

## Video Standards for Social Media: 2020 (Update: January 8, 2020)

Sharing posts on social media with links to YouTube is no longer a best practice. Social media platforms reward UNDP accounts when we upload videos directly to individual platforms. The longer your audience remains on a social media page, the more the algorithm is likely to work in your favor by delivering your post to a larger percentage of followers. **To ensure videos you've worked very hard to produce reach as many potential audiences, please ensure that your videos meet the below 2019 UNDP video standards for social media.**

**UNDP corporate social media accounts will not share videos which do not meet the below standards.** Please ensure that you add these requirements in TORs and RFPs as part of delivery terms when you recruit a video producer, social media and video communications personnel or services. Also remember to request a clean version (no captions, watermark or lower thirds) for each final video so, if needed, it can be translated into other languages.

In addition to adhering to the following guidelines, we ask that you **always get the original footage from your video producer** to house in a UNDP file repository for future use. Please also get in touch with the following three focal points before advertising to hire producers to shoot videos for use on **global social media accounts**.

- [Video@UNDP.org](mailto:Video@UNDP.org)
- [SocialMedia@UNDP.org](mailto:SocialMedia@UNDP.org)
- Your designated regional & national Communication Officer

### Suggested Production Programs to Assist in Meeting UNDP's Video Standards:

Adobe Premiere Pro / Final Cut Pro x	Paid & requires technical video skill
Lumen 5	Paid version & free version you will need to cut out watermark. Mostly templates. Minimal tech skill required.
Adobe Spark Video	Free video with watermarks (must remove), US \$10/month or US \$20/month team account. Mostly templates. Minimal technical skill required.

	Video
<b>Subtitles / Captions</b>  <b>**MUST HAVE REGARDLESS OF PLATFORM**</b>	<ul style="list-style-type: none"> <li>• Burned-In Captions</li> <li>• Font Options: <ul style="list-style-type: none"> <li>◦ Proxima Nova Bold, Extra Bold, and Italics Bold <u>OR</u> Myriad Pro Bold Condensed and Bold Semi Condensed.</li> </ul> </li> <li>• Alignment: Centered and MUST sit half inch above margin bottom (1-2 lines max)</li> <li>• Size: <ul style="list-style-type: none"> <li>◦ Subtitles: 90-95</li> <li>◦ Title and lower thirds: 60-80</li> <li>◦ Line spacing: -20 to -25</li> </ul> </li> <li>• UNDP Logo must appear in upper right corner throughout the video. We prefer using the white one at 70% transparency. The blue logo is fine as well</li> <li>• <b>**Please do not use YouTube to generate auto captions**</b></li> </ul>
<b>Margin</b>	<ul style="list-style-type: none"> <li>• Please leave <b>at least</b> a half-centimeter margin (minimum).</li> <li>• Newer IOS and Android mobile phones display video dimensions differently and tend to cut-off parts of videos and captions. This is particularly important for Instagram TV and Instagram Stories which cuts off part of your footage if you don't produce your videos for vertical viewing.</li> </ul>
<b>Facebook + LinkedIn</b>	<ul style="list-style-type: none"> <li>• MP4 File</li> <li>• Max 4GB, Max Frame Rate 40 fps, H.264 compression</li> <li>• Supported dimensions Facebook only: <ul style="list-style-type: none"> <li>◦ Square: 600 x 600 pixels</li> <li>◦ Vertical: 600 x 900 pixels</li> <li>◦ Horizontal: 1280w x 720h pixels</li> </ul> </li> <li>• Supported dimensions for Facebook and <u>LinkedIn only</u>: <ul style="list-style-type: none"> <li>◦ 1280 x 720 pixels</li> </ul> </li> </ul>
<b>Twitter</b>	<ul style="list-style-type: none"> <li>• MP4 File</li> <li>• Max 512 MB, Max Frame Rate 40 fps, H .264 compression</li> <li>• Dimensions: <ul style="list-style-type: none"> <li>◦ Landscape: 1280 x 720 pixels (2048K bitrate)</li> <li>◦ Horizontal: 1920 x 1200 pixels (2048K bitrate)</li> <li>◦ Vertical: 640 x 640 pixels (2048K bitrate)</li> <li>◦ Square: 1280 x 1280 pixels (2048K bitrate)</li> </ul> </li> </ul>
<b>Instagram</b>	<ul style="list-style-type: none"> <li>• MP4 or MOV file</li> <li>• Max 4GB, Max Frame Rate 30 fps for all Instagram formats (story, feed etc)</li> <li>• Max Video Lengths: <ul style="list-style-type: none"> <li>◦ Instagram Feed: 60 seconds max</li> <li>◦ Instagram TV: 15 seconds – 10 minutes</li> <li>◦ Instagram Story: 15 seconds per story (3-4 clips in a story max)</li> </ul> </li> <li>• Dimensions for main feed: <ul style="list-style-type: none"> <li>◦ Aspect ratio of 1.91:1 to 4:5 for all feed videos</li> <li>◦ 864 pixels wide x 1080 pixels high (optimal)</li> <li>◦ 1080 pixels wide x 1350 pixels high or 4:5 ratio (vertical video)</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ 1080 pixels wide x 1080 pixels high (square)</li> <li>○ 600 pixels wide x 336.5 pixels high (for non-retina display/ non-full display mobile phone screens)</li> <li>○ 1200 pixels wide x 673 pixels high (for full view or retina display (available in newer models of mobile devices such as Iphone 11 Pro Max, Iphone 11 Pro, Iphone XS Max, Iphone XS, LG V40, etc.</li> </ul> <ul style="list-style-type: none"> <li>• Dimensions for Instagram Stories: <ul style="list-style-type: none"> <li>○ 1080 pixels wide x 1920 pixels high</li> <li>○ Supports 1.91:1 to 9:16 but recommends rate of 4:5 and 9:16</li> <li>○ Remember to give enough whitespace around the edge to prevent part of your video from being cut off.</li> </ul> </li> <li>• Dimensions for Instagram IGTV: <ul style="list-style-type: none"> <li>○ 1080 pixels wide x 1920 pixels high</li> <li>○ Remember to give enough whitespace around the edge to prevent part of your video from being cut off.</li> <li>○ Vertical videos can have a max aspect ratio of 9:16 and a min of 4:5</li> <li>○ Horizontal videos can have a max aspect ratio of 16:9 and a min of 5:4</li> <li>○ For IGTV cover photos: recommended aspect ratio of 1:1.55 (or 420 x 854 pixels)</li> <li>○ IGTV videos that appear in the Instagram feed are cropped to a ratio of 4:5. IGTV videos in the Instagram grid have ratio of 1:1</li> </ul> </li> </ul>
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### Examples of mobile-first social video captions:

