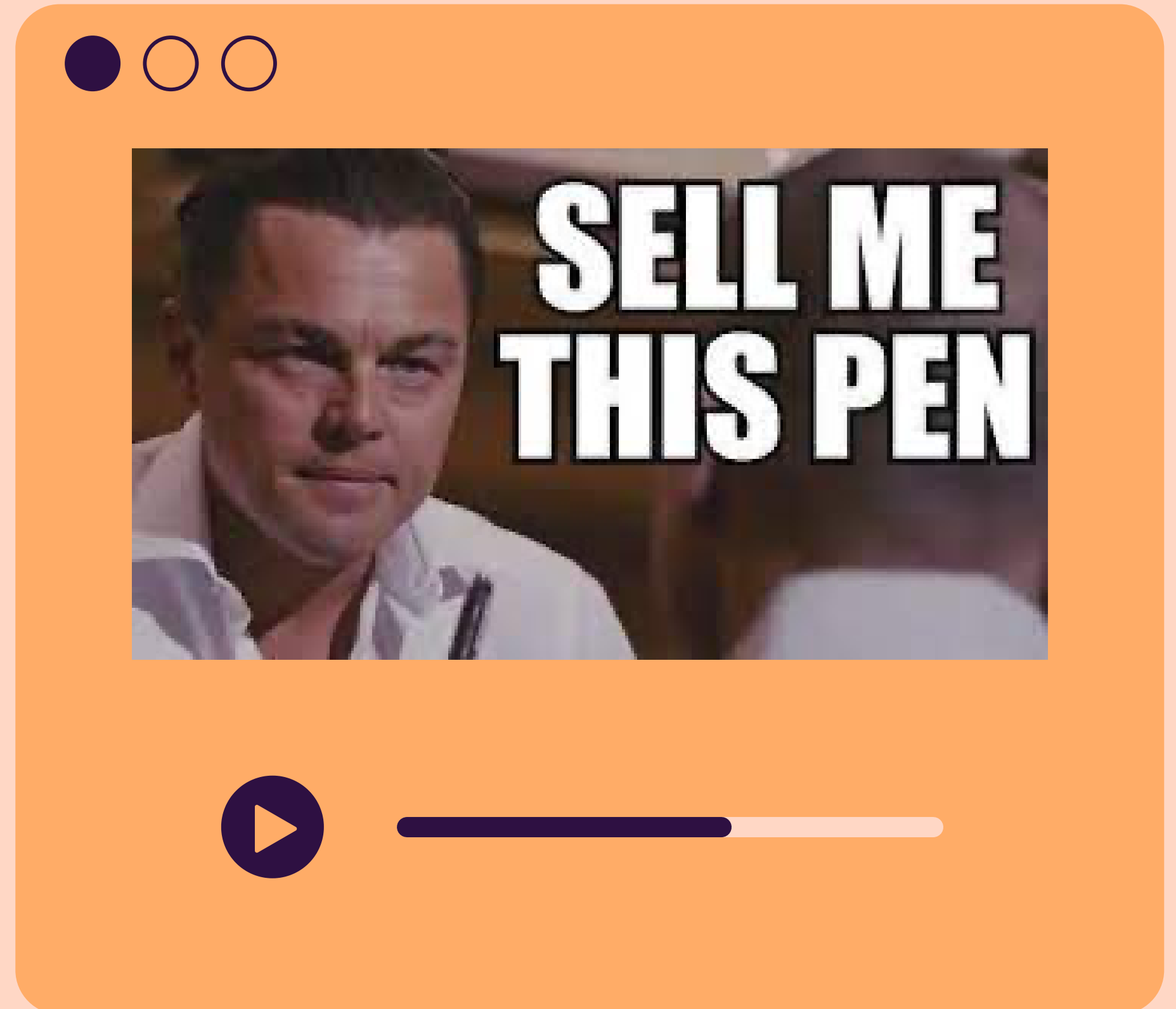
EXAMPLE

#3

Sell me this pen

Consider the following features and finishing touches for getting the most out of your efforts:

- Engage your audience on Instagram Stories with interactive features like polls or the question sticker.
- Add calls-to-action within the video to guide people towards what you want them to do next.
- Add closed captions or burn them in. On YouTube, you can enable community-translated content if your audience is global in nature.



