

# Creative Best Practices & Content Suggestions



Mobile video  
is huge and  
continues  
to explode:

75% of all mobile  
data traffic will be  
video by 2020

## MOBILE VIDEO BEST PRACTICES

### **People consume content on mobile differently than on desktop.**

Researchers at Facebook and beyond have found that mobile activity is strikingly frequent and fast:

- People scroll through mobile News Feed 41% faster than desktop News Feed
- Almost half of American adults check their phone at least 30 times a day
- People can remember what they see on mobile after only a quarter of a second or less

### **We want to help you make better creative decisions and stronger connections with people.**

In this environment of fast, high-volume video watching, we've outlined our core recommendations below:

- Design for sound off, but use sound to add context
- Keep the length to 15 seconds or less
- Front-load your main message to the first 3 seconds
- Begin with an attention grabbing image
- Build vertical or square video
- Ensure you're following our [design recommendations and technical requirements](#)

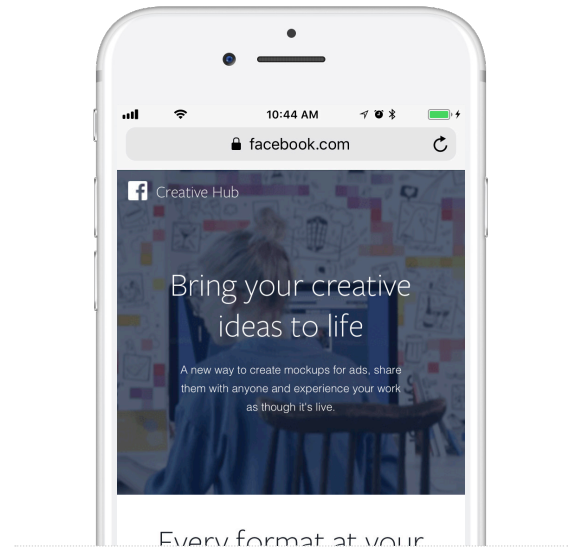
### **You can learn more about building mobile video here:**

- [Want to Make Better Video Ads for Mobile? Here's How](#)
- [Simple Ways to Adapt Your TV Commercials for Facebook and Instagram](#)
- [Creating Video for Mobile Feed](#)
- [Blueprint Course: Winning with Video on Mobile](#)
- [Blueprint Course: Producing Video Creative with a Free and Easy Web-Based Tool](#)
- [Blueprint Course: Optimizing Video Content for Mobile](#)

## OTHER CREATIVE BEST PRACTICES

In addition to video, there are several other ad formats that can help you tell powerful stories to the people you care about reaching. You can visit our [Creative Hub](#) to get inspired, and learn more here:

- [Ad format overview](#)
- [Facebook ad specs](#)
- [Blueprint Course: Storytelling with the Carousel Format](#)
- [Blueprint Course: Bring Your Business Story to Life with Instagram Stories](#)
- [Blueprint Course: Engage Your Audience with Fullscreen Canvas Experience](#)



## EASY CONTENT IDEAS

How to  
use Facebook  
when...

### Planning a major announcement

Take your fans behind-the-scenes with exclusive photos and videos before and after, live stream the announcement, and/or post the text of the announcement as a status update.

### Sharing urgent or timely information

Use Facebook Live to reach people quickly.

### Rolling out a new policy

Plan a Q&A, and include other stakeholders and policy experts to both ask and answer questions.

### Touring your community

Upload photos, videos and Stories from popular and interesting local spots. Tag the Facebook Pages of places you visit, and encourage them to share your posts as well.

### Hosting an event

Create a Facebook event, and share updates before and during the event for attendees. If this is a regularly occurring event, you can select a recurring frequency (such as daily, weekly or a custom timeframe).

### Building lists of supporters

Drive your fans and target audiences to a mobile-friendly petition or survey on your website.