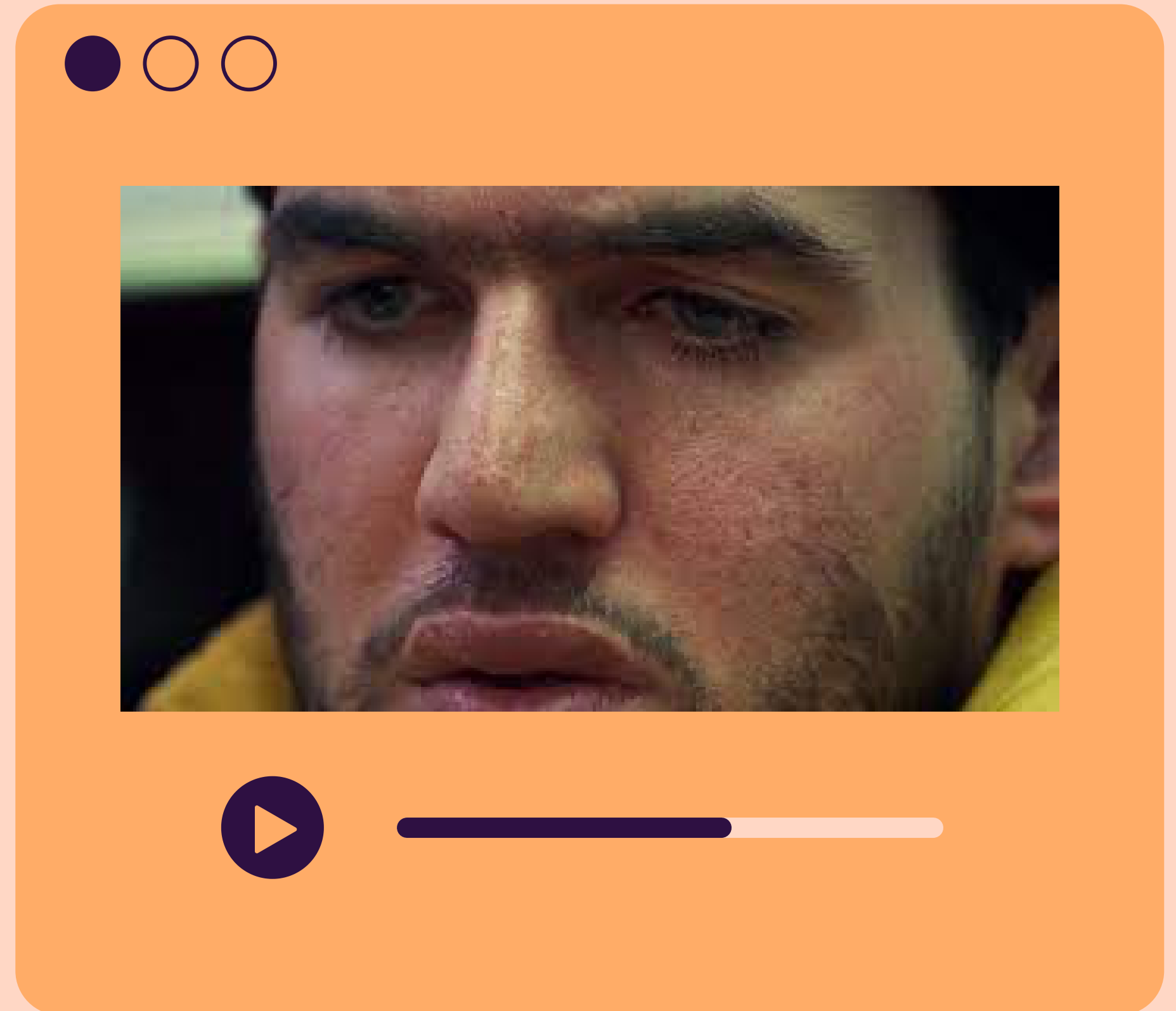
#4

Sound of Metal

Digiday reports that 85% of Facebook video is watched without sound. In fact, most social networks auto-play videos on mute by default.

Adding captions not only makes for a better user experience, it makes your content more accessible for people with disabilities and can also help with YouTube SEO.

Try watching your videos without audio to see if they still make sense without that context. If they don't, you likely won't achieve the same amazing results made possible with good video marketing.



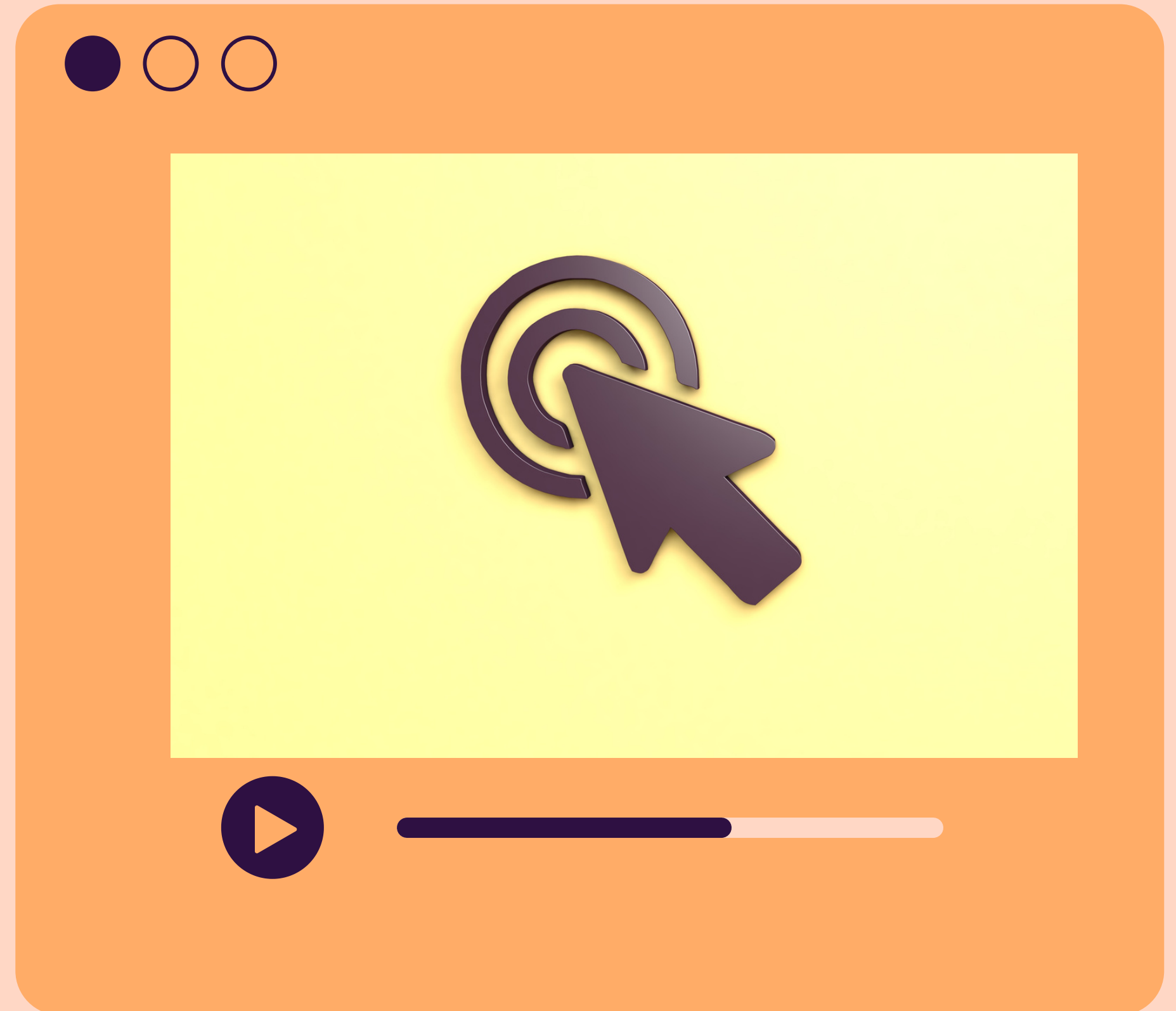
#4

A\$AP Rocky

In addition to having your video make sense without sound, you need to optimize it to quickly capture attention.

Knowing that the average social media user continuously scrolls until they're bored (or find something better to do), your video needs to prove its value right away.

According to Vert Motion, those first few seconds of playtime are crucial. 'And the longer a video is the better your hook has to be. I think you can have a really long video on social media and have it be successful but you really have to sell it in those first five seconds in order to actually get engagement.'

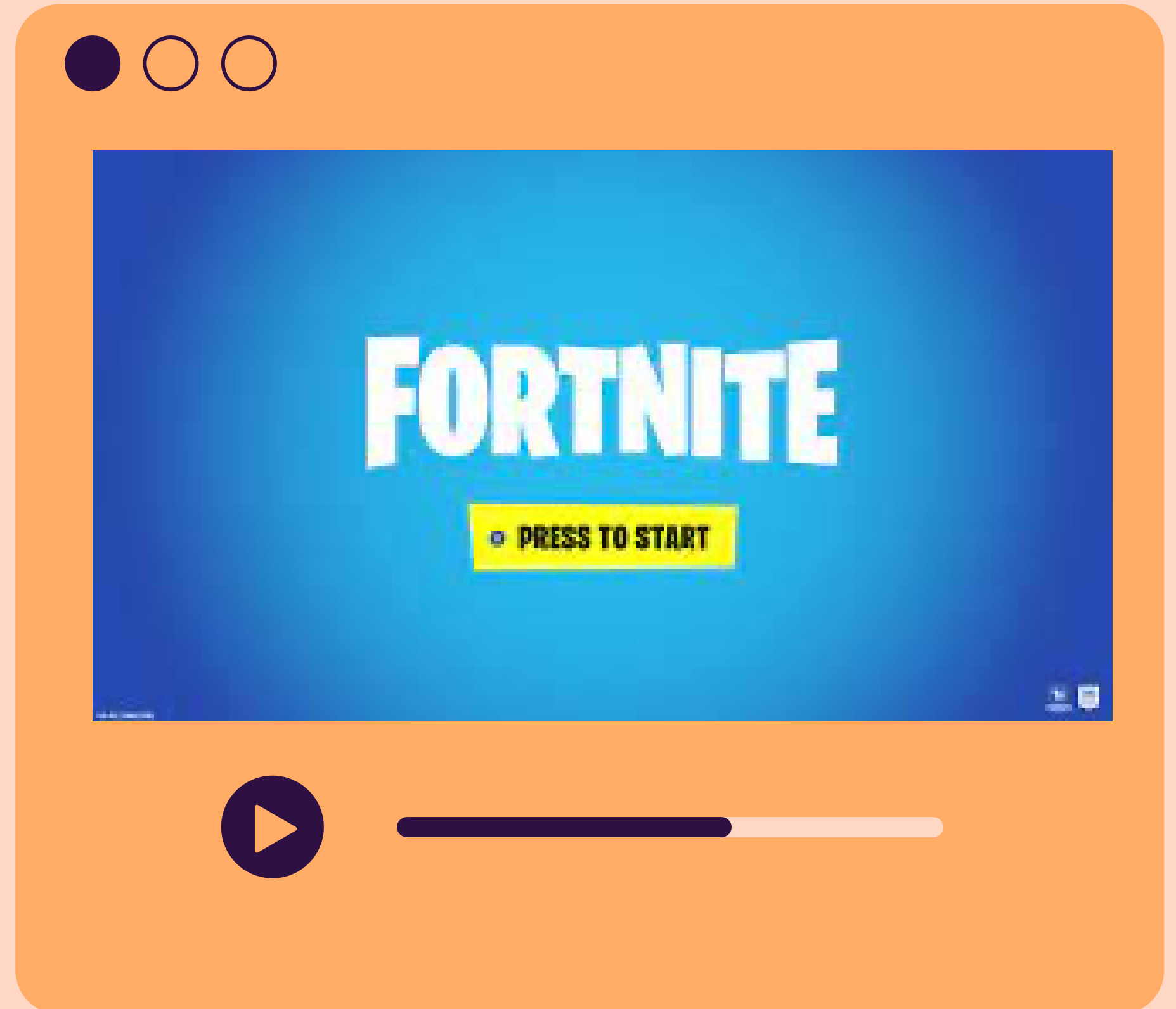


#5

And so our story begins...

Storytelling has always been a key facet of a great content marketing strategy, as it's an effective way to grab people's attention — regardless of the medium. Tyler Lessard, the VP of Marketing at Vidyard, shares the four Es of video as they relate to storytelling:

- **Engaging:** to drive the viewer to like, comment, and share
- **Emotional:** to invoke an emotional response – happy, sad, shocked, etc.
- **Educational:** to provide value to the viewer and help them process and retain the content
- **Empathetic:** to develop trust with the viewer through human empathy

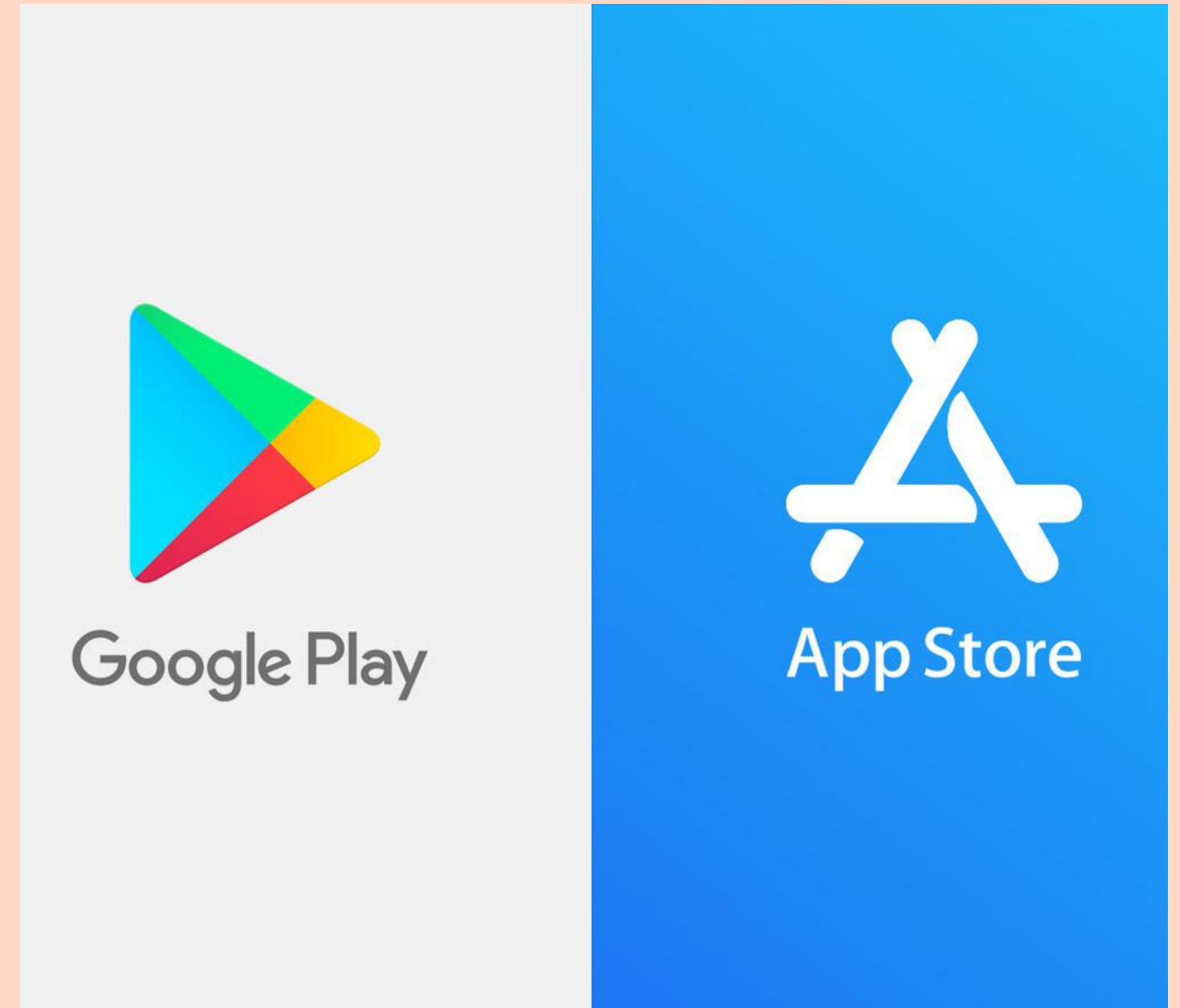


#6

There's an app for that

Check out these tools for easy social video creation:

- **Lumen5** is a video creation platform powered by artificial intelligence (AI). It empowers you to turn blog posts into attention-grabbing videos for social.
- **Shakr** is an online video maker and video ad creator that empowers brands to create ROI-generating videos with ease.
- **Animoto** is yet another easy online video maker. It works in terms of a drag-and-drop process that results in beautiful videos, even if you have little to no experience.
- **InShot** is a powerful tool for mobile editors and is particularly useful for editing IG Stories and TikTok videos. You can create smooth transitions, apply filters, and change the aspect ratio of video shot on your phone without having to spend time uploading to your desktop.
- **Split Video** is another mobile tool that's great for repurposing longer form vertical video for Instagram Stories. The app cuts your video into multiple clips of 15 seconds or fewer (as required by IG Stories) and then exports them to your camera roll, ready to upload.
- **Mojo**, also great for the mobile editor, is another excellent tool for making Instagram Stories that pop. Their template library makes creating beautiful, animated IG Stories a

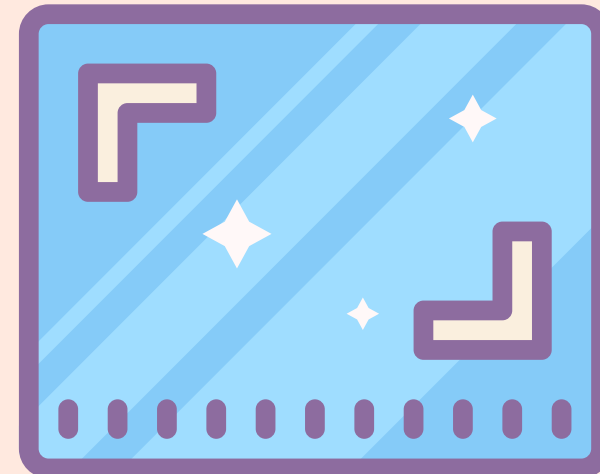


Task #1



Question 1

List 5 pros for using vertical videos on social media



Question 2

Outline the correct aspect ratios for each platform



Question 3

Why has vertical videos become so popular?





Task #2



Groupie

In your groups from the last project, plan a vertical video that ties in to the college (promo, day in the life, behind the scenes)



The Money Shot

Film it... vertically on your phones



Post Malone

Edit it together on premiere pro, make sure you export it in the right sequence and aspect ratio





**How to change aspect ratio -
Video Tutorial**

https://www.youtube.com/watch?v=lnZpbpb_Etw

**How to change aspect ratio-
Written Tutorial**

<https://beginnersapproach.com/premiere-pro-change-resolution-aspect-ratio/>

Setting vertical videos in prem pro





How to export a vertical video - Video Tutorial

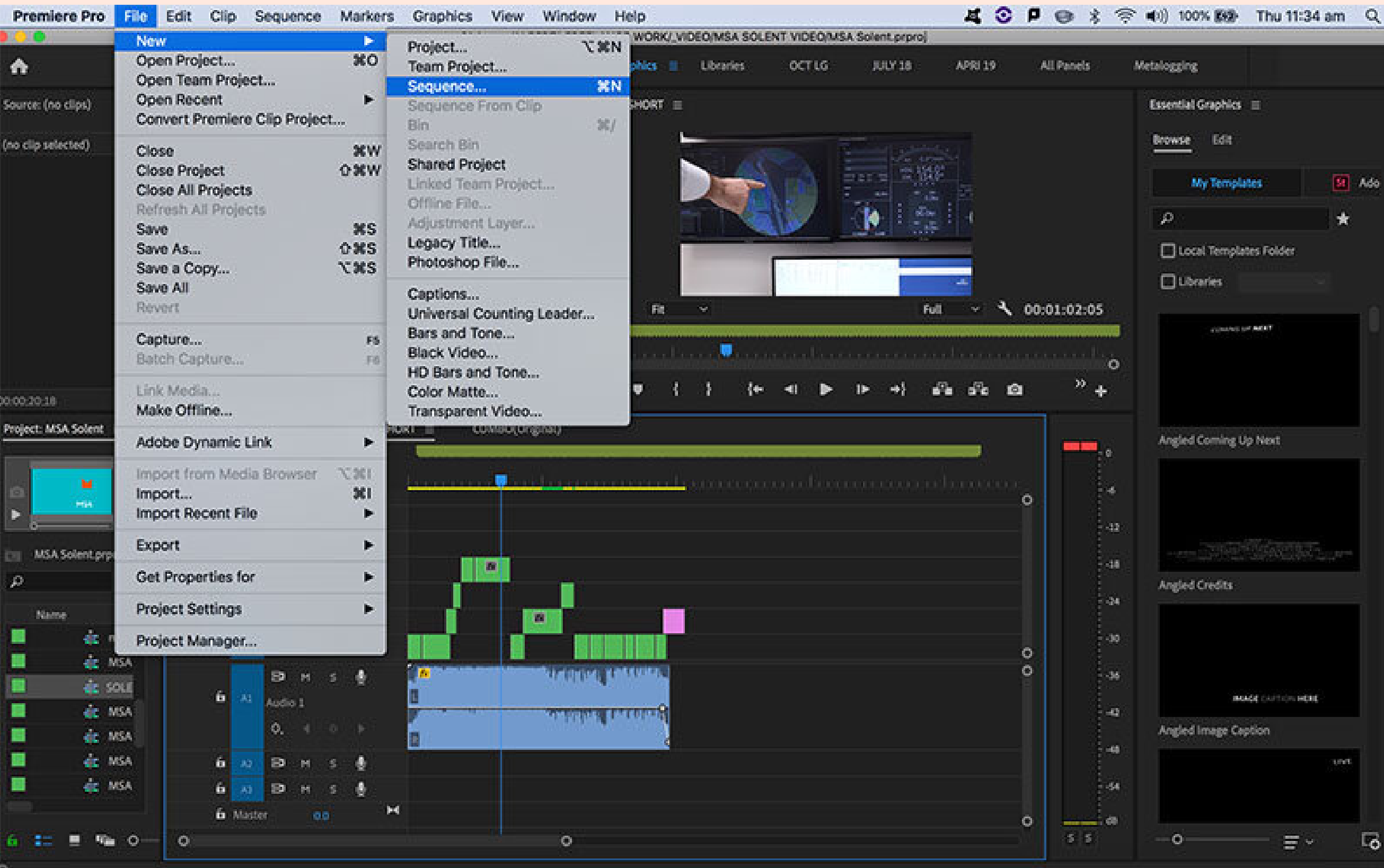
<https://www.youtube.com/watch?v=ehWEa3VgTnc>

How to export a vertical video - Written Tutorial

<https://www.cosmicegg.co.uk/how-to-create-vertical-video-for-instagram-in-premiere-pro>

Exporting vertical videos in prem pro





Step #1
Click file
Click New
Click Sequence

New Sequence

Sequence Presets Settings Tracks VR Video

Available Presets

- > ARRI
- > AVC-Intra
- > AVCHD
- > Canon XF MPEG2
- ▼ Digital SLR
 - ▼ 1080p
 - DSLR 1080p24
 - DSLR 1080p25**
 - DSLR 1080p30
 - > 480p
 - > 720p
- > DNxHD
- > DNxHR
- > DV - 24P
- > DV - NTSC
- > DV - PAL
- > DVCPRO50
- > DVCPROHD
- > HDV
- > RED R3D
- > VR
- > XDCAM EX
- > XDCAM HD
- > XDCAM HD422

Preset Description

For editing most DSLR Formats (like the Canon EOS Movie Full HD series) recorded in 1920x1080 square pixels (non-anamorphic).
16:9 Progressive HD video at 25 frames per second.
48 kHz audio.

General

Editing mode: DSLR
Timebase: 25.00 fps

Video Settings

Frame size: 1920h 1080v (1.0000)
Frame rate: 25.00 frames/second
Pixel Aspect Ratio: Square Pixels (1.0)
Fields: No Fields (Progressive Scan)

Audio Settings

Sample rate: 48000 samples/second

Default Sequence

Total video tracks: 3
Master track type: Stereo
Audio Tracks:
Audio 1: Standard
Audio 2: Standard
Audio 3: Standard

Delete Preset

Sequence Name: Sequence 03

Cancel

OK

Step #2
Click settings at the
top of the tabs

Sequence Settings

Editing Mode: DSLR

Timebase: 25.00 frames/second

Video

Frame Size: 864 horizontal 1080 vertical 4:5

Scale motion effects proportionally when changing frame size

Pixel Aspect Ratio: Square Pixels (1.0)

Fields: No Fields (Progressive Scan)

Display Format: 25 fps Timecode

Audio

Channel Format: Stereo Number of Channels: 2

Sample Rate: 48000 Hz

Display Format: Audio Samples

Video Previews

Preview File Format: I-Frame Only MPEG [Configure...](#)

Codec: MPEG I-Frame

Width: 864

Height: 1080

Maximum Bit Depth Maximum Render Quality

Composite in Linear Color (requires GPU acceleration or max render quality)

VR Properties

Projection: None

Layout: Monoscopic

Horizontal Captured View: 0°

Vertical: 0°

Cancel

OK

Step #3

**Change frame size
settings to...
864 horizontal
1080 vertical**

**MAKE SURE YOU HAVE
SQUARE PIXELS
CHECKED ON PIXEL
ASPECT RATIO!